Abstract 1:

The concept of genetic engineering has seemingly developed an unpopular stigma, especially when it comes to food, but in regards to cotton, genetically modifying this plant and its agriculture process has become a necessity for survival. There are too few cotton consumers that are educated and/or interested about the concept of genetic engineering, and those that are aware of this topic generally have a negative view. Although genetic engineering is unfavorable to the public eye, cotton is now being developed and reconstructed in ways that produce higher-quality fibers while avoiding harmful chemicals. The need to not only market, but properly inform, of these benefits that genetically modified cotton contrives is our main objective, and in order to achieve this, we must first evaluate the level of consumers’ awareness and their perceptions. We will use a Content Analysis approach with information gathered from social media users’ interactions regarding the topic. Our purpose is to eventually reveal the realistic ugliness of the cotton market without the advancements of genetic engineering to gain consumers’ attention. After showing a horrifying world riddled with pollution, chemically-induced disease, and unsustainable practices, the concept will shift to cotton, genetic modification, and the immensely pertinent, positive effects they have on our world. After successfully gathering scientific evidence as well as social media related research, this information will be reviewed to help devise proper consumer education and marketing strategies to improve the understanding about sustainability within the fashion industry.

Modified Abstract:

The concept of genetic engineering has developed an unpopular stigma, especially when it comes to food, but in regards to cotton, genetically modifying this plant and its agriculture process has become a necessity for survival. There are few cotton consumers educated and/or interested about the concept of genetic engineering, and those that are aware of GE generally have a negative view. The need to not only market, but properly inform, of the benefits that genetically modified cotton contrives is our main objective, which we will execute by first evaluating levels consumers’ awareness through social media platforms. Successfully reviewing the scientific evidence and supporting consumer perceptions, will help devise proper consumer education and marketing strategies to improve understanding about the sustainability of the cotton/fashion industry.