Ethical Consumption Values and Ecological Clothing: A Study in Brazil

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ABSTRACT

Objective: The research aims to investigate the Brazilian consumer in their intention to purchase ecological clothing.

Method: To carry out the study, field research was carried out, of an applied nature, with an exploratory and descriptive quantitative, cross-sectional objective, with non-probabilistic sampling, and research had for. The model proposed and validated by Echeverría (2017) was used as a basis, consisting of 11 factors and 42 psychographic observable variables, in addition to demographic variables (gender, age, education, and family income).

Originality/Relevance: As the concern for sustainability becomes a universal phenomenon, the profile of the ecologically conscious consumer evolves. The ecological fashion movement gained strength and several companies began to realize the importance of sustainability and ethical conduct as indispensable factors in fashion. Brazil is the largest complete textile chain in the West, with more than 9.5 million jobs.

Results: The predominance of the sample was female, education, there was a balance between the number of respondents between undergraduate and secondary education, with an average age of respondents of 36.74 years. An interesting point of the study, which proved to be quite significant, was the positive influence of the attitude toward the purchase of ecological products on the ecological purchase intention. The increase in ecological awareness greatly interferes with consumer behavior. The theory of planned behavior can explain this phenomenon, as an individual's attitude, their beliefs concerning a certain aspect, can influence their consumption intention.

Theoretical/methodological contributions: The contribution of this study is to provide the profile of the Brazilian consumer in their intention to purchase ecological clothing. The positive influence of the attitude towards the purchase of ecological products remained evident. Increased awareness of consumer behavior. The great contribution of this study lies in the proposition of a theoretical framework, which enables an understanding of the structure of green consumer behavior.

Social contributions: Assuming that human behavior is goal-oriented, based on individual beliefs, the goals TCP applied to consumption proposes that the way people select, process information, and act about them depends on the relevance and strength of its own general goals.

Keywords: Conscious consumption. Ethical values. Sustainable Clothing. Sustainable development. SDGs.

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VALORES ÉTICOS DE CONSUMO E ROUPAS ECOLÓGICAS: UM ESTUDO NO BRASIL

RESUMO

Objetivo: A pesquisa tem como objetivo investigar o consumidor brasileiro na sua intenção de compra de roupa ecológica.

Método: Para a realização do estudo foi realizada uma pesquisa de campo, de natureza aplicada, com objetivo exploratório e descritivo quantitativa, transversal, com amostragem não probabilística, sendo que, a pesquisa teve por. Tomou-se por base o modelo proposto e validado por Echeverría (2017), composto de 11 fatores e 42 variáveis observáveis psicográficas, além das variáveis demográficas (sexo, idade, escolaridade e renda familiar).

Originalidade/Relevância: À medida em que a preocupação com a sustentabilidade se torna um fenômeno universal, o perfil do consumidor ecologicamente consciente evolui. O movimento da moda ecológica ganhou força e diversas empresas começaram a perceber a importância da sustentabilidade e conduta ética como fatores indispensáveis na moda. O Brasil é a maior cadeia têxtil completa do ocidente, com mais de 9,5 milhões de empregos.

Resultados: A predominância da amostra foi o gênero feminino, no tocante à escolaridade, houve um equilíbrio entre o número de respondentes entre graduação e o ensino médio, tendo a média de idade dos respondentes de 36,74 anos. Um ponto interessante do estudo e que se mostrou bastante significativo foi a influência positiva da atitude face à compra de produtos ecológicos na intenção de compra ecológica. O aumento da consciência ecológica interfere, sobremaneira, no comportamento do consumidor. A teoria do comportamento planejado pode explicar este fenômeno, pois a atitude de um indivíduo, suas crenças em relação a determinado aspecto, podem influenciar sua intenção de consumo.

Contribuições teóricas/metodológicas: A contribuição deste estudo consiste em fornecer o perfil do consumidor brasileiro em sua intenção de compra de roupa ecológica. Restou evidenciada a influência positiva da atitude face à compra de produtos ecológicos. O aumento da consciência no comportamento do consumidor. A grande contribuição deste estudo encontra-se na proposição de um *framework* teórico, que possibilita um entendimento da estrutura do comportamento do consumidor verde.

Contribuições sociais: Assumindo-se que o comportamento humano é orientado a objetivos, com base nas crenças individuais, a TCP de objetivos aplicada ao consumo propõe que a maneira como as pessoas selecionam, processam informações e agem em relação a elas depende da relevância e força de suas próprias metas gerais.

Palavras-chave: Consumo consciente; Valores éticos; Roupa Sustentável; Desenvolvimento sustentável; ODS.

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1 INTRODUCTION

In the 21st century, the paradigm established environmentally sustainable development and its implication in creating products for fashion clothing. As the concern with sustainability becomes a universal phenomenon, the profile of the ecologically conscious consumer evolved (Roberts, 1996). Concerns about sustainable development are growing nowadays, leading to the UN's 2030 Agenda. Among the objectives listed therein, SDG 12 stands out, which aims at sustainable management and the efficient use of natural resources and proposes to ensure sustainable production and consumption patterns (United Nations, 2015).

Consuming is not merely an individual act but a result of the symbolic interactionism of a socially constructed identity (Carvalho et al., 2010; Sung et al., 2014). Sustainable consumption may involve a conflict between individual and collective interests (De Toni et al., 2012; Steg, 2018). Human beliefs influence their attitudes, and most human behavior is goal-directed (Fishbein & Ajzen, 1980; Ajzen, 1985).

In the interim, sustainable consumption is a fundamental concept, which can be examined from various angles, and should be analyzed as a series of choices and actions that cover the entire useful life of a good or service, not just the moment of purchase (Sesini, Castiglioni & Lozza, 2020). Different perspectives and definitions have been developed since the 1990s, raising questions among scholars about how much focus should be placed on consumers, their lifestyles and consumption, as well as on efficient or responsible consumption, or simply consuming less (Jackson, 2004; Dawkins, Andrew, Axelsson, Benoist, Swartling, & Persson, 2019).

In short, sustainable consumption highlights the ethics and importance of the environment, discussing the role of the individual in consumption decisions and in improving more sustainable behavior. Environmental laws and social charges force organizations to adopt more sustainable production and distribution models and to communicate an image of social responsibility (Carmona & Barreto, 2018). This growth in the number of conscious consumers can become an opportunity for companies as it results in the development of new niche market segments (Castro, El-Aouar, Severo, Silva, & Silva, 2020).

The slow fashion movement, or ecological fashion, gained strength and several companies began to realize the importance of sustainability and ethical conduct as indispensable factors in fashion (Moisander & Personen, 2002). According to Lages and Neto (2002), the concept of the green or ecologically correct consumer is related to the individual who

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consciously seeks to produce, through his consumption behavior, a null or favorable effect on the environment and society.

The apparel industry has significant potential for improvement in various aspects of sustainability (Jacobs et al., 2018). The fashion and clothing industries are significant for the economy, generating many jobs and income in Brazil and the world (Abit, 2019; Maccarthy & Jayarathne, 2011). According to data from the Brazilian Textile Industry Association, Brazil is the largest complete textile chain in the West, with more than 1.5 million direct jobs and around 8 million indirect ones (Abit, 2019). However, these benefits arising from the production volume should not cost natural resources for future generations (Raciniewska, 2014), which is why studying the Brazilian clothing market and its relationship with ethical values and sustainable consumption is very relevant both for academia and management. Facilitating the development of impactful sustainability goals requires research to discover, among other things, the circumstances that determine the relevance of sustainability goals and objectives for individuals (Thøgersen et al., 2012; Steg et al., 2016; Steg, 2018; Thøgersen & Alfinito, 2020). In this sense, it is essential to emphasize that antecedent factors influence consumer attitudes toward sustainable purchasing.

Based on the above, this research aims to investigate the Brazilian consumer's intention to purchase ecological clothing. To this end, a quantitative, cross-sectional survey was carried out with non-probabilistic sampling. The procedures will be detailed in the methodological chapter. The outstanding contribution of this study lies in the proposition of a theoretical framework that enables an understanding of the structure of green consumer behavior. The article, in addition to this introduction, is structured in the following sections: i) theoretical framework addressing the themes of involvement in fashion, Ethical Consumption, and Ecological Clothing; ii) literature review, with the themes addressed in the study, as well as the hypotheses proposed; d; iii) results and discussions; and iv) final considerations.

2 THEORETICAL REFERENCE

2.1 Involvement in fashion, sustainable consumption, and ecological clothing

Environmental protection increasingly requires the best use of resources to offset the rate of ecological degradation and climate change (Sadiq et al., 2021; Liu et al., 2021; Cao et al., 2022). With the propagation of the ecological conscience, the concern for the environment and the quality of life is evidenced by the growth of "Green Marketing" (Keesling & Kaynama,

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2003; Leite, 2009). For Ottman (1994), ecologically correct, or green, goods generate less environmental impact than alternatives.

Over the last decade, there has been an increase in awareness on the part of several companies about the importance of sustainability, and ethics as fundamental elements in the field of fashion. This perception has led to the creation of a movement known as "slow fashion" or ecological fashion, which seeks to respect both the environment and human rights. This movement adopts specific criteria, such as the conservation of resources, the use of recyclable materials, and the prevention of contamination, in addition to the concern with the durability of garments, the reduction of waste, and energy savings (Moisander & Personen, 2002).

Ecological clothing follows these criteria, being produced naturally, without harming the environment or human rights, and without causing pollution in the air, water, or soil. Ecological fashion has become increasingly important in the contemporary world, not only from an environmental point of view, but also as a movement that seeks to improve relationships between companies, consumers, and society in general (Echeverría (2017).

Briscoe et al. (1997) pointed out differences between men and women regarding pro-environmental behaviors. However, gender effects change over time and vary according to the location and type of pro-environmental behavior. The concept of ethical or ecological clothing cannot be seen as one-dimensional, involving multiple issues such as social welfare, animal welfare, and environmental sustainability (Koszewska, 2013; Raciniewska, 2014; Reimers et al., 2016; Echeverría, 2017).

Selfish and hedonic values, and notably a preference for durable clothing, can impede sustainable buying behavior (Jacobs et al., 2018). In the same sense, the study by Thøgersen et al. (2012) seeks to explain the importance of the country of origin in consumer behavior regarding purchasing organic products. In this review, it is evident that there are few studies analyzing the interactions between the effects of organic products and the country of origin.

Consumers who buy organic foods have a relatively high Involvement in the purchase decision (Zanoli & Naspetti, 2002). Jacobs et al. (2018) state that there is potential for improvement related to several aspects of sustainability, specifically in clothing, consumer attitudes toward sustainable products and services, are increasingly favorable in recent years.

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2.2 STUDY VARIABLES

The present study presents the following substantiated variables.

2.2.1 Engagement with fashion

In the differences in behavior, involvement with a product or service is an important driver, considering involvement as the degree of importance or pertinence the consumer attaches to an object, person, or situation (Helgeson, 1987; Rossi; Fonseca, 1998; Solomon, 2002). Five items were developed to measure engagement with fashion (Tigert et al., 1976) based on the fashion participation index: fashion innovation, and purchase time, interpersonal fashion communication, interest in fashion, fashion knowledge, reaction to changing fashion trends, and fashion awareness. Maloney & Lee (2014) and Tu & Hu (2018) present that the most significant factor in purchase intention is an attitude which was followed by the perceived behavioral control and then subjective norms on the construct intention. Based on this reasoning, we propose the hypothesis:

H1: Involvement in fashion positively affects attitudes toward ethical consumption.

2.2.2 Price Awareness

Price is a constraint associated with green products. Price awareness is understood as the degree to which the consumer uses price in its negative role as a decision-making criterion; that is, that price awareness is negatively related to price acceptance levels (Echeverría, 2017; Bookanit & Kengpol, 2010). According to Carvalhal (2016), the focus on conscious production leads to higher clothing prices, which can hinder conscious consumption. This issue becomes a barrier as society typically values lower prices and a greater quantity of clothing. In this sense, the hypothesis:

 H2 has elaborated: Price awareness hurts the attitude towards ethical consumption.

2.2.3 Value Awareness

In ecologically correct products, the perception of value is a relation between what the consumer obtains, the benefit, and what it gives the sacrifice. The perception of value in ecologically correct products is significantly related to environmental awareness and how much

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these products can impact their well-being (De Toni et al., 2012). For the authors, Koller et al. (2011), the perception of value in ecologically correct products is more important for consumers involved in green consumption. *Value consciousness* is a necessary antecedent that influences consumer attitudes and purchase intentions (Garretson et al., 2002). Based on this reasoning, the hypothesis is:

H3: Awareness of value positively influences attitudes toward ethical consumption.

2.2.4 Idealism and Selfishness

Idealism is the individual's concern for the well-being of others, and idealists assume that people can always obtain desirable consequences by taking the right actions. Therefore, avoiding harm to others is always possible (Echeverría, 2017). More idealistic consumers are likely to perceive ethics and social responsibility as important in business practices; idealistic people avoid harming others and strictly follow moral rules. Therefore, the proposed hypothesis:

H4: Idealism positively influences the attitude toward ethical consumption, is suggested.

Idealism has a positive association with unethical perceptions of marketing, while selfishness negatively affects consumers' perceptions of unethical marketing behavior by companies (Leonidou, 2013). Selfishness has increased due to consumerism over the decades and has been studied by several theorists (Barbosa, 2008; Echeverría, 2017). In this context, the hypothesis:

H5: Selfishness positively influences the attitude toward ethical consumption, is proposed.

2.2.5 Social Influence

Secord Backman (1964) defined *social influence* as when the actions of one person are a condition for the actions of another when someone's behavior is socially influenced because it changes in the presence of others. In this sense, Kotler, Armstrong, 1994 and Myers (2014) state that one of the critical factors in a person's life is social influence, which occurs through reference groups, family, friends, social roles, and status, which exert a high degree of influence. About people.

Individuals need a considerable amount of information to determine the criteria they judge their purchasing decisions (Schiffman & Kanuk, 2009). The purchase can be related to

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social factors, evidenced by several studies where social influences can be affected through multiple opportunities: consumers can obtain approval either through the opinions of friends (Denrell, 2008; Masouleh et al., 2012) or children and spouses (Angelo; Siqueira; Fávero, 2003); either through interaction with sellers, information materials, social networks (Silveira; Soares, 2011), advertisements and suppliers. Kotler (2000) states that social influence determines an individual's responsible purchasing process. For these reasons, the hypothesis:

H6 was elaborated: Social influence positively influences attitudes toward ethical consumption.

2.2.6 Pro-environmental beliefs

According to Echeverría (2017), their results show a positive relationship between the two Peruvian and Portuguese samples, with pro-environmental beliefs having a positive influence on the attitude towards ethical consumption, with significant results. *Environmental beliefs* are defined by Stern (2000) as beliefs oriented towards the environment, related to the collective good, but considered as self-interested attitudes (Karp, 1996). The literature shows (Stern et al., 1995; Dunlap et al., 2000) that, regarding the possibility of empirical correlations between environmental beliefs and ethical consumption behaviors, ethical consumption values influence professional beliefs positively. -environmental, thus, the following hypothesis was formulated:

H7: Pro-environmental beliefs positively influence the attitude toward ethical consumption.

2.2.7 Attitude towards ethical consumption

Ethical consumption is defined as that in which the individual conceives the act of consumption as the connection of fairer actions towards society, giving greater importance to the individual's relationship with the collective and future generations. (Dinato, 1998). The attitude toward ethical consumption determines how consumers perceive products as superior in terms of impact on health, quality, and the environment, showing a willingness to pay more or recommend to friends and family (Wiedmann et al. (2014).

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2.2.8 Theory of Rational Action and Theory of Planned Behavior

Assuming that human behavior is goal-oriented, based on individual beliefs, the goals TPB applied to consumption proposes that the way people select, process information, and act on it depends on the relevance and strength of their own beliefs. general goals (Lindenberg & Steg, 2007; Moutinho & Roazzi, 2010; Steg et al., 2016; Thogersen & Alfinito; 2020). A given principal value will have the most decisive influence on cognitive and motivational processes, making people sensitive to certain types of information and consequences related to that goal and causing them to focus on specific alternatives while neglecting others (Steg et al., 2016). Given these aspects, we suggest the following hypothesis:

H8: The attitude towards ethical consumption positively affects satisfaction with life, being considered the mediating variable of the model.

The following research hypotheses are outlined for the other two variables. Consequently, on the attitude and intention toward the purchase of ecological clothing:

H9: The attitude towards ethical consumption has a positive effect on the attitude towards the purchase of clothing ecologically and,

H10: The attitude towards ethical consumption positively influences the purchase intention of ecological clothing.

2.2.9 Satisfaction with Life

Echeverría (2017) states that your happiness is a way of measuring consumer satisfaction by measuring how happy an individual is with purchasing a particular product or service. *Customer satisfaction* is defined as the evaluation of a series of results, such as customer retention, loyalty, and sales performance, and is also a post-purchase evaluation (Gomez et al., 2004; Costa & Falcão, 2018). Considering their values, and concepts, the measure of life satisfaction intends to know how satisfied people are with their lives (Payol & Diener, 2009). Therefore, regarding satisfaction with life, the following hypotheses are considered:

H11: Satisfaction with life positively influences the attitude toward the purchase of ecological products, and

H13: Satisfaction with life positively influences the intention to purchase ecological clothing.

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2.2.10 The general attitude towards the purchase of ecological products "Ecological Clothing"

Attitude is a psychological variable that interferes with the purchase decision process. Its study is the object of consideration of social psychology practically because individuals always form attitudes to meet their unique needs (Krech et al., 1973). According to the attitudes are related to behavior when prediction involves an individual before a particular object or event. For Echeverría (2017), attitude is a determining assumption in the purchase of organic products. In this sense, we present the following hypothesis:

H12: The attitude toward purchasing ecological products positively influences the intention to purchase ecological clothing.

2.2.11 Intention to purchase green products "Ecological Clothing"

At the beginning of the decade, Rumpala (2011) anticipated that the countries' political agendas had already added subjects related to sustainable consumption. The demand for ecological products is still a trend and suggests that the integration of non-economic attributes to the product can also add value to it (Brécard et al., 2009). Echeverría (2017) explains that green products are equivalent to standard products while simultaneously fulfilling their functions. However, they have the great added value of not causing damage to the environment. Based on the ANT, other studies (Kim et al., 2003; Belleau et al., 2007) support the vital link between attitudes and purchase intentions concerning the acquisition of clothing products. Saricam & Okur (2019) state that consumers may have positive feelings and beliefs about eco-fashion products, but the explanations for why they deflect from purchasing them are related to the position of poor quality, high prices, or unfashionable. Reiley & DeLong (2011) concluded that consumers who sought clothes from recycled sources perceived their appearance as unique more than those who acquired their clothes only from new sources, therefore, this attitude inclines them to buy ecological clothes.

3 METHODOLOGICAL PROCEDURES

This study is field research, of an applied nature, with an exploratory and descriptive, quantitative, and cross-sectional objective—the investigative context in Brazil. It is important to point out that this research replicates a scale already used previously. According to Hair et

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al. (2019), pre-tests were applied, which allowed the execution of exploratory factor analysis with 148 participants, enabling the round of confirmatory factor analysis through the structural equation modeling technique. In both cases, the sample was non-probabilistic, chosen for convenience and, at this stage, with online data collection.

The final sample consisted of 381 respondents, based on Coutinho (2013), without age or gender limitation. The profiles will be presented in the empirical results section. Schumacker and Lomax (2010) state that the literature differs on the ideal sampling, as some suggest having between 100-150 observations, others 400, and others between 250-500. The sample minimizes the typical representative bias associated with convenience (Reimers et al., 2016). These precautions ensured that the statistical analysis was significant, with sufficient variation in the dependent variable. Non-probabilistic sampling was used, which starts from some criterion where not every population has the same chance of being selected (Fink, 1995) and for convenience (Roberts, 1996; Bickman & Rog, 2008), choosing the available participants to respond to the survey. The method used was non-probabilistic convenience sampling since the questionnaire was applied to people close to the researcher, supermarket aleatory customers, and by a snowball, taking into account that additional respondents were being included in the list of respondents from the primary survey respondents.

Data collection was carried out in May and June 2020, through a form, with 42 questions using a five-point Likert scale – with a minimum level of 1 and the maximum level of 5 -of ordinal qualitative level, distributed electronically by Google Forms, covering people from all over the country. The additive method was used to adjust the variables and linear regression to test the hypotheses with the Likert scale. The SPSS software from IBM and the AMOS extension (Analysis of Moment Structures) was used to conduct the analyses. The Likert scale is unsuitable for averaging (Vieira & Dalmoro, 2008; Trojan & Sipraki, 2015).

The model proposed and validated by Echeverría (2017) was based on 11 factors and 42 psycho-graphic observable variables, in addition to demographic variables (gender, age, education, and family income), adjusted to the research.

4 QUANTITATIVE VALIDATION, RESULTS, AND DISCUSSION OF EMPIRICAL STUDY

Considering that the scale had been validated in previous research and the intention of replicating it, a quantitative validation process consisting of two stages was carried out: exploratory and confirmatory factor analysis. For factor analysis to be considered consistent, a

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series of assumptions must be met, as mentioned in the method. For this work, the requirements were stipulated as follows: minimum sample size of five participants for each variable; multivariate data normality; Kaiser-Meyer-Olkin (KMO) tests greater than 0.8; significant Bartlett's Sphericity test (less than 0.5); commonality of variables greater than 0.4 (Hair et al., 2005; Pestana & Gageiro, 2008). In a preliminary test, a KMO of 0.897 and Barlett's Sphericity equal to zero were found. Analyzing the commonalities of the questionnaire variables, all presented a value above 0.5. Reliability analysis was performed for each indicator and each latent variable being reliable. The model presents the following constructs: Involvement in Fashion (EM); Price Awareness (PC); Value Consciousness (CV); Idealism (I); Selfishness (E); Social Influence (SI); Life Satisfaction (SV); Attitudes towards Ethical Consumption (ACE); Pro-environmental Beliefs (CPROA); Attitude towards the Purchase of Ecological Clothing (AGPECO); Intention to Purchase Ecological Clothing (ICPV).

4.1 Demographic data

The sample of 381 respondents is predominantly composed of females (54.1%, 206 observations). For education, there was a balance between graduated respondents (98) and the number of respondents with high school (100). The high school predominated with 26.2% of the observations. As for the place of origin, 220 respondents claimed to be from the State of Rio Grande do Sul, representing 57.7% of the sample. The average age of respondents is 36.74 years, with 18 years being the youngest and 68 being the oldest observation in the sample. As for income, the data collection instrument scaled five income ranges based on the social indicators of the IBGE (2018). The lowest range is R$ 2,090.00, and the highest is above R$ 26,126.00. According to statistical frequency analysis, most 381 respondents (130) fall into the second income range, R$ 2,091.00 to R$ 5,225.00, with a standard deviation of 1.09.

4.2 Descriptive analysis of variables

The descriptive analysis of the variables, based on the mode measure, allows inferring, considering the five-point Likert scale used and the additive method, that, in general, the respondents marked the option "I fully agree" concerning the variables of the CP, CV, ACE, CPROA, AGPECO, and ICPV factors. For each of the variables, considering the additive method, the median and mode were presented:

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Table *1* - Descriptive Statistics of Variables

Factor	EM	CP	CV	I	E	IS	SV	ACE	CPROA	AGPECO	ICPV
Median	17	17	22	17	18	12	21	14	13	13	13
Fashion	22	20	25	18	18	14	22	15	15	15	15
Max Addition	25	20	25	20	20	15	25	15	15	15	15

Source: The authors (2020).

The average values of involvement in fashion (EM) and social influence (SI) are close to neutrality the standard deviation verified is essential. As for the other constructs, the descriptive analysis of the variables referring to Brazilians' ethical and ecological consumption in the sample seems significant. In this regard, the high average of the Attitude towards Ethical Consumption construct stands out, with a relatively low standard deviation.

4.3 Impact of demographic data on respondents' attitude

Differences with $p < 0.05$ were considered statistically significant. The averages consider the additive method used to transform the variables. Regarding the gender of the respondents, male or female data were considered for conducting the statistical test in two groups. These results were obtained using the SPSS software, considering a normal distribution, with the T-test for independent samples (H0: variances are homogeneous; H1: variances are not homogeneous).

Table *2* – Gender impact on respondents' attitude

Variables	N	*Score*	Sig. (2 extremities)	Results
EM	206	14,497	0,290	Not significant
	174	17,149		
CP	206	16,715	0,869	Not significant
	174	16,833		
CV	206	21,372	0,655	Not significant
	174	21,2759		
I	206	16,657	0,049	Significant
	174	16,983		
E	206	17,034	0,924	Not significant
	174	17,046		
IS	206	10,884	0,011	Significant
	174	12,012		
SV	206	20,251	0,021	Significant
	174	21,143		
ACE	206	13,338	0,447	Not significant
	174	13,086		
CPROA	206	12,435	0,713	Not significant
	174	12,489		
AGPECO	206	12,986	0,869	Not significant
	174	12,489		
ICPV	206	12,483	0,048	Significant
	174	12,172		

Source: The authors (2020).

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We can mention that the independent t-test showed that the given gender is positively significant (rejects the null hypothesis) in the variables Idealism (I), Social Influence (SI), Satisfaction with Life (SV), and Intention to Purchase Ecological Clothing (ICPV). It appears that Echeverría (2017) found significance for the latent variables ACE, CPROA, AGPECO, and ICPV only in the sample of the Peruvian population. For the sample of the Portuguese population, gender was not significant in any of them. As for schooling, we have more than two groups: elementary school; high school; University graduate; Specialization; master's, and doctorate. The test option for several independent samples in SPSS has used the type of Kruskal-Wallis H test. If $p<0.05$, the null hypothesis is rejected. In this case, schooling was significant for the EM factors; CP; IS; SV; ACE; CPROA, and ICPV. For multiple comparisons, by One-Way ANOVA with Post Hoc (Bonferroni test), it was found that MS, elementary school compared to doctorate has more adherence to involvement in fashion, and this is statistically significant ($p<0.0001$). The same tests were done for the income variable. Statistical significance was present for MS; CP; CV; IS; CPROA, and ICPV. The Bonferroni test allowed us to verify that, about CP, the higher income range has more adherence to pricing awareness than the lowest income range surveyed and that this difference is statistically significant ($p<0.001$).

4.4 Model hypothesis

To examine the hypotheses of the model, the items, normality tests, and statistical tests were added. Thirteen hypotheses, already explained in the theoretical foundation, were tested using linear regression. The correlation ranges from -1 to 1 and measures the strength of the relationship between two variables, as shown in Table 3.

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Painting *3* – Hypothesis Test

Hip.	Description	β	Corroborated
H1	Involvement in fashion has a positive effect on attitude towards ethical consumption (EM-ACE)	0,174	No
H2	Price consciousness harms attitude towards ethical consumption (CP-ACE)	0,206	No
H3	Awareness of value positively influences the attitude toward ethical consumption (CV-ACE)	0,230	Yes
H4	Idealism positively influences the attitude toward ethical consumption (I-ACE)	0,376	No
H5	Selfishness positively influences the attitude toward ethical consumption (E-ACE)	0,515	Yes
H6	Social influence has a positive influence on attitude towards ethical consumption (IS-ACE)	0,180	No
H7	Pro-environment beliefs have a positive influence on the attitude towards ethical consumption (CPROA-ACE)	0,502	Yes
H8	Attitude towards ethical consumption positively influences satisfaction with life (ACE-SV)	0,301	No
H9	The attitude toward ethical consumption has a positive effect on the attitude toward the purchase of ecological clothing (ACE-AGEPCO)	0,465	Yes
H10	The attitude towards ethical consumption positively influences the intention to purchase ecological clothing (ACE-ICPV)	0,363	No
H11	Satisfaction with life positively influences the attitude toward the purchase of ecological products (SV-AGPECO)	0,307	No
H12	The attitude towards the purchase of ecological products has a positive influence on the intention to purchase ecological clothing (AGPECO-ICPV)	0,738	Yes
H13	Life satisfaction has a positive influence on the intention to purchase ecological clothing (SV-ICPV)	0,298	No

Source: Research Data (2020).

The analysis of the results allows inferring that the respondent's involvement with fashion positively impacts their attitude towards ethical consumption, but not significantly, so the hypothesis cannot corroborate in the study. As for hypothesis 2, price is a constraint associated with more ecological and sustainable products. In the case of hypothesis 3, we expected that value consciousness would inspire consumers to overcome their price sensitivity. Although there is a positive influence, as understood by the confirmation of the hypothesis, it is deficient. Concerning Idealism, the influence on the attitude towards ethical consumption depends on the level of Idealism of each one. The hypothesis for this study was not confirmed.

As in the study by Echeverría (2017), selfishness proved significant. The individual adopts an ethical posture of consumption, thinking about his benefit. An interesting point of the study, which proved to be quite significant, was the positive influence of the attitude toward the purchase of ecological products on the ecological purchase intention. The increase in ecological awareness significantly interferes with consumer behavior. The theory of planned behavior can explain this phenomenon, as an individual's attitude, their beliefs concerning a particular aspect,

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can influence their consumption intention. The results expose satisfaction with life, a positive influence on the intention to purchase ecological clothing. However, the result is not significant.

5 FINAL CONSIDERATIONS

The development of environmentally conscious fashion in Brazil is a trend. Monitoring consumer behavior and ideals regarding the consumption of ecological clothing can help both the market to improve its results and the environment, adding an environmental footprint to consumption. Based on a comparative study already carried out, we sought to replicate the procedures of a foreign study in Brazil.

The aim of investigating the Brazilian consumer intention to purchase ecological clothing was achieved through the application of a survey through which a non-probabilistic sample of 381 respondents was obtained. As the study used as a basis, the respondents' education was significant regarding their attitude toward ecological purchases. The education was also verified by the demographic variable "family income."

Despite positively influencing the attitude towards ethical consumption, involvement with fashion does not do so significantly. It cannot be considered a determinant of more ethical or sustainable behavior by the Brazilian consumer. The research demonstrates that pro-environmental beliefs are positive and significant, which is in line with the Theories of Planned Behavior and Rational Action used in the study. Therefore, multiple factors interfere with attitudes toward ethical consumption, and the same country has profile differences.

Considering that environmental concerns and beliefs are factors identified as important in the purchase intention, the search for ideal materials takes time, since in addition to the fabric components, it may also be necessary to check the suppliers' practices regarding, for example, animal testing and the origin of the materials, in addition to just quality and durability parameters.

Like the research carried out in Portugal, this research in Brazil pointed out that selfishness is a factor that encourages environmentally correct consumption. Consumers want to feel good about their habits, to feel that they are purchasing something of superior quality and morally correct. This perspective must be considered by producers. The creative process and the choice of materials, as well as the benefit to local labor, can be determining factors in encouraging consumers with this self-centered profile.

There was no gender or location limitation, with respondents from different parts of the country, with a predominance of Rio Grande does Sul and Santa Catarina. This predominance

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of the South region in the study does not affect the analyses and conclusions since the sample is representative. One limitation of the study is that the Brazilian regions are not equally represented within the sample. For this reason, it is impossible to generalize the conclusions now obtained with complete reliability as a recommendation for future quantitative and qualitative research to relate subjective aspects linked to the attitude towards ethical consumption and the intention of ecological clothing.

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