

ISTANBUL TECHNICAL UNIVERSITY ★ TEXTILE TECHNOLOGIES
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**AN ANALYSIS OF THE IMPACT
OF GARMENT BRANDS' SOCIAL COMPLIANCE ACTIVITIES ON
CONSUMERS' PURCHASING BEHAVIOR**

M.Sc. THESIS

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HAZIRGIYIM MARKALARININ YÜRÜTTÜKLERİ SOSYAL UYGUNLUK
ÇALIŞMALARININ TÜKETİCİLERİN SATINALMA DAVRANIŞLARINA
ETKİSİ ÜZERİNE BİR İNCELEME

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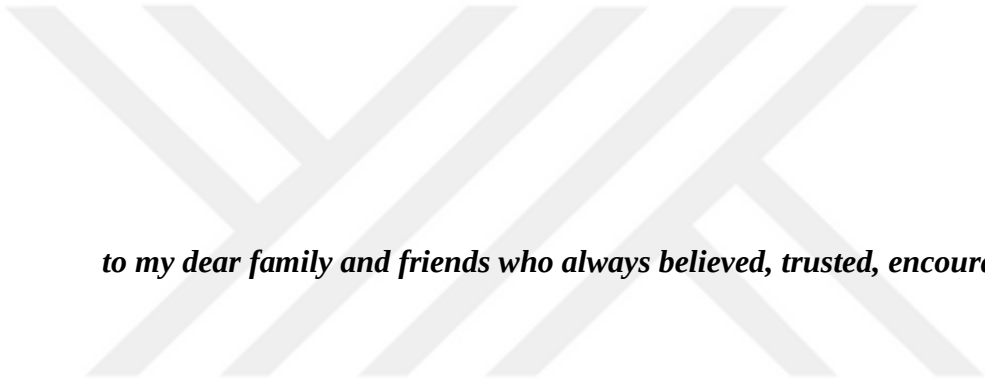
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to my dear family and friends who always believed, trusted, encouraged in me,



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ABBREVIATIONS

APSCA	: Association of Professional Social Compliance Auditors
BSCI	: Business Social Compliance Initiative
COE	: Code of Ethics
COP	: Code of Practices
CSR	: Corporate Social Responsibility
EKAD	: Ecological Researches Association
ETI	: Ethical Trading Initiative
FLA	: Fair Labor Association
FTA	: Foreign Trade Association
FWF	: Fair Wear Foundation
GRI	: Global Reporting Initiative
ILO	: International Labour Organization
ISO 14000	: International Organization for Standardization
KACUV	: Hope for Children with Cancer Foundation
OECD	:The Organisation for Economic Co-operation and Development
OHSAS 18001	: Occupational Health and Safety Assessment Series
SA8000	: International Social Accountability Certification
TEMA	: The Turkish Foundation for Combating Soil Erosion,
UN Global Compact	: The United Nations Global Compact
UNICEF	: United Nations Children's Fund
WBCSD	: World Business Council for Sustainable Development
WRAP	: Worldwide Responsible Accredited Production



SYMBOLS

a	:Cronbach's Alpha
ANOVA	:Analysis of variance
f	:Frequency
KMO	:Kaiser-Meyer-Olkin Measure
LSD	:Least Significant Difference
n	:Sample size
p	:p-value
%	:Percent
$\bar{x}$	:Mean



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AN ANALYSIS OF THE IMPACT OF GARMENT BRANDS' SOCIAL COMPLIANCE ACTIVITIES ON CONSUMERS' PURCHASING BEHAVIOR

SUMMARY

This study aims to analyse the impact of garment brands' social compliance activities on consumers' purchasing behavior.

With the globalization, economic, political, and technological developments increase the mutual dependence of the people worldwide. It is not only the states' responsibility to do what is needed to increase the wealth of a country. In this topic, companies and brands also have important responsibilities and they are responsible not only towards their shareholders, customers, and employees but also towards every segment of the society.

Garment industry, which is one of the most labor intensive industries, has become topic of discussion many times because of inappropriate working conditions.

In the recent years, protests of non-governmental organizations against the companies which do not provide their employees with healthy working conditions, do not give their rights, manufacture their goods in the third-world countries in order to lower production costs and escape the laws of their home countries played a crucial role in directing brands towards social compliance activities. In such a context, customers started to question the social impact of the companies the products of which they purchase. Companies, on the other side, started to restructure their organizations because of changing consumer tendencies and demands from brands.

In the first chapter, the focus is on the trends of garment industry and their impacts. A literature survey on the slow fashion and fast fashion concepts is conducted and the emergence of the social responsibility issue is researched. In the second chapter the concept of social responsibility / compliance is evaluated, and some other relevant concepts are explained. In addition, social compliance audit processes are examined in detail. In the last chapter the concept of "consumer" is defined, and some related concepts are explained. Then, a literature survey is conducted under various headings related to the elements that psychologically affect consumers' purchasing behavior, purchasing decision process, and clothing purchasing behavior.

Questionnaire method was used as the data collection tool in the study. The questionnaire applied in the study is composed of three parts. The first part includes multiple choice questions to determine demographic characteristics such as age, gender and educational. The second part is intended to determine the individuals' purchasing behavior in ready-made clothing. In the third section, on the other hand, relevant questions were asked to understand how this purchasing behavior would be affected as a result of the scenarios created for the different sub-working areas of social compliance issues and adverse working conditions.

The research question of this study is “How does garment brands’ social compliance activities affect consumers’ purchasing behaviour?”. In the study, taking into consideration social compliance issues, it is analyzed whether the buying behaviors differed in terms of gender, education level, NGO membership, level of income, monthly expense and monthly garment expense independent variables.

During the preparation of the questionnaire, no existing scale and question set was used, and all questions were created from scratch. SPSS 22 statistical package program was used to analyze the data. The questionnaire is published on the website and shared by many people via cell phones and personal computers. 307 people filled the questionnaire successfully and sent it back.

As a result of the analysis, the findings that explain the impact of garment brands’ social compliance activities on consumers’ purchasing behaviour were obtained and these findings were interpreted.

Key Words: Social Compliance, Social Responsibility, Ethics, Social Compliance Assessment, Working Conditions, Ready-to-Wear

HAZIRGIYİM MARKALARININ YÜRÜTTÜKLERİ SOSYAL UYGUNLUK ÇALIŞMALARININ TÜKETİCİLERİN SATINALMA DAVRANIŞLARINA ETKİSİ ÜZERİNE BİR İNCELEME

ÖZET

Emek yoğun sektörlerin başında gelen ve dünyanın her yerinde faaliyet gösteren hazır giyim sektörü, olumsuz çalışma koşulları ile ilgili şimdiye kadar birçok kez gündeme gelmiştir.

Globalleşme ile birlikte ekonomide, teknolojiye ve siyasal alanda bir çok ilerleme kaydedilmiş, ve bu ilerlemelerin sonucunda tüm dünya insanların birbirleri ile olan iletişimleri ve bağımlılıkları artmıştır, gün geçtikçe de artmaya devam edecektir. Ülkelerin gelişmişlik düzeylerinin artmasına yönelik yapılması gerekenler günümüzde sadece devletlerin sorumluluğunda değildir. Bu konuda şirketlerin de önemli sorumlulukları bulunmaktadır ve şirketler, sadece paydaşlarına, müşterilerine, çalışanlarına karşı değil aynı zamanda toplumun her kesimine ve çevreye karşı da sorumlulardır.

Günümüzde güçlenen ve seslerini bir çok farklı şekilde geniş kitlelere duyurabilen sivil toplum kuruluşlarının, çalışanlarına sağlıklı çalışma ortamı sağlamayan, haklarını vermeyen, özellikle maliyetlerini düşürmek ve bulundukları ülkelerin yasalarından kaçmak için üretimlerini üçüncü dünya ülkelerinde yapan işletmelere karşı olan protestoları, markaların sosyal uygunluk çalışmalarına yönlenmelerinde önemli bir rol oynamıştır. Bu bağlamda müşteriler, satın aldıkları ürünleri üreten şirketlerin sosyal etkilerini sorgulamaya başlamışlardır. Şirketler ise, müşterilerinin tüketim eğilimlerinin ve markalardan beklentilerinin değişmesi sebebiyle organizasyonlarını yeniden yapılandırma yoluna gitmişlerdir.

Bu çalışmanın amacı; hazır giyim markalarının yürüttükleri sosyal uygunluk çalışmalarının tüketicilerin satın alma davranışlarına etkisinin belirlenmesidir.

Çalışmada öncelikle küreselleşen hazır giyim endüstrisindeki akımlar ve etkileri üzerinde durulmuş, hızlı moda ve yavaş moda kavramları ile ilgili literatür araştırması yapılarak sosyal uygunluk konusunun ortaya çıkışı araştırılmıştır. Bir sonraki bölümde sosyal sorumluluk ve sosyal uygunluk kavramları üzerinde çalışılmış, akabinde sosyal uygunluk denetim süreçleri ayrıntısıyla incelenmiştir. Son bölümde ise tüketicilerin psikolojik bir çerçeveden satın alma davranışları, satın alma karar süreçleri ve giysi satın alma davranışlarını etkileyen faktörler ile ilgili olarak birçok farklı başlık altında literatür araştırması yapılmıştır.

Çalışmada veri toplama aracı olarak anket kullanılmıştır. Araştırma modeli olarak; betimsel araştırma türü kullanılmıştır. Anketin hazırlanması sırasında herhangi bir mevcut ölçekten ve soru setinden yararlanılmamış olup, tüm sorular sıfırdan tez amacına uygun olarak özgün biçimde oluşturulmuştur. Araştırmada uygulanan anket üç bölümden oluşmaktadır. Birinci bölümde yaş, cinsiyet, öğrenim durumu gibi demografik özelliklerin saptanmasına yönelik sorular sorulmuştur. İkinci bölüm, kişilerin hazır giyim satın alma davranışlarının belirlenmesine yönelik hazırlanmıştır. Üçüncü bölümde ise sosyal uygunluk konularının farklı alt çalışma alanları hakkında

örnek olaylar oluşturulmuş ve katılımcıların bu olaylar karşısında giysi satın alma davranışlarının nasıl etkileneceği belirlemek için sorular sorulmuştur.

Bu çalışmanın araştırma sorusu “Hazirgiyim markalarının yürüttükleri sosyal uygunluk çalışmaları tüketicilerin satın alma davranışlarını nasıl etkiler?” şeklinde belirlenmiştir. Araştırmada sosyal uygunluk konularını dikkate alarak satın alma davranışlarının cinsiyet, öğrenim durumu, STK üyeliği, gelir seviyesi, aylık harcama ve aylık giysi harcama bağımsız değişkenleri açısından farklılaşıp farklılaşmadığı analiz edilmiştir.

Oluşturulan anket formu internet sitesi üzerinde oluşturularak hem bilgisayar hem de cep telefonları aracılığıyla bir çok kişi ile paylaşılmıştır ve 307 kişi tarafından geri dönüşüm sağlanmıştır. Tüm bu elde edilen veriler SPSS programı ile değerlendirilmiştir.

Yapılan analiz sonucunda, hazır giyim markalarının yürüttükleri sosyal uygunluk çalışmalarının tüketicilerin satın alma davranışlarına etkisini açıklayan bulgular elde edilmiş ve elde edilen bu bulgular yorumlanarak sunulmuştur.

Anahtar Kelimeler: Sosyal Uygunluk, Sosyal Sorumluluk, Etik, Sosyal Uygunluk Denetimi, Çalışma Koşulları, Hazır Giyim

1. INTRODUCTION – THE GLOBALISING GARMENT INDUSTRY: TRENDS AND IMPACTS

In this chapter, the focus has been given on the trends of garment industry and their impacts. A literature survey on the slow fashion and fast fashion concepts has been conducted and the emergence of the social responsibility issue is researched.

Wilson stated that clothing has been very expensive for the long periods of time and it has been a symbol of wealth historically [1]. Scott stated that before the industrialization, women produced the two-thirds of all clothing at home and by hands. Producing garments required too much labor and this made them to be scarce and have simple features. People wore clothes for much longer times compared today and being in style or looking nice were not a concern for many. Even, the most ordinary clothes used to pass from one generation to the next. Most of the people did not have accessories or any kind of decorative item. Two crucial events of 18th century changed the course of production and consumption of clothing. With democracy, social hierarchy and class distinctions that had an important impact on consumption and enabled people to dress in the way they like. By the start of the industrial production in the 1810s ordinary people began to reach accessories and various clothing items, which formerly were available only to the extremely rich people and aristocracy [2]. Development of modern machinery and production methods increased the production of cheap and attractive clothes in 1940s.

Cline stated that in the second half of the 20th century, clothes started to be produced and consumed more and more rapidly and they became more affordable as their prices went down. Thus, higher incomes, fewer social restrictions, low prices, and wider variety of products available increased the consumption of textiles. Now, especially young people do not have the knowledge of traditional methods of clothing production methods, e.g. sewing, which was commonly known still in the 1960s. This shows a significant change in attitudes towards clothing. Clothes, which were high-cost

products and produced to be used for long times and be repaired instead of being disposed, are now products that are regarded to be disposable items which require less importance and care. Also, people started not to pay attention to their quality and craftsmanship [3].

It is important to understand the historical and philosophical background which led brands to integrate social compliance practices with the supply chain in order to be able to understand the emergence of alternative production systems and their way of sustaining themselves. From this point of , the fashion system, fast fashion, and the consequences of fast fashion are discussed in the next section before exploring the social compliance movement.

The fashion system, according to McCracken's conceptualization, can be defined as the totality of organizations and people active in producing symbolic meanings and attributing them to cultural goods [4]. As per Scaraboto and Fischer, there are a variety of key factors included in the organizational realm: clothing marketers (designers, manufacturers, and retailers), media, fashion associations, design and fashion schools, celebrities as endorsers and lead users, bloggers, and consumers [5].

Fraurschou stated that during the process of adopting cultural meanings, there is a constant interpretative dialogue taking place between consumers which changes their value systems and localized knowledge. Consumer's ambition construct their self-identities "through fashion discourses" shapes this process of recreation of meaning further. Fraurschou seems to have a promising definition. Fashion can be described as "a cultural production that both limits and enriches symbolic communication, constitute a site of freedom or restriction, submission or rebellion, eroticism or domination" [6].

Davis defined that from a historical and theoretical point of view, fashion is understood mostly in terms of clothing and personal embellishment, which always have been considered as important tools that help people to build their desired appearances [7]. As per Veblen, according to the earlier theories, only the reach classes, who could afford luxurious expenses, engage in fashion practices [8]. In the fashion, new trends

first appeared among the top, i.e. rich classes or aristocrats, and then they passed to the lower classes and they passed them, of course, to the even lower classes [9].

King introduced a different viewpoint to the trickle-down spread of fashion by means of his “horizontal flow concept arguing that fashion is able to spread in multiple ways among the social classes especially in such an era of mass production and communication [10]. Mass production enables people with different economic status to purchase new fashions whereas mass communication makes spreads the knowledge new fashions and possibilities they offer. However, trickle-up diffusion in fact happens through a more complex web of institutional factors which involve the other actors of the industry, unlike the common view—that it transferred through the process of upper social classes’ imitation of newly emerging, young, or different cultures [11]. Fashion, therefore, is a constitutive part of the modern fashion industry’s marketing strategy that aims at opening new markets constantly, rather than it is a symbol of class or identity distinctions [11]. As a result, it has become a tool to increase sales and deliver economic growth.

Bourdieu stated that today, the relationship between several subfields each having a different power dependency characterizes the fashion industry [12]. Subfields that are characterized by “small-scale productions”, i.e. haute couture, are mostly artistic and they mostly praise innovation and aesthetic value. On the other hand, economic considerations are at the focus of the sub-fields of mass production. The goods they produce are mostly “commercial” rather than artistic. However, Scaraboto and Fischer states, there still can be some point of intersection between these fields when, for example, haute couture artists create works resembling to, or inspired by, ready-to-wear clothings [5].

1.1. The Fast Fashion Concept

Currently there is a kind of fashion demanding constantly renewed products in order to secure market growth. As Wilson indicates, “fashion is dress in which the key feature is rapid and continual changing of styles. Fashion, in a sense is a change” [1]. This demand for speed in fashion is the most important characteristic of today’s textile and clothing industry. Low-cost garment collections that mimic the luxury products of today is called fast fashion. As Cline states fast fashion commonly refers to the process

in which the new designs are transferred from podium to stores and the mass-retailing market [3]. Advanced technology, control of supply chain, and quick manufacturing created the conditions for fast fashion, which is introduced by Inditex Group and H&M. It is especially widespread among retail companies which operate according to the vertically integrated business model. According to Birtwistle, Siddiqui, and Fiorito, their main philosophical motto is “just-in-time” and they adopt the strategy known as “quick response” [13]. Previously, garment industry and designers had a seasonal tempo in which products appeared on the showcases around six months later than they had appeared on the catwalk. Currently this tempo of the production cycle has increased up to eight weeks and one now can see new products in stores every two or three weeks, which means they can see 20 different collections each year [14,15]. Retail brands, such as Forever 21 and H&M, receive new products with new designs almost everyday. Zara does this twice a week. To retain their customers, they feed their showcases with new designs and trends weekly [16]. The increasing supply and demand for fast fashion has created a vicious cycle requiring designers, retailers, and manufacturers to react faster – from the introduction of a new fashion to its substitution by a successive fashion.

Fletcher stated that many consumers are attracted by the immense variety of goods, speed of availability of new garments, and limited editions. The ability to buy new fashions at low prices enables almost all social classes to access them. The high speed in fashion may not in itself be unethical and/or environmentally damaging. However, not only the speed of production, but also the ambition of purchasers and sellers is motivation of the fast fashion [17]. There are a number of important ethical questions about the today’s fashion system which is affordable for customers and gainful for large retailers [18, 19].

1.2. Results of Fast Fashion

As Biehl-Missal states, constant and omnipresent consumption of fashion, of course, causes negative societal, environmental and economic aftereffects [20]. Some points of criticism raised against the fashion industry are exploitation of workers and consumers, damaging the ecosystem and the environment, contributing to decrease of natural resources, and boost of textile waste.

1.2.1. Consequences of fast fashion on consumers

The effects of fashion, most importantly the effects of garment industry, on consumers' welfare for generating artificial innovation and old-fashionedness is first discussed by Dardis and Fiske [21,22]. "The ideology of progress", especially in the western world that always praise progress and change, is accountable for creating the desire for the novel [22]. Consumers keep desiring the new although it is not to their advantage. Fiske argues that women having routine, nonachieving, or nonprogressive occupations take part in the ideology of progress by engaging with fashion. In a similar fashion, many youth subcultures possess a strong desire for current tastes, in fields such as dress and music, both to amplify pleasure, and to feel that they are in control. The desire for drawing attention on oneself through dress, and the social pressure to look in fashion creates the basis of endless exploitation [3, 23].

The notion that goods constitute the bridge to the lost meaning has entirely adopted and abused by professional advertisers in order to become prominent actors triggering and feeding mass consumption [4]. Idealized images are used by the media to produce an illusion of a happy, exciting, and colorful life and, hence, to maintain a constant desire for change. "Must have" styles and advertising activities, which initiate the desire for new are obscured the unsustainable production and its ecological and sociological consequences [3, 18]. Fast fashion retail companies especially exploit people and their desires by continuously coming up with new offers, by gratifying continuously developing temporary identities, and by quick change [19]. Because of the mannequins that fashion advertisers employ and because of the thin-oriented designs of clothings a number of social problems such as lowered self-esteem, eating disorders, and increased demand for cosmetic surgery emerges throughout the segments of society [24,25]. These are a few reasons that make people and scholars criticize fashion and advertising imagery since they promote and maintain beauty myths. Generally women do not fit the beau ideal images reinforced by fashion institutions. "Since the media often constructs simulated identities, based around product and brand ensembles, which are portrayed as successful, healthy, happy, youthful, and sexy, consumption sometimes becomes a source of false promises" [26].

The facts mentioned above points to an ethical problem with the fashion institutions which seem to consciously exploit consumers' emotions and psychological status rather than contributing the well being and self-respect of consumers just in order to secure their economic well-being and market positions.

1.2.2. Environmental results of fast fashion

Fashion has been implicated for creating waste in both production and consumption. Mass-market fashion retailers today create and change trends even more quickly. New techniques and technologies of production enabled brands to produce specialized garments and to provide consumers with more possibilities, thus, they made it hard to escape commercialized universe of the marketplace [24]. A habit of constantly shopping is maintained by rapid turnarounds and fast releases of products [3]. When people are constantly exposed to new offerings or latest fashions they become tended to dispose more, which leads to an increase in the waste rate. One other result of this situation is that the clothes very soon become old-fashioned and, thus, prone to be wasted. As a result of the fast and continual changing of styles, clothes quickly lose their appeal, become out-of-fashion, and are then disposed (see Figure 1.1).



Figure 1.1: Textile waste in landfills

Fashionable appearance is substituted with the quality by the hands of fast fashion [3]. Traditionally, clothings used to have higher prices and were produced to endure longer

and be repaired and altered. They were therefore chosen and purchased carefully. Competition based on low prices has led to production of lower quality clothes. The current cheap fashion clothing does not survive many washes and is seen as disposable. This fact changed the way that people interact with their clothings—people no longer form long lasting relationships with their clothes and are tended to see them as disposable items which eventually can substituted with newer ones. The personal image is now temporary and it has it is echoes in the nature visible through increasing waste and wardrobes full of garments some of which perhaps are not worn even once. From such a perspective, it does not seem that consumers are free agents that operate in a healthy economic environment, rather it seems that they have become “workers for the global capitalist system” [20].

If the fashion garments are abandoned without any use of them, this points out to an economic loss unless the item is recycled in a second hand market or so [21]. Moreover, mass production of low-quality garments out of synthetic fibers also damages the environment by overusing the natural resources [3]. We should note that every stage of the production of a garment will have a more significant impact upon the environment if the garments we produce, purchase, wear, and waste requires the use of more natural resources [1,27].

The emission of greenhouse gasses including carbon dioxide during all stages of the production and life of a garment constitutes its carbon footprint. As Fletcher and Grose state, “carbon and energy footprint analysis and life cycle assessment are important in order to assess the environmental effects of the entire value chain in the fashion industry, from raw material supply to production, distribution, consumer use and disposal” [28]. The carbon footprint can be reduced by using methods of organic farming and renewable energy. However, accurate calculation of carbon footprint of fashion items are difficult due to the unpredictable and unstable nature of the business world.

1.2.3. Consequences of fast fashion on textile workers

Fashion industry’s exploitation of garment workers constitutes another point of criticism . Workers mostly have to work under heavy conditions. Low wages and child labor are only two more points of criticism. [27]. While large companies generate

higher profits, workers only earn minimum wages. Moreover, due to short lead times, suppliers struggle to plan orders and predict the number of workers needed in longer term. Excessive overtime work and employment of subcontractors or temporary workers are strategies of manufactures to meet unreasonably tight deadlines. [17,29]. Sweatshop conditions are a result of globalization and import competition. Anonymous chains of producers now serve the industry and ensure that the orders from well-known designers will be met on time and at the required cost. Workers in the garment production industry mostly do not have the right to form unions and many employers are violating even basic human rights [27].

The numerous sweatshop scandals since 1990s, such as the clothing factory collapse in Bangladesh on April 24, 2013, are a sign of appalling and unsafe working conditions (see Figure 1.2). This catastrophe known as The Rana Plaza Disaster, which is a milestone in the labor history, drew the attention of the world and forced the world, including both consumers and fashion brands, to think on the negative effects of the fast production twice. Following the catastrophe, many fashion brands started to work to enhance the conditions of production.

Afterwards, many campaigns were runned and documentaries and movies were filmed in order to show the negative effects of the garment industry on the world and in order to make the poor working conditions of garment workers known globally. “**The True Cost**”, made in 2015, is the most outstanding of those films. This is a story about clothing, the product we wear, the people who make them, and the impact the industry is having on our world. The price of clothing has been decreasing for decades, while the human and environmental costs have grown dramatically. It is a groundbreaking documentary that pulls back the curtain on the unspoken story and asks us to consider, who really pays the price for our garments? Filmed in countries all over the world, from the shiniest runways to the darkest slums, and featuring interviews with the world’s leading influencers including Stella McCartney, Livia Firth and Vandana Shiva, it is an unique project that invites us on an eye opening journey around the world and into the lives of the many people and places behind our clothes.



Figure 1.2: Clothing factory collapse in Bangladesh on April 24, 2013

1.3. Slow Fashion Movement

The drawbacks of fast fashion system and growing awareness of the impact of fashion consumption on people and the environment, has prepared the way for the emergence of the slow fashion movement. The “Slow Design Manifesto” submitted at the “Slow Design” symposium in Milan in 2006, defines the slow approach as offering the time to produce, appreciate, and improve quality. The term slow fashion, first used by Kate Fletcher in 2007, is borrowed from the “Slow Food Movement” started in Italy, in 1986, by Carlo Petrini [17]. The “Slow Food Movement” aims the promotion of organic food farming, biodiversity and local food production. (Hadden 2012). In the same way, the sustainable vision of fashion links pleasure and fashion with conscious awareness and responsibility. Slow fashion is concerned with a way of consuming, producing, designing, and living. It is not a race against time, but a race towards a higher quality. “Slow is not the opposite of fast” [17].

Initially, Slow Clothing was intended to be an alternative to mass produced clothing, but its meaning has been broadened. Here, slow does not denote doing something in a longer span of time as fast in fast fashion denotes doing something in a relatively shorter span of time. Rather, it points out an awareness towards the “impacts of products on workers, communities, and ecosystems” [17]. In addition Apart from being concerned with garment/fashion industry’s impact on the environment and resources, slow fashion aims to minimise the number of trends

and seasons and encourages quality production in order to raise the value of garments, whole in contrast to disposable fashion [29].

Sustainability is generally defined as meeting the needs of the present without compromising the needs of the future generations [30]. As one solution; the environmental impact of garments can be minimised during: fibre production, finishing, dyeing and printing processes, global logistics during manufacturing and sales , the use and the maintenance of the product , disposal of the product.

To conclude, a literature survey on the slow fashion and fast fashion concepts is conducted and the emergence of the social responsibility issue is researched. Bearing in mind that the accelerated product obsolescence leads to a rise in fashion consumption, the social and environmental outcomes of this phenomenon will jeopardize the quality of life of the generations to come unless the fashion consumption drop below the today's rates. Today's fashion system and the fashion greed will not continue forever. Considering that the fashion industry today centers around constant speed, artificial newness, and intentional obsolescence, it needs to embrace sustainability as its core value to make a change.

2. THE CONCEPT OF SOCIAL RESPONSIBILITY / COMPLIANCE AND ITS IMPACTS

2.1. Social Responsibility / Compliance and Other Relevant Concepts

In this chapter the concept of social responsibility / compliance is evaluated and some other relevant concepts are explained.

The difficulty in explaining social terms occurs also in explaining social responsibility concept because this term may be held differently by individuals, cultures, institutions and organizations [31]

Whereas social means something that is relevant to the society, or that is societal, responsibility means one's liability and one's assuming the results of any action that is under his will [32]. It is possible to define social responsibility in general as one's taking precautions in order to prevent the environmentally harmful consequences of his/her activities in the social life.

The founding purpose of organizations is to make profits by producing goods and services. However only the production of goods and services is not enough for the organizations to make profit because of expanding commercial borders and changing consumer attitudes. Customer's attitude to buy what is there is in 1960's substituted with the attitude to search for what is of high quality in the 1970s. In the 1980s environment-friendly products were demanded and at the end of 1990's the social responsibility of producers began to be questioned [33].

In the modern approach, organizations are defined as open systems and are taken to be a unity consisting of subsystems that have relations with each other, and are mutually dependent. In other words, organizations are in a constant communication with their environment and have responsibilities towards it.

From the viewpoint of organizations, social responsibility can be defined as the set of responsibilities regarding the protection and the enhancement of the environment in which they operate that restricts harmful actions in every phase including the production, consumption and after consumption [34]. Social responsibility is voluntary and is not a phenomenon that can be counted as law. Although the compulsory actions of organizations coerced by law can be taken as social responsibility, merely the execution of laws is not enough. For example, it does not mean that an organization fulfills its social responsibility by only paying overtime wages.

B. Carroll divides social responsibility into three as a result of her researches. These are:

1. **Social Obligation:** The legal rules that every organization has to follow. For example, it is prohibited to employ children under 15 years of age [35].
2. **Social Reaction:** It is the fulfillment of the society's demands by the organizations. For example, as I stated at the beginnings of my article, a textile factory in Bangladesh that produces for the world's fashion giants collapsed on April 24, 2013 and hundreds of workers were killed. This catastrophe known as Rana Plaza collapse (or Savar building collapse) drew the world's attention on the fashion industry. Following this event, campaigns aiming the enhancement of working conditions of textile workers started throughout the world. This catastrophe forced consumers and producers to rethink the negative effects of fast production and many fashion brands started to work on enhancing working conditions.
3. **Social Willingness:** Organization's willingness to fulfill the requirements of social responsibility. For example, opening computer classes, supporting campaigns that aim to help female children to go to school.

Social responsibilities of organizations can be evaluated under two categories, i.e. intra-organizational and extra-organizational categories. Intra-organizational obligations include various topics such as management of the all of the employees, human resources management, management of natural resources used in the production; and extra-organizational obligations include society, extra-organizational

institutions, environmental problems and so on. With this distinction, it becomes apparent that organizations, besides making profits, have further responsibilities like protecting and enhancing the welfare of their social and natural environment [36]. Intra and extra-organizational responsibilities can be evaluated under three departments:

1. **Responsibilities occurring as a result of the existence of the organization:**

It interests all of the employees of the organization including the senior management. For example, obeying the law, to form a legal and honest relationship with participating parties.

2. **Intra and extra-organizational activities:** It is to minimize the situations that occur during the organization's activities and which negatively affect the inside and outside of the organization. For example, educating employees to reduce the rate of wastage.

3. **General responsibilities regarding the society:** Most of the organizations harm the environment while carrying out their activities. Managers and employees should display sensitivity about this matter. In the recent years, as the customers got more conscious and product range increased, the sensitivity that organizations show towards the environment increased as a result of new regulations and changing consumer attitudes.

However, managers should count the long-term benefits that short-term expenditures may contribute to their organizations. Also, they should not forget that ignoring their social responsibilities may lead them to face reactions from the society and a slow dissolution of their place in the market [37].

Social compliance is a continuing process in which organizations endeavor to protect the health, safety, and rights of their employees, the community and environment in which they operate, and the lives and communities of workers in their supply and distribution chains. Social compliance and social responsibility may address concerns about labor rights for workers, fair labor laws, harvesting and the use of conflict minerals, and general environmental and sustainability questions.

“We define social compliance as looking at wages and benefits, labor rights, discrimination against gender or vulnerable groups, health, and emergency planning,”

explains Rona Starr, President and CEO of the Association of Professional Social Compliance Auditors (APSCA). She continues, “This is the official APSCA definition of a social compliance audit: a way of evaluating, measuring, understanding, and reporting an organization’s social and ethical performance. A social compliance audit is intended to support part of a larger system to improve labor conditions.”

In other words, Social Compliance means controlling social, physical and environmental conditions as well as that all of the businesses that take part in all of the processes from the supply of the raw material for the brands’ product to selling it to the final consumer, obey the international, national and local laws concerning the public interest. Hence, brands have their vendors audited in terms of social compliance criteria. Then, they share the audit reports, propose corrective actions, and declare that they satisfy their ethical responsibilities.

Social compliance auditing is practiced mainly by retailers and manufacturers, also called purchasers or brands. Auditing allows brands to maintain oversight of the social practices of their supply chain, including maintaining company-established codes of conduct regarding purchasing and following local labor, health, and safety laws [38].

2.2. World-Historical Development of Social Responsibility/Compliance Concept.

Before the industrial revolution, the understanding and practice of social responsibility were determined by religion, customs, tradition and they developed as organizations developed [39]. As a result of the adoption of the classical economic view that Adam Smith was a pioneer in, and the invention of James Watt's steam engine in 1765, and the use of it as an energy source in production, the factory layout was started and began to industrialize. By the time mass production takes place of older methods, new management theories started to be formulated and people change their course from agricultural production towards industry. This structural change which took place in the second half of the 19th century is defined as “the industrial revolution” [31,40].

The industrial revolution caused the European bourgeois to change its structure and a new working class to emerge. In that time, bourgeois constituted the wealthiest class in each country. Before the industrial revolution the working class was unconscious

and in almost all of the societies, the working class, which constituted the largest part of the society, was forced to work under heavy and unhealthy conditions for very low wages and was deprived of any economic and political right. Workers, who did not have right to vote and were not allowed to form labor unions, got more and more conscious and started to fight for their rights after the industrial revolutions. The most important changes that the industrial revolution brought to the society were the emergence of the organization concept and private property, and organizations' starting to occupy an important place in the economy.

The most distinctive feature of the automation era which is also named as the second industrial revolution is the substitution of the labor with the machinery. Organization owners who used all of their profits for further investments chose to grow by float shares and decreasing control since at that time growth was not at the expected rate [37].

In the first half of the 20th century, the education level of the workers has increased as a result of increasing state investment in education and they started to be perceived rather as the main source of organizations and as vital entities which should not be lost than as easy-to-substitute replacement parts. Compared to the past, this is a really important development on behalf of workers [41]. However, the industrialization and automation movement, though facilitated various technological developments and structural changes, brought about many social problems as well. The paramount problems can be listed as follows: start of 'alienation' within the production process; substitution of master-apprentice relationship with employer-employee relationship and many social problems as a result of this relationship; increase of the number of white-collar workers against blue-collar workers and decrease of the number of strikes and union activities as a result of automation; primitive employment conditions; urbanization and emergence of slum district problems; problems of nutrition; epidemic illnesses; and environmental pollution.

Organizations that grow with automation and qualified workforce have expressed tendency to form monopolies via horizontal or vertical integration and disregarded the balances between the organization, the worker and the consumer. Industrialized

western countries started to take legal measurements in order to prevent the negative effects of this situation [42]

The fast and vivid economic life of the 1900s ended in 1929, after the collapse of the Wall Street. Many people remained unemployed; losses of production occurred; purchasing power decreased, and big organizations started to go out of business. Especially in the USA the way of thinking has changed as a result of the fact that organizations grow immensely but the society's wealth level did not increase and its expectations were not fulfilled. After the crisis, organizations understood that their interests cannot be differentiated from the society's interests and they faced the concept of corporate social responsibility. In 1930s, a number of social and cultural shifts took place; workers started to gain their union rights and power to negotiate for better working conditions, higher salaries, and other social rights [43].

People who became unemployed as a result of the wars that took place mainly in the first half of the 20th century and affected the whole world started to form unions and gain power. The philosophy that emphasizes the individual is substituted with a philosophy that concerns the society and people started to realize the importance of employees in the business life and their responsibilities towards the employees [41].

Organizations that were started to be perceived as a part of the social system after the World War II had to employ women and elderly because that most of the male population was sent to war. In this era, they used economic stimulus packages and humane treatment as tools to motivate women and elderly people.

As a result of the increasing importance of the education in the post war era the amount of the qualified workforce improved. However, qualified employees refused to work only for the productive purposes of organizations but started to perceive organizations as means to realize their own self interested aims.

In 1950s, legal regulations concerning the social responsibilities of organizations were made. Topics such as giving the right information on the production packages, publishing advertisements that concern the general interest, environmental health, work safety, reducing the waste can be counted as examples of such regulations [41].

In 1980s, people started to adopt the notion that they can hit their profit targets by serving the society well. Moreover, the importance of the non-governmental organizations among the society has increased in these years and substantial developments occurred in the fields such as women's rights and racial discrimination. Informing partners, justice in recruitments, sharing the profit, ethical advertising, recycling, financial relief of the poor, serving the public health, better working conditions can be named as examples of prominent actions of social responsibility among organizations. Since in these years the profits that organizations could make were not stated clearly, we observe that organizations generally tried to fulfill their economic and legal responsibilities and engaged in a number of voluntary actions [44].

Organizations have to fulfill their social responsibilities in order to survive in the market in which there is an intense competition. Organizations which do not attach importance to labor force as the most crucial resources for them, or organizations that engage in actions harmful to society are destined to be wiped out of the market. Today, organizations which adapt to change and regard the requests of the society move according to a plan, develop strategies to fulfill social responsibilities, and, thus, strengthen their market position.

2.3. Reasons for the Need for Social Compliance Standards

With the globalization, economic, political, and technological developments increase the mutual dependence of the people worldwide. It is not only the states' responsibility to do what is needed to increase the wealth of a country. In this topic, companies also have important responsibilities and companies are responsible not only towards their shareholders, customers, and employees but also towards the every segment of the society [45].

Also, companies realized how important the corporate social responsibility is for them and started to reconstruct themselves as a result of changing customer tendencies and expectations, and customers' choosing the producers that are aware of their social responsibilities [46].

In addition to this, supranational organizations such as UN, EU, OECD, and World Bank attach importance to and support “Corporate Social Responsibility” practices because they think that companies must inform the societies in which they operate about their activities and deal with the social issues in order to secure sustainable economic development [47].

Corporate Social Responsibility (CSR) can be defined as companies’ measuring the environmental, economic, and social effects of their operations, eliminating the negative effects, and operations aiming the increase and development of the society’s wealth [48]. Corporate Social Responsibility is entirely voluntary and does not have any legal obligations.

The most important social responsibility of corporations is to provide social benefits. Behaviors and activities that are evaluated under the social responsibility categories, as personal and cultural values, vary from society to society, from person to person, and according to relevant segments of the market [49]. Therefore, many companies collaborate with voluntary organizations that have gained experience and expertise when performing their social responsibility tasks.

In this study, we will focus on “**Social Compliance Practices**” as a subcategory of the Corporate Social Responsibility concept.

Bad working conditions in the developing countries that reached to a degree that cannot be disregarded; non-governmental organizations’ efforts to enhance the working conditions; investors’ starting to consider whether candidate organizations are operating in harmony with their social responsibilities besides making profit can be listed as a few examples that creates the need for social compliance practices.

Bad working conditions in the underdeveloped and developing countries, especially in the highly populated ones, causes reactions of the consumers in the developed countries. Since the unemployment rate is very high, salaries are considerably low and working time is excessively long in these countries. However, world famous companies of the developed countries unfortunately use this fact to their advantages and chose those countries where labor costs are low and there is a high rate of poverty

to carry out their production activities instead of producing their goods in their home countries. But these companies face strong reactions of people and non-governmental organizations when such activities of them are detected [50]. Non-governmental organizations that gained power during the recent years started to protest companies which do not provide healthy working conditions, do not give the rights of workers, move their production activities to the third world countries in order to escape legislations. Such protests played an important role for brands to start social compliance practices. Besides these, customers that became more and more aware started to question social responsibilities of the companies products of which they purchase [34].

In the recent years, non-governmental organizations began to play an active role in mentioning the practices violating the human rights and in starting preventive actions. This is an indicator of the fact that, particularly in the developed countries, there is a conscious reaction growing worldwide against the poor working conditions. For example, Nike, a world-famous producer of sports equipments, employed a total number of 500.000 workers including mostly women in South Korea, Taiwan, Thailand, Indonesia, China, and Vietnam. The picture appears to be more pessimistic when we look at the working conditions in these places. In March 8, 1997 (International Women's Day), 56 women working in the Vietnam factory of Nike forced to run around the factory under the hot sun because that they did not go to the workplace with shoes that comply with the factory regulations. In addition to this, it is reported on the Vietnamese media that 15 women were beaten in the head and nape because of a sewing mistake, and 25 women forced to kneel and wait under the sun. A report prepared in January, 1997, and published in November, 1997, in The New York Times showed that women working in the Vietnamese factories were exposed to 177 times more toluene, a chemical that is known to be extremely harmful to kidneys, lungs and central nervous system, than the acceptable level. Moreover, Nike had to change their headworkers in their Vietnam factories because of the accusations of sexual harassment. Such events have made it necessary for the developed countries, which are sensitive to human rights, to take some steps, and the necessity of improving working conditions has emerged. In addition to these, it is noted that 12 and 13-year-old girls were employed in heavy and unhealthy conditions, young and female employees were forced to overtime and paid an hourly fee of 16 cents. After such kind

of events were uncovered, Nike company faced many protests. In April 1997, Nike's spokesman said that Indonesia was in danger of finding itself out of the market after 10,000 Indonesian Nike workers were on the streets to protest. In ten Canadian cities, International Day of Action for Solidarity with Nike Workers is organized On October 18, 1997; walks were organized; and brochures were distributed.

Such protests have caused Nike to suffer a great deal of damage and its brand value to considerably decrease. Nike then opened its factories in Asia to non-governmental organizations in order to be audited in terms of environmental and social responsibility and developed a code of conduct for itself and its suppliers [51]. After these events, other companies that have faced such kind of protests as Nike forced to enhance the working conditions in their factories in the Third World countries [34].

For example, in 2015, Patagonia, a well-known garments company which produces hiking equipment and outdoor clothing, started investigating the lives of people who took part in manufacturing of their products. Their investigation uncovered that in order to find a job, migrant workers would resort to labour brokers and get into a debt of \$7000, which almost takes two years to pay back. Considering that their employment lasts for 3 years, these people would have to go through the same process every three years, only to end up with the salary of one year after 3 years of work. As these workers have no other options, they become permanently-subjected to human-trafficking.

However, following Patagonia's intervention in this process, labour brokers were compelled to pay the debts back to the workers, and Patagonia tried to do its best to ensure the standards by which their factories operate. We cannot deny the fact that countless people, who work in textile industry, have fallen prey to human-trafficking. Although Patagonia states their willingness to help other textile companies investigate human-trafficking within their supply chain, it is no secret that corporations which are willing to allocate fund for human rights are thin on the ground [52].

A manager who carried out social compliance activities for long years said, "The issue of forced Labor among foreign workers has been a major risk for brands for years. According to some local news, Lankan workers in Dubai have no access to their passports and have to pay large fees to labor agents. I also have been part of efforts to

help repatriate Bangladeshi workers who were exploited in the process of trying to find a better job in a foreign land.” in a conference where he shared his personal experiences.

Experts believe that working conditions will be enhanced if brands support social compliance standards of European and American companies.

The increase in the expectations of states, customer groups and social organizations regarding social compliance has led many companies to focus on this issue. Today, giant retail brands such as Primark, H&M, Inditex, Levi Strauss & Co have taken a very important step on the subject, formed Social Compliance Departments in their companies, developed codes of conduct for themselves and their suppliers and obliged all of their suppliers to undergo social compliance audits.

International Social Compliance Standards The UN Global Compact, the Universal Declaration of Human Rights, the UN Convention on the Rights of the Child, the UN Convention on the Elimination of All Forms of Discrimination against Women, and ILO conventions provided the first documents regarding working conditions and labor standards.

The first framework upon which the social compliance practices are based on is **10th principle of the UN Global Compact**. This contract is a strategic policy initiative for enterprises which are committed to aligning themselves, their work and strategies with ten globally accepted principles in the areas of human rights, labor, environment, and fighting corruption.

These are:

The Principles of Human Rights

- 1:Businesses should support and respect the protection of internationally proclaimed human rights; and
- 2:Make sure that they are not complicit in human rights abuses.

The Principles of Labour

- 3:Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

- 4:The elimination of all forms of forced and compulsory labour;
- 5:The effective abolition of child labour; and
- 6:The elimination of discrimination in respect of employment and occupation.

The Principles of Environment

- 7:Businesses should support a precautionary approach to environmental challenges;
- 8:Undertake initiatives to promote greater environmental responsibility; and
- 9:Encourage the development and diffusion of environmentally friendly technologies.

The Principles of Anti-Corruption

- 10:Businesses should work against corruption in all its forms, including extortion and bribery [53].

It is really difficult to determine what is appropriate and what is inappropriate in working conditions due to cultural differences. In the USA and most European countries children are considered to be people that need to be protected and they are not considered to be individuals who have to contribute to family income. However, we cannot say the same thing about the cultures in which children contributing to their family income are considered normal.

The sustainable supply chain framework is based on the idea that companies have many opportunities to promote human rights at the different stages of the supply chain, to preserve the environment, and support ethical business management. There is a wide range of standards that direct companies towards social compliance issues and help companies to implement them. These include OHSAS 18001 Occupational Health and Safety Assessment Series, SA8000 (International Social Accountability Certification), Worldwide Responsible Accredited Production (WRAP), Business Social Compliance Initiative (BSCI), Fair Labor Association (FLA), AA1000, and ISO 14000 series standards (for environmental management systems and related aspects); and are, of course, not limited to only them.

In addition to these standards, there are principles such as OECD, UN Global Compact, World Business Council for Sustainable Development (WBCSD), and Global

Reporting Initiative (GRI). Also some big companies which have become world-wide brands have their own rules for social compliance management.

Various social auditing, verification, and certification systems such as SA8000 (International Social Accountability Certification), Fair Labor Association (FLA), Fair Wear Foundation (FWF), Ethical Trading Initiative (ETI), Business Social Compliance Initiative (BSCI),), Sedex Members Ethical Trade Association (Sedex), and Clean Clothes Campaign, in order to improve working conditions in the textile and garment sector. In many countries, labor unions, non-governmental organizations, customer-focused campaigns draw the attention of international customers and governments to the poor working conditions and violations of employee rights happening in the supply chains of the textile and garment industry [54].

Four basic employee rights are constantly highlighted in **ILO's** contracts and recommendations regarding working conditions.

- a) Freedom of association and right to collective bargaining
- b) Prohibition of forced labor
- c) Prohibition of child labor
- d) Prohibition of all forms of discrimination in workplaces and occupations [54].

Under the National Labor Laws and ILO Standards, it has been the responsibility of governments to guarantee the rights of employees and to improve their working conditions, but individual institutions and actors have also become active partners with special auditing systems and programs.

Although the concept of social responsibility for garment brands seems to be voluntary at the moment, it is a company-driven initiative and defines activities that are considered to be extralegal. Specifically, the ILO is concerned with the parts about working standards and decent work definitions. Despite the problems that are common in the production chain such as poor working conditions, chemical wastes, noise pollution, non-compliance with labor laws, payments below the minimum wage, unionization, working hours, child labor, ILO systematically highlights that examining

these problems can improve the society in which companies operate as well as improving the sustainability of supply chains.

The most respected rules today are those include the subjects of forced labor, freedom of association, child labor, and ILO Declaration of Fundamental Principles and Rights at work , as stated by **ILO conventions** listed below;

- Freedom of Association and Protection of the Right to Organise Convention, 1948 (No. 87)
 - Right to Organise and Collective Bargaining Convention, 1949 (No. 98)
 - Forced Labour Convention, 1930 (No. 29)
 - Abolition of Forced Labour Convention, 1957 (No. 105)
 - Minimum Age Convention, 1973 (No. 138)
 - Worst Forms of Child Labour Convention, 1999 (No. 182), Convention concerning the Prohibition and Immediate Action for the Elimination of the Worst Forms of Child Labour
 - Equal Remuneration Convention, 1951 (No. 100)
 - Discrimination (Employment and Occupation) Convention, 1958 (No. 111)
- [54].

Code of Conduct and Code of Ethics are two phrases that are encountered with and confused by most people and companies. Making a distinction between these two phrases is useful. Many companies use the phrases ethical code and code of conduct interchangeably but it may be useful to make a distinction. A **code of ethics (COE)** will start by setting out the values that underpin the code and will describe a company's obligation to its stakeholders. The code is publicly available and addressed to anyone with an interest in the company's activities and the way it does business. It will include details of how the company plans to implement its values and vision, as well as guidance to staff on ethical standards and how to achieve them. However, a **code of conduct (COC)** is generally addressed to and intended for employees alone. It usually sets out restrictions on behavior, and will be far more compliance or rules focused than value or principle focused. [55].

An example of COE of one well known garment brand: “Our core values of personal responsibility, honesty, entrepreneurship, connection and courage are more than words; they are embedded in everything we do and are the foundation of our business. Our values guide us when choosing our partners. We expect our vendors to share our values, to be accountable, to recognize and uphold internationally recognized legal, humane and ethical standards of production and to care for the environment. Our partners take responsibility for and are honest about their actions or inactions. They own their results and relentlessly pursue progress. In short, we work with partners who can deliver on quality, sustainability, financials, innovation and other business expectations in a holistic way. A shared commitment to these values and standards is the starting point. We will continue to grow our vendor code of ethics program beyond the legally required codes of conduct and work collaboratively with our vendors toward a resilient and truly sustainable supply chain.” [56].

Please see H&M and Inditex Code of Conduct standards via reference links as an example [57, 58].

2.4. The Content of Social Compliance Standards

SA8000 Social Responsibility Standard

The SA8000 Social Responsibility Standard is the first supplier assessment standard and was published in October 1997 with the aim of guaranteeing the fundamental rights of the employees. The SA8000 Social Responsibility standard is based on some of the ILO conventions, the United Nations Universal Declaration of Human Rights, and the United Nations Convention on the Rights of the Child, in order to ensure that retailers, organizations, suppliers and, briefly, all stakeholders have good working conditions. It was prepared by a working group composed of workers' unions, human rights and children's rights organizations, academics and employers.

BSCI (Business Social Compliance Initiative)

Business Social Compliance Initiative—BSCI was established in 2003 by the Foreign Trade Association (FTA) to improve the working conditions of the companies in the global supplier chain and to meet the increasing demand for transparent business. BSCI Procurement Rules are based on the most important international business standards preserving human rights, such as the UN Universal Declaration of Human

Rights, the UN Convention on the Elimination of All Forms of Discrimination Against Women, the United Nations Convention on the Rights of the Child, the UN Global Compact, and the OECD Guidelines for Multinational Enterprises.

Procurement rules can be applied to any kind of product and to companies of all sizes. Since BSCI requires social responsibility as well as business and social compliance rules, it is directly influential in the purchasing decisions of brands.

BSCI is a European monitoring system for ethical resources utilization and is launched by the Brussels based Foreign Trade Association (FTA). The BSCI is based on ILO (International Labor Organization) labor standards and encourages the continuous improvement of suppliers' social performance. Its objective is to be documented by standards such as SA 8000 or equivalent, thus supporting sustainable working conditions worldwide.

The BSCI regulation covers the following areas:

- Legal compliance
- Working hours
- Severance payments
- Prevention of child labor
- Prevention of forced labor and penal measures
- Freedom of association and right of collective bargaining
- Prevention of all forms of discrimination
- Occupational health and workplace safety
- Management systems
- Environmental and safety issues [59].

SMETA (Sedex Members Ethical Trade Association)

SEDEX is an England based non-profit organization. It is an international web-based information/data storage and sharing site where the results of ethical practices that suppliers carry out in conformity with the business rules and various customer standards are stored and shared with relevant customers.

Auditions are basically evaluation of the working conditions of production sites with respect to relevant state regulations, local regulations and ETI standards.

SEDEX regulations focus on following subjects:

- Prevention of Forceful Labor
- Restriction of Freedom of Association and Collective Bargaining
- Working Conditions' Compliance with Occupational Health and Safety
- Prevention of Child Labor
- Conditions of Employing Pregnant Women.
- Prevention of Discrimination
- Working Hours
- Payments and Other Rights—Personal Files
- Human Resources Metrics such as Regular Employment and Turnover
- Disciplinary Practices & Prevention of Harassment and Mistreatment
- Employee and Customer Satisfaction Measurements and Reporting
- Establishment of support teams depending on the number of employees (protection and rescue, first aid, extinguishing etc.) [60].

Social Compliance Audits are conducted by 3rd party independent certification bodies accredited by international organizations. Some known independent certification bodies active in the textile sector are Intertek, Elevate, BV, SGS, BSI, TUV, DNV.

2.5. The Content of the Social Compliance Audits conducted by Garment Brands

Today, big companies, which are constituents of the global supply chain, started to write codes of conduct and codes of ethics that suppliers must follow during the all steps of the supply chain, in order to enhance working conditions.

Many companies now have social responsibility departments in order to apply working condition regulations and rules without causing any further problems. These companies, as worldwide suppliers, have developed their own social compliance rules and regulations in accordance with global principles and moral values and have reported this to their suppliers and customers. Under the social compliance principles, companies evaluate and raise the awareness of suppliers in Turkey and worldwide.

In the textile and garment industry, companies are generally are supposed to

- obey the occupational health and safety laws and regulations,

- define the risks and possible hazards that may happen during the application of company processes, to aim to move out the sources of possible hazards, reduce them to an acceptable level, and to take risk measures.
- be prepared for emergency situations
- raise the awareness of workers about the risks of the working environments and hazards in the processes,
- provide funds required for preventing occupational accidents, fire, and other possible hazardous situations in order to create a safe working environment; educate employees in order to create a better working environment; and constantly develop the activities of the company.

Also;

- Companies support activities based on collective bargaining and their workers' being a member of a labor union.
- Workers have the right to become members of labor unions active in their line of business.
- Companies do not accept the phenomena such as child labor and forceful labor. They do not employ anyone under 18 years old, which is the minimum working age. This is the one of the most important criteria that companies want their suppliers to meet.
- Overtime work is planned by workers and is applied after the administration's approval. Overtime wages are calculated in accordance with relevant laws and this payment is processed as it is stated in the payroll of the relevant month.
- Religion, disability status, gender, social status, membership of an association, political opinion and such others cannot be accepted as a cause of interest or promotion neither for workers nor for HR decisions in the working environment. No kind of discrimination is allowed in the corporations.

Companies support their employees with regular education programs including occupational health and safety topics. Educations cover subjects such as personal protective outfits, hygiene, fire fighting, earthquake management, waste sorting, first aid procedures, social compliance, occupational health and safety, environment, supplier quality system.

The meaning of Social Compliance Audit;

A social compliance audit, also called a social audit or an ethical audit, is a way to gain clarity into a business to verify that it is complying with socially responsible principles. Audits are usually conducted by an independent auditor. Auditors usually conduct these audits on external facilities, such as production houses, factories, and farms or packing houses.

However, some sources refer to a social audit as the internal audit or self-analysis undertaken by a company to understand how the organization itself affects the society in which it operates. When a company undertakes an internal audit, it may review its charitable giving, volunteering efforts, energy use, and green initiatives, such as recycling and composting, in addition to the more conventional considerations, such as its pay structure, benefits, and work culture.

Some companies share the results of its analysis with the public, whether the results are positive or not. Publishing a plan to become a more socially conscious corporate citizen can boost the public impression of a company.

The Aim of Social Compliance Audits;

A facility audit serves to verify and document that a facility is complying with prescribed standards of employee safety, health, freedom of movement, and correct pay along with local regulations and laws. As part of a long-term auditing program, audits verify that facilities are on a path to continuous improvement in working conditions. Audits may identify opportunities for improvement in the following areas:

- Underage labor
- Collective bargaining
- Discrimination
- Document review
- Dormitories
- Environment
- Freedom of association
- Harassment and abuse
- Health and safety

- Prison or forced labor
- Wages
- Excessive work hours [61].

The reason of independent third-party assessor conducting an assessment at the facility;

If facility has been directed to one of independent third-party assessor for an assessment or one of independent third-party assessor has contacted with facility contact person in order to conduct an assessment, it is at the direction of a brand, retailer, brand supplier or licensee for whom you are currently or potentially manufacturing product [61].

The importance of the transparency to the process;

Transparency and ethical practice is the foundation of the work. It is not about having issues, as no company or human system is perfect. Social compliance is based on the continuous improvement. An independent third-party assessor objectively evaluates against local laws and client standards, but also provide guidance on improvements [61].

The Social Compliance Audit Process;

The purpose of the labor compliance assessment is to determine and report on a particular factory's level of compliance with local laws and/or client/buyer standards. This process is intended to promote increased awareness of labor conditions within the supply chain and to facilitate improvement.

The assessment requires that information be gathered from management interviews, worker interviews, visual observation and document/records review. Initial visits generally last from 1-4 person days and follow-up visits from 1-2 person days [61].

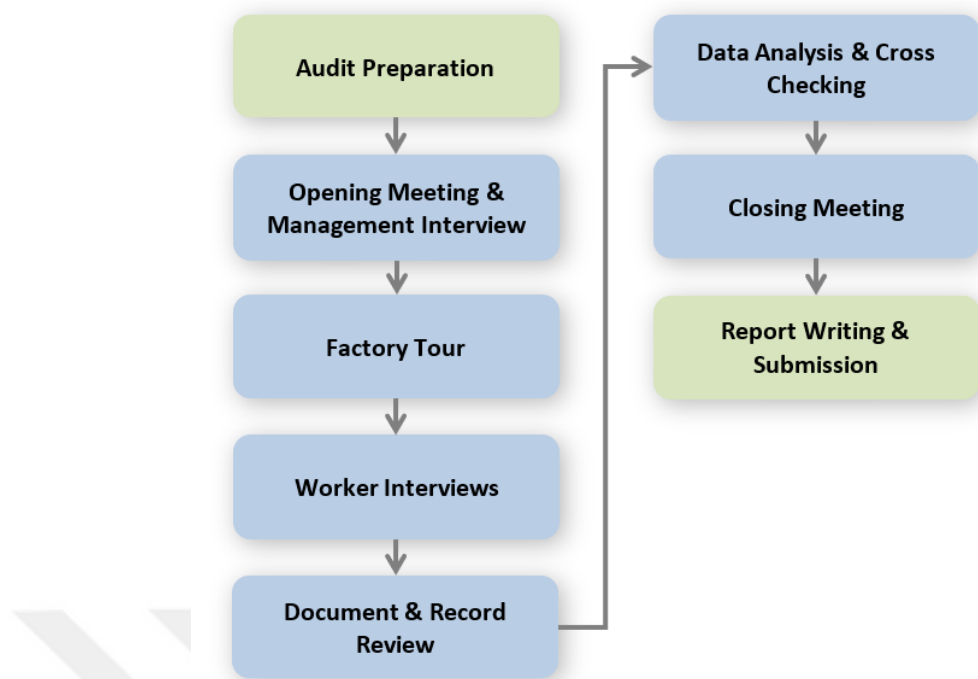


Figure 2.1: The Process Flow of Social Compliance Audit [61]

The Role of Auditors During Social Compliance Audits;

When conducting an audit, an auditor may be an employee of a purchasing company, or they may be on hire from a third-party firm. The latter option is often necessary to overcome language and cultural barriers.

The auditor collects data and evidence that they report to the facility and the client, i.e., the brand. Although the auditor can make suggestions, the auditor's job is to be impartial. Rather than considering non-compliance as problems or issues, the auditor may consider these realities as opportunities. Strong communication and people skills are essential. The auditor needs to be a bit of an investigator [38].

During the assessment, please feel free to discuss concerns with the assessor. The role of independent third-party assessor company is to help your business and workers. However, if the facility is not open, honest, and transparent, then they are unable to objectively evaluate and provide guidance. The cooperation and partnership of the facilities are defining features in what will make this a positive and useful experience.

The Cost and Benefits of Social Responsibility Standard;

All of the Social Compliance Activities should be considered as an “investment” to the human resources of their brands in the supply chains, which will return to the organization with high efficiency and morale after a while, and it should be noted that this investment has many benefits to companies, employees, suppliers and other interested parties. In addition to this, social compliance certificates such as BSCI, SEDEX and SA8000 are considered to be international passports of companies enabling them to operate in local and global markets. Thanks to the enhancements of working conditions, workers’ morale and trust in their company increase. Also, thanks to these certificates investors’ and customers’ trust in the company increase, and, as a result, company gains reputation. When suppliers are audited, increments are observed in production management, product quality, and management performance.

Companies which are approved through social compliance audits will have more chance to sign long-term contracts as well as gaining competitive advantages. Improving working conditions and ensuring proper communication between management and employees decrease employee absenteeism, resignations and occupational accidents, while employee loyalty and productivity increase. Hence, labor costs decrease. In addition, the relations with trade unions and other interested parties will improve positively thanks to continuous social compliance audits. Besides, improvement of production process, reduction of costs and reduction of employee complaints can be counted among the benefits of social compliance audits. The performance and commitment of the employees of the companies which are approved through social compliance audits and improve themselves increase, because they have a safe and healthy working environment, are paid fair wages, and their basic rights are protected by the company. The impact of SA 8000 Social Responsibility Standard on the marketing strategies of companies is shown in Table 2.1.

Table 2.1 : The impact of SA8000 on the marketing mix [46]

Marketing mix function	Child, forced labor, unions, working hours, compensation, & work rules standards	Health safety & hygiene standards	Management systems & supply chain CSR accountability standard
Product	No direct impact, but without the low cost labor, products may have to be repositioned to be able to command higher prices.	May enhance product quality due to cleaner, safer, and more hygienic working conditions and redesigned processes.	These standards will impact the ability to outsource supply chain functions to firms that have not adopted social accountability standards and may limit the availability of some materials, inputs, and products.
Price	This standard will impact pricing, allowing a premium pricing policy due to a "CSR" product differentiation strategy.	Minimal direct impact on prices, but concern for a cleaner and safer production environment may result in a lower long-term cost structure.	Will likely increase cost, but allow the marketer to charge a price premium for products in some markets.
Promotion	Consideration of the CSR appeal and SA800 label may allow the firm to alter its strategy and target new segments.	Will reduce the "threat" of negative publicity & allow stronger product positioning.	Social accountability labeling will provide more positive communication messages and allow the firm to use a CSR differentiation strategy.
Place	Will allow firm to sell in markets that are requiring that social accountability standards to be met.	Will allow firm to sell in markets that are requiring social accountability standards to be met.	May be a condition for sale to specific markets.

Costs of social compliance audits can be analyzed under four main categories. The first three categories are about the costs of social compliance audits carried out by 3rd Party Social Compliance Audit Companies, but companies can share the costs with the brands which demanded the audit.

Costs of social compliance practices are listed below:

- a) Costs of initiating and implementing Corrective and Preventive Activities
- b) Costs of preparations for audits
- c) Costs of auditing
- d) Costs of removing non-compliances if detected by audits



3. ELEMENTS THAT AFFECT THE PURCHASING BEHAVIOR OF CUSTOMERS

In this chapter the concept of “consumer” is defined and some related concepts are explained. Then, a literature survey is conducted under various headings related to the elements that psychologically affect consumers’ purchasing behavior, purchasing decision process, and clothing purchasing behavior.

The first reasonable step into a proper discussion regarding consumer buying behavior seems to be defining the term consumer since it may mean differently to different people.

Zukin and Maguire define consumption as a social, cultural, and economic process of choosing goods and this process reflects the opportunities and constraints of modernity.

Mohr and Fourie seem to have a promising definition. They define consumer as an agent, “a member of a household who consumes goods and services in an attempt to satisfy a want or a need”. An ecologist, on the other hand, may see a consumer as an organism that basically exploit a resource to his/her own interest [62].

3.1.Purchasing Behavior from a Psychological Framework

Abraham Maslow’s hierarchy of needs, which generally depicted as a pyramid, is an attempt to give an account of the inclination of people’s needs at a particular time. According to him, people’s needs may vary as the circumstances differ. For example, a person who has satisfied his/her physiological needs, e.g. food, and safety needs, e.g. shelter, may seek for the approval of others in order to satisfy himself/herself whereas the priority of a person in hunger is just finding enough food.



Figure 3.1: Maslow's hierarchy of needs adapted from Kotler and Keller [63]

Maslow's suggests that explaining such phenomena is possible through his hierarchical model in which the most fundamental needs forms the grund and the less fundamental are placed on it layer by layer [63]. As it can be seen in the diagram, physiological needs are the most important ones according to Maslow and the other layers are safety needs, social needs, esteem needs and self-actualization which respectively goes toward the least important. According to this diagram, it is suggested that people will start consider the needs placed on the upper layers only if they have satisfied their needs placed on the lower layers. Let us take an impoverished person as an example. His only chance to remove his hunger is to eat from a garbage container. In this case, the most urgent need to satisfy the need for food, which is of the most important sort according to Maslow's pyramid. Under such spatio-temporal conditions, the person is thought to have a little or no concern about, for example, their social needs, e.g. having a good friendship. If the person satisfies his need for food, then he will be able to concern the second most important need of himself, namely need to safety, e.g. a warm place where he can sleep safely.

Bizman, Yinon, and Goldberg discovered that, not only people themselves, but also the level of their satisfaction derived from achieving a need is determined the pyramid position of that level [64]. According to this explanation, achieving a higher level need gives more satisfaction than achieving a low level one, especially when people think that what they have achieved ranks higher than those of others. In the Table 3.1, Richarme's representation of decision making models can be found [65].

Table 3.1: Representation of decision-making models

Founder	Model	Description
Bernoulli (Early 1700s)	Utility theory	Consumers base decisions made on the expanded outcomes. Consumers are therefore seen as rational and as capable of predicting probable outcomes of decisions made. They therefore make decisions to maximise their future wellbeing.
Simon (Mid 1950s')	Satisficing theory	Satisficing suggest that consumers decision making process went only as far as to a point where they wanted to be and then ceased. Simply put, consumers ended the decision making process once they reached appoint of perceived satisfaction
Kahneman & Tversky (Late 1970s')	Prospect Theory	The prospect theory expands on the Utility and Satisficing theories by adding the elements value and endowment. Value allowed a reference point from which gains and losses could be evaluated. Endowment suggests that an item or buy is more precious if one owns it themselves than if someone else owns it.

Though the diagram above provides us with three different models explaining the core factor affecting consumer buying behavior, they obviously neglect the experience of shopping itself and the effects it may create on consumers decision. As Gillham, Crous and Scheppers states, the diagram above is limited in a linear reasoning and may only be useful for marketers and sales executives [66]. Regarding shopping just as a means to an end fails to see the fact that the experience of shopping itself may give people some sort of pleasure and satisfaction. Therefore, considering shopping experience as an end in itself will be more helpful to understand the consumer purchasing behavior, which is discussed in detail in the next chapter.

3.2. Consumers' Purchasing Decision Process

According to Du Preiss and Rousseau, buying behavior is consisted of both physical and mental activities of individuals or groups [67]. According to their proposal these mental and physical activities are the base of buying behavior which “precede, determine and continue” the process of decision making , on the other hand, states that buying is also an end in itself, i.e. the act of buying itself, independent of what is bought and what further need is satisfied by the act of buying, is an end in itself and contains its own value of satisfaction and pleasure. Hence, the act of buying is not merely fulfilling a further need that can only be satisfied by means of shopping, rather it is a complex of activities that also includes the experience of shopping itself as an activity promising satisfaction by its mere existence [63].



Figure 3.2: A five stage model for consumer buying adapted Kotler and Keller [63]

As can be seen in the Figure 3.2. above, there are five stages through which a consumer passes when making a purchasing decision, according to Kotler and Keller [63]. According to the model, the first step is problem recognition. In this step individuals become aware of their unfulfilled needs. Next, they start to search for information that might be helpful in finding possible solution options. Once they have the information of available options, they start to the process of comparing them with one another in order to decide which is the best fitting one. If these stages are passed, the fourth stage, the act of buying can occur. Once they have bought the good, the final stage begins and the good or service purchased is

evaluated in terms of satisfaction and disappointment they caused. Sales people and marketers can serve best to consumers if they have successfully made sense of these five steps. For example, if they know through which channels consumers seek information regarding their buying options, e.g. web searching, they can through that channels inform their possible customer about the goods and services they provide, e.g. online advertising. An important shortcoming of this model is that it is valid mostly for purchases with high price which are not routine. Routine purchases with lower prices may omit some of stages given above. One other variable is that consumer profiles are different for each individual and for most of them some stages weigh more than others. As a result, one must look at multiple factors that influence consumer decision process in order to understand the issue more accurately.

3.2. Elements that Affect Customers' Clothing Purchasing Behavior

Consumer behavior study is the study of totality of traits that individuals, groups, organizations, and so on express when they choose, purchase, use, and dispose services, goods, experiences, ideas and the other stuff of this sort. Having a detailed knowledge of changing consumer behavior will help organizations to successfully execute their marketing strategies, or to translate their strategies into meaningful purposes. Though the number of regular clients of fashion brands are limited, they still form a picture of a diverse profile in which there are variety of different preferences and priorities affecting consumer buying behavior based on multiple contingent reasons. Age, occupation, economic status, life-cycle stage, and personality are a few factors affecting one's behavior of buying fashion goods. Recently, people started to have a more discriminating attitude when buying and using goods and services. As a result, there is an almost constant change in their needs for goods and services. Therefore, the number of new techniques needed for analyzing and identifying the ways to enhance marketing products and to satisfy consumer needs, since the consumer purchasing behavior is a sign of their expectations and determining the level of these expectations is a must for companies in order to successfully sell their goods.

Clothings, though produced to meet basic psychological needs, are considered to be products purchasing of which is affected physical, social and psychological factors.

Hence, garments give the feeling of belonging to a society or a culture by meeting individuals' socio-psychological needs [68].

Ercan states that, at the present time, people might buy new garments not in order to meet their needs but because their present clothes are outfashioned or they have liked a cloth when they see others wearing it. people might buy new garments not in order to meet their needs but because their present clothes are out-fashioned, or they have liked a garment when they see others wearing it. They might be inclined to think that such garments will fit them as they fitted to others wearing them or associate themselves with famous people they appreciate by wearing what they wear. Such variables are acknowledged to have an important place in garment purchasing decision processes [69].

Customers sometimes decide to buy clothes on an emotional basis, or an economic basis, namely, after they specify their needs, collect information about garments suitable for their budget and delight from multiple sources. Generally, customers would not go into the first shop they see in the street, and they would not only choose the garment they had in mind and leave the shop. Contrary to these, a customer can choose the shop under the effects of multiple factors and they can choose any random garment that they see on the shelves while wandering in the shop. In this process, there are many elements that come into play such as individual taste, budget, brand preferences, and payment options of the shop.

Basically, fulfilling daily needs is not the only reason that encourages customers to buy new clothes. People may want to have new clothes just because they want to be accepted by a group or a society or draw attention on themselves. Sometimes attending a ceremony or starting to a new career can be a reason to buy new clothes. Garment purchasing, besides fulfilling some needs, can lead to the occurrence of some further needs. For example, a young woman just graduated from university and started her career would buy a suit for a business meeting whereas she would buy another dress in order to go out to see a friend. These choices can be determined by the relations between the customer and the shop staff as well as they can be determined only by the customer.

According to Olgac, besides many features, it is important for the customer to have a cloth having a cut and sewing that fits well his/her body sizes for comfort and aesthetic concerns. Individuals should be able to choose their clothing based on their body sizes. These situations are considered to be among the elements that affect the purchasing behavior of customers [70].

According to Bayraktar families tend to allocate a share for clothing expenditures when determining the family's budget also. This is an example of a customer purchasing garments according to a certain given budget. This way, the individual aims to make the most profitable purchase alongside with meeting his/her need for clothing [71].

However, some studies confirm five main properties that would lead consumers' choices. These five properties are physiological suitability, fitness for purpose, good appearance, endurance, and easy care. Physiological suitability is demanded as a result of climatic diversity that affect people's way of life and physical needs. For example, in winters long- sleeve garments mostly made out of wool are preferred whereas in summers short-sleeve cotton garments are demanded. Fitness for purpose covers products designed to meet the specific needs of people, e.g. convocations, ceremonies, stage, and daily life. When examined carefully, it will be well noticed that those products all serve to a specific purpose and cannot be substituted with a product of another kind. Good appearance, however, is a property that can be considered valid for almost all types of garments. Because no one would choose a garment in order to look bad when wearing it, yet, in some cases, this criterion can be ignored. For example, wetsuits are designed for the purpose of to be worn when diving and its appearance can very well be omitted. Endurance is especially preferred by conscious consumers. Because, fast deformation, impairment, or fading of garments that are chosen with care and worn gladly represent one of the cases that people dislike most.

Individuals already prefer clothes that they wear at any time and at any place rather than clothes that they think they will not keep wearing them because they will become outdated. When their clothes deform and can no longer be worn, they consider it a waste of time and money. Easy care includes features such as easy ironing, not easily

getting wrinkled when worn, ability to be washed with other clothes, and easy protection.

The other determinants of people's purchasing behavior are the place where they live, the shops available in those places and the garments that are offered by those shops. Because neither the number of shops and the variety of garments available in a metropole is not the same with those available in a village or a town, nor the prices. Moreover, the climate conditions in the place that consumers live would affect their garment purchasing decisions. For example, features of garments that a person living in The Eastern Anatolian Region buys each season is naturally different than that of a person living in The Mediterranean Region.

Jones states that cost, quality, size, comfort, brand, suitability, economic factors etc. are criteria that people follow when purchasing garments [72]. Also, buying new clothes increase people's level of happiness and self confidence. Many studies confirm that people tend to shop more when they feel unhappy. In addition, recently, the impact of social media on consumers increased dramatically. People tend to build a lifestyle as social media phenomena they follow and buy clothes that those phenomena wear in order to look like them. This tendency is higher among 16-25 years old people. All these mentioned criteria have a great impact on people's purchasing behavior.

According to McRobbie, Morgan, Birtwistle and Wilson, fashion consumption in a permanent and ubiquitous way obviously has negative environmental, societal and economic outcomes. Many criticisms raised against the fashion industry stating that the fashion industry is exploiting both consumers and workers, damaging the environment and the ecosystem, using natural resources excessively, and causing increased textile waste [1, 27, 73].

The impact of social and environmental concerns on consumers' purchasing behavior is increasing gradually. New factors affecting people's purchasing behaviors emerged as a consequence of this. The country and conditions in which the products are made, whether chemicals harmful to human health and the environment are used during the production stages, the rate of recyclable material used in the products, whether garments are produced out of natural fibre or synthetic fibre, whether the studies of

water and carbon footprint of garments' lifecycle are conducted, whether the guidelines written on the garments' labels provide easy use, and many others became the criteria that now affects the purchasing behaviors of consumers who especially have higher level of income and are environment-conscious. In this study, the focal point is the impact of social responsibility practices on consumers' purchasing behavior.

As per LeBlanc, factory compliance monitoring programs emerged and spread as a result of the numerous scandals of sweatshops happened in the 1990s and forced fashion brands to take precautions [14]. Concepts such as sustainable fashion, recycling, and environment friendly fabrics started to be articulated more frequently and draw the attention of media in the early '90s. First remarkable articles regarding the issue are published in the New York Times and Vogue, in 1990. Katharine Hamnett, a well-known fashion designer who conjoined the fashion design and environmental activism, gave a speech at the UN, in 1990, highlighting the effects of the fashion on the environment. Giorgio Armani began to use hemp in their products of Emporio Armani collection, in 1995. In 2001, the Project Alabama, a collection consisting of 200 pieces of hand-sewn T Shirts produced locally, was launched by Natalie Chanin and it became one of the favorite collections of the New York Fashion Week. In the same year, Stella McCartney introduced her animal friendly designs which drew attention on stopping the use of fur and leather.

Generally, although it seems that physiological needs are the prevailing factor that affects consumers' buying behavior, in the background, there lies a behavior which is determined by economic, emotional, or cultural motivations. Moreover, these behavioral motivations can sometimes trigger each other or one of these motivations can dominate the others. Hence, consumers may exhibit different behaviors and choose different garments under similar conditions.

3.4. The relation of Social Responsibility/Compliance and Consumer Behavior

Leigh states that socially responsible consumer behavior can be defined as the perceived impact of consumer choice on social, environmental and security issues or

the protection and development of the consumer's standard of living defines the concept as the consumer who consider the social consequences of her/his private consumption or wants to use her/his purchasing power to bring social change [74]. Socially responsible customer appears as a conscious behavior that people exhibit when purchasing something, and with their decisions and actions. The fact that consumers act responsibly in accordance with the awareness that their decisions will have consequences is important for it constitutes the basis of socially responsible consumer behavior.

Socially responsible consumers can actualize their purchasing behaviors by buying the products and services of brands which they think to have a positive attitude towards the activities of social responsibility. Hence, corporate social responsibility can be an important factor that determines the activities of buying goods and services of consumers which are a part of organizations [75].

According to a study of Leigh that examines the socially responsible consumer behavior based on consumer's gender, females express more socially responsible behavior than males. Many determinants such as hormonal differences, brain structure and functioning, attention and focus, detailed thinking and differences in talents cause women to react differently to marketing activities of corporations and express a different purchasing behavior [74]. Women's being more socially responsible can cause them to think more on the environmental and social issues when buying a product or a service. Hence, it might be important for the corporations, the target group which are women, to consider this fact in order to be successful.

The existence of a meaningful and positive relation between socially responsible consumer behavior and corporate social responsibility shows that affirmative attitudes of corporations towards actions of social responsibility will increase that the rate of socially responsible consumer behavior. Also, in this regard, consumers' feeling of responsibility towards the environment, society and other individuals shows that they have a positive approach towards the activities of corporate social responsibility. Thus, if corporations act responsibly towards the environment and the society, and regard their demands and expectations, their image in the eyes of consumers, who are a part of the corporational body, would change and corporations will be better at convincing

people to buy their goods and services. Therefore, it is important for the institutions to act by taking into consideration the social responsibility behaviors of the consumers, which are one of their stakeholders, in order to achieve the goal of social responsibility activities successfully.

When organizations create policies that regards the demands of workers, customers, business partners, governments, non-governmental organizations, and society in general and act in accordance with those policies, they will be able to protect themselves against activism and enjoy the advantages of corporate social responsibility [76].

Social responsibility activities which are shaped in harmony with the needs of stakeholders, will not only cause organizations to have a step further in the competition, but also enable the organizations to make a better and more efficient use of corporate effort.



4. METHOD AND RESEARCH MODEL

This chapter covers the study's population and sampling, the data collection tools used in the study, the measurement tool, its reliability/validity, the data collection process, and the statistical techniques used in the analysis of the collected data.

The research question of this study is “**How does garment brands’ social compliance activities affect consumers’ purchasing behaviour?**”.

This research was carried out in accordance with the relational screening model in order to examine the relationship between social compliance issues and purchasing behaviors in individuals.

Relational screening models are defined as "research models that to determine the existence and/or degree of co-change between two or more variables". In relational survey models, the relationships between variables are examined in two ways: “correlation type” and “comparison type”. Correlation type is used in relational screening to determine whether variables change together; and if there is a change, correlation type screening model aims to determine the nature of this change. In comparison type relational screening models, there are at least two variables and groups are formed according to one of them (according to the independent variable to be tested) and whether there is a differentiation between them is examined according to the other (dependent) variable.

This research was carried out in accordance with both of these relational screening models.

In the study, taking into consideration social compliance issues, it is analyzed whether the buying behaviors differed in terms of **gender, education level, NGO membership, level of income, monthly expense and monthly garment expense** independent variables.

4.1. Population and Sample Space

All individuals living in Turkey constitute the population of the study. The sample of the study consists of 307 people chosen by using Simple Random Sampling. A simple random sampling is meant to be an unbiased representation of a group. A questionnaire is published on the <<<http://www.surveeey.com>>> website and shared by many people via cell phones and personal computers. 307 people filled the questionnaire successfully and sent it back.

4.2.The Measurement Tool

Questionnaire method was used as the data collection tool in the study. The questionnaire was prepared by using the scales of the previous studies, experts working in the social compliance sector of opinions, and the information obtained as a result of the literature review. A literature review was made on the while studies, national and international researches/articles, current events, social compliance employees, and consumers' ideas were used in the process.

The questionnaire applied in the study is composed of three parts. The first part includes multiple choice questions to determine demographic characteristics such as age, gender, educational and spending status. The second part is intended to determine the individuals' purchasing behavior in ready-made clothing. In the third section, on the other hand, relevant questions were asked to understand how the purchasing behavior would be affected as a result of the scenarios created for the different sub-working areas of social compliance issues and adverse working conditions [77].

Five-point Likert scale was used in this section. Developed by Rensis Likert, the Likert scale has a very extensive usage area. The Likert scale is used to determine the behavioral scores of individuals on any subject. It consists of three, five, seven, nine, or eleven points. The respondents were asked to specify their level of agreement to a statement by choosing one of five points: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

4.3. Reliability/Validity of the Questionnaire

During the preparation of the questionnaire, no existing scale and question set was used, and all questions were created from scratch. Control of the reliability level of the scale created as part of the study was conducted in accordance with the answers of 307 respondents. Cronbach's Alpha (α) is a measure frequently used to evaluate the reliability of a study. Alpha value is between 0 and 1, and this value is expected to be at least 0.7. In this study, factor analysis was initially made with 23 items, and Cronbach's Alpha value was set at 0.866. In light of these results, the reliability and validity of this questionnaire were measured sufficient level.

Table 4.1. Reliability and validity analysis

Cronbach's Alpha	N of Items
0.866	23

With this scale formed in the research, the extent of the attention that participants paid to social compliance issues during the purchase of garments is gathered under a single factor.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that indicates the proportion of variance in your variables that might be caused by underlying factors. High values (close to 1.0) generally indicate that a factor analysis may be useful with your data. If the value is less than 0.50, the results of the factor analysis probably won't be very useful. In this study, KMO value was set at 0.871 and the factor analysis of the sample size indicated as "good" (Figure 4.1.)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,871
Bartlett's Test of Sphericity	Approx. Chi-Square	3362,119
	df	253
	Sig.	,000

Figure 4.1. KMO and Bartlett's test

4.4. Data Analysis

SPSS 22 statistical package program was used to analyze the data. Frequency, percentage, t-test, arithmetic mean ANOVA, correlation analysis, Post Hoc-Multiple Comparisons test (Least Significant Difference (LSD), and factor analyses were examined, and the results were shown in tables. Comments were made according to the data.

4.5. Data Gathering

In the Descriptive Survey Model, detection of an existing situation is generally done by conducting surveys and interviews. This study is conducted according to the Descriptive Survey Model.

First, a literature survey is conducted. During the survey, already existing studies, contemporary events, views of social compliance workers, views of experts and information gathered from the literature review are evaluated. This survey provided the theoretical framework of the study.

Afterwards, a questionnaire is published on the <<<http://www.surveey.com>>> website and shared by many people via cell phones and personal computers. 307 people filled the questionnaire successfully and sent it back. The survey started on 03.02.2019 and ended on 03.03.2019. SPSS software is used in order to sort and evaluate the data provided by the surv

5. FINDINGS & INTERPRETATION

In this part of the research report, information about the statistical analysis of the data obtained within the scope of the research, the findings obtained as a result of these analyses, and the interpretation of these findings are included.

5.1. Demographic Characteristics of the Participants

Under this title, findings related to the demographic characteristics of the participants are included.

Table 5.1.Frequency and percentage values for gender variables

		(f)	%
Gender	Female	208	67,8
	Male	99	32,2
	Total	307	100,0

The first of the items related to the personal information asked in order to determine the independent (demographic) variables in the study is the gender variable. As seen in Table 5.1., the sample group is consisted of 307 people, 208 of whom are women (67.8%) and 99 of whom are men (32.2%).

Table 5. 2. Frequency and percentage values for age variables

		(f)	%
Age Distribution	16-20 years old	14	4,7
	21-30 years old	127	41,4
	31-40 years old	109	35,7
	41-50 years old	21	6,9
	51-more years old	36	11,9
	Total	307	100,0

The second of the items related to the personal information asked in order to determine the independent (demographic) variables in the study is the age variable. As seen in the Table 5.2, the sample group is consisted of 307 people, distributed as 14 people

aged 16-20 (4,7%), 127 people aged 21-30 (41,4%), 109 people aged 31-40 (35,7%), 21 people aged 41-50 (6,9%), and 36 people aged more than 51 (11,9%).

Table 5.3 Frequency and percentage values for education status variable

		(f)	%
Education Status	Primary / Secondary / High School	13	4,2
	College / Associate Degree	35	11,4
	University Degree	181	59,0
	Master's Degree / Ph.D.	78	25,4
	Total	307	100,0

The third part of the items related to the personal information asked in order to determine the independent (demographic) variables in the study is the educational status variable. As seen in the Table 5.3., the sample group is consisted of 307 individuals distributed as 13 (4,2%) primary / secondary / high school graduates, 35 (11,4%) college graduates or associate degree holders, 181 (59,0%) university graduates, and 78 (25,4%) master's degree or Ph.D. holders.

Table 5.4.Frequency and percentage values for monthly net income variable

		(f)	%
Monthly Net Income	0-2019 ₺	34	11,1
	2020 ₺- 3000 ₺	48	15,6
	3001 ₺ - 4500 ₺	55	17,9
	4501 ₺ -7000 ₺	88	28,7
	7001 ₺ and above	82	26,7
	Total	307	100,0

The fourth item for personal information asked to determine the independent (demographic) variables in the research is the monthly net gain variable. As seen in the table 5.4, the sample group consists of 307 individuals distributed as 34 (11,1%) people having 0-2019₺, 48 (15,6%) people having 2020-3000₺, 55 (17,9%) people having 3001-4500₺, 88 (28,7%) people having 4051-7000₺, and 82 (26,7%) people having 7001₺ and more monthly net income.

5.2. Monthly Spending Status of Participants

Findings regarding the monthly spending status of participants are included under this title.

Table 5.5.Frequency and percentage values of participants' monthly spending status

		(f)	%
Monthly Spendings	0-1000 ₺	34	11,7
	1001-2000 ₺	42	13,6
	2001-3000 ₺	49	15,9
	3001-4500 ₺	68	22,1
	4501-7000 ₺	75	24,5
	7001₺ and above	39	12,9
	Total	307	100,0

		(f)	%
Monthly Garment Spendings	0-100 ₺	56	18,2
	101-250 ₺	59	19,2
	251-500 ₺	118	38,4
	501-1000 ₺	64	20,9
	1001-2000 ₺	9	3
	2001 and above	1	0,3
	Total	307	100,0

General spendings (rent, kitchen expenses, transportation, education, health, safety etc.) and garment spendings of participants are given in the Table 5.5.

According to the results of the survey, the monthly spending status of participants is sorted as follows: 11.7% of participants spend less than 1000₺ a month, 13.6% of participants spend 1001-2000₺, 15.9% spend 2001-3000₺, 22,1% spend 3001-4500₺, 24.5% spend 4501-7000₺, and 12.9% of participants spend more than 7000₺ per month.

The monthly garment spendings of participants were evaluated by analyzing the data in Table 5.5. According to the analysis, 18.2% of participants' maximum monthly garment spendings are below 100₺. Also, according to the survey, 19.2% of participants spend 101-250₺, 38.4% spend 251-500₺, 20.9% spend 501-1000₺, 3% spend 1001-4000₺, and only 0.3% spend more than 4001₺ per month for garments.

Table 5.6: The relation between gender and monthly expenses
(independent t test, n = 307, p< .05)

Gender	Frequency (f)	Mean ($\bar{x}$)	p-value
Male	208	4482,69	,772
Female	99	4604,74	,753

As seen in the Table 5.6., the results of the independent t test, which is done to measure the relation between gender and monthly spending status, show that there is not a significant statistical difference between the monthly expenditures of men and women at the .05 significance level ($p > .05$).

Table 5.7: The relation between gender and monthly garment expenses
(independent t test, n = 307, p< .05)

Gender	Frequency (f)	Mean ($\bar{x}$)	p-value
Female	208	495,02	,053
Male	99	393,23	

As seen in the Table 5.7, the results of the independent t test, which is conducted to measure the relation between the gender and monthly average garment expenses, show that there is not a significant statistical difference between the monthly average garment expenses of men and women at the .05 significance level ($p > .05$).

5.3. Garment Purchasing Behavior of Attendants

Under this title, detailed information regarding the garment purchasing behavior of attendants is included.

Table 5.8: The frequency and places that attendants purchase garments

The Preference of the Place of the Activity of Garment Purchasing.	(f)	%
-From Multi-Storey and Multi-Department Stores (Stores such as Boyner where people can find a wide range of garments of different brands).	44	14,3
-From Brand Chains/ Chain Stores (Stores such as Zara, H&M, and Koton).	152	49,5
-From District Bazaars	6	1,9
-From Boutiques (small and local stores that sell ready to wear garments).	28	9,1

-From E-Commerce Websites	77	25, 0
Total.	307	100,0

The Frequency of Visiting Garment Stores	Frequency (f)	%
-Once a week or more frequent.	101	32,8
-1-2 times per month.	114	37,1
-Once every 2 or 3 months.	54	17,5
-Once every 6 months.	16	5,2
-Less frequent than once every 6 months.	22	7,1
Total	307	100,0

Frequency of Purchasing Garments	Frequency (f)	%
-Once a week or more frequent.	25	8,1
-1-2 times per month.	182	59,2
-Once every 2 or 3 months	78	25,4
-Once every 6 months.	11	3,5
-Several times a year.	6	1,9
-Once a year.	3	0,9
-Less frequent than once a year.	2	0,6
Total	307	100,0

Results regarding the garment purchasing behavior of the attendants are evaluated in the Table 5.8.

According to the survey, 49.5% of attendants' answer to the question "Where do you buy your clothes in general?" is "From Brand Chains/ Chain Stores (Stores such as Zara, H&M, and Koton)" whereas 25% said "From E-Commerce Websites", 14,3% answered "From Multi-Storey and Multi-Department Stores (Stores such as Boyner where people can find a wide range of garments of different brands)", 9.1% answered "From Boutiques (small and local stores that sell ready to wear garments)", and only 1.9% answered "From District Bazaars".

Also, according to the results, 32.8% of attendants stated that they visit garment stores "once a week or more frequently" whereas 37% said "1-2 times per month"; 17.5% said "once every 2-3 month"; 5.2 said "once every 6 months"; and 7.16 said "less frequently than once every 6 months."

The results of the survey showed that 8.1% of attendants purchase garments “once a week or more frequently”; 59.2% buy “1-2 times a month”; 25.4% buy “once every 2-3 months”; 3.5% buy “once every 6 months, 1.9% buy “several times a year”; 0.9% buy “once a year”; and 0.6% buy “less frequently than once a year”.

The review of data reveals that only 24.6% of attendants who visit garment stores once a week or more frequently purchase clothes.

Table 5.9: Properties that attendants pay attention when purchasing garments (n:307)

Frequency of Garment Purchasing	f	%
-I pay attention to the model of the garment.	263	85,7
-I pay attention to the quality of the garment.	275	89,6
-I pay attention to the price of the garment.	283	92,2
-I pay attention to the fabric of the garment.	185	60,3
-I pay attention to the discounts/special offers .	226	73,6
-I pay attention to the user/maintenance instructions of the garment.	40	13,0
-I pay attention to the country of production of the garment.	35	11,4
-I make my preference based on if it is produced on Turkey .	29	9,4
-I pay attention to whether the garment is made of natural fibre (cotton, wool, silk etc.) .	153	49,8
-I pay attention to whether the garment is made of recyclable material	32	10,4
-I pay attention to whether the garment belongs to a brand to which I am addicted .	34	11,1
-I pay attention to whether the garment’s model resembles to the models of international brands I follow .	19	6,3
-I pay attention to brand’s social responsibility activities/campaigns .	39	12,7
-I pay attention to that the brand is not notorious for scandals about bad working conditions or harmful chemicals used in production .	81	26,4

Evaluation of the questions asked in order to measure the characteristics of the participants in purchasing garments is shown in Table 5.9. More than one option is marked in this questionnaire and a total of 1694 markings were made. The results of the evaluation show that the majority of 307 attendants pay attention the **price (92.2%), quality (89.6%), model (85,7%), discounts/special offers (73.6%), and fabric (60%) when purchasing garments**.

Also, the rate of attendants who pay attention to whether the garments are made of natural fibre (49.8%) is not as low as it is commonly assumed. As it is known, there is a trend of returning to the nature in our country and in the world recently; and the demand for ecological products is increased as a result. As the time passes, the number of the people who want to live in natural habitats, wear clothes made of natural materials which do not harm human health and the nature, and eat organic food is increasing. At this point, the answers of the attendants support the existence of such a trend.

On the other hand, the rate of the attendants who pay attention to whether the garments are made out of recyclable material, i.e. 11.1%, indicates that in our country the consciousness towards the well-being of the environment has not grown to maturity yet.

In the questionnaire, two questions asked in order to determine the consumers' attitude towards social responsibility. 12,7% of attendants stated that they pay attention to the social responsibility activities of brands when they buy clothings; 26.4% stated that they make sure that the brand is not notorious for scandals of poor working conditions or use of harmful chemicals. With these questions, the direct impact of media upon consumers' purchasing behavior is uncovered.

While the rate of people who pay attention to country of production is 11.4%, the rate of those who express a more specific perspective and make sure that the garment is produced in Turkey is only 11.4%.

The rate of people who said that they pay attention to whether the garment belongs to a brand to which they are addictive is 11.1% whereas the rate of those who said that they pay attention to whether the model they are going to buy resembles the models of internationally known brands they follow is only 6.3%.

5.4. Determination of Non-Governmental Organization Memberships of the Participants

The findings related to determining the membership of non-governmental organizations are included under this heading.

Table 5.10: Frequency and percentage values of participants' ngo membership

		(f)	%
NGO Membership	Yes	83	27,0
	No	224	73,0
	Total	307	100,0

73.0% of participants answered the question whether they are a member of an NGO (UNICEF, WWF, CYDD, TEGV, Greenpeace etc.) no, and 27% answered yes. The independent t test is conducted to determine if there is a significant difference between the purchasing behavior of people who are members of NGOs and that of people who are not members of an NGO. According to the result of the analysis, a significant difference ($p < 0.05$) is found between two sample groups.

In spss t test for two independent groups runs for only two tailed test so we also tests these two groups for one tailed t test to investigate that the greater mean using by excel.

Since $p < 0.05$ alpha, there is statistically difference between two groups. Furthermore we can say that the mean of ssp point of consumers who are a member of NGO are greater than the consumer who are not a member of any NGO.

According to this, the results show that garment purchasing behavior by taking social responsibility into consideration differs on behalf of members of NGO according to who are not members of an NGO.

Table 5.11: Percentage and frequency values for social responsibility concept and garment brand matching

Social REsponsibility & Brand Matching	(f)	%
-No idea	139	45,2
-Yes, I heard about the social responsibility activities of some brands but I do not remember them clearly.	118	38,4
-Yes, I know many brands engaging in social responsibility activities.	50	16,2
Total	307	100,0

Attendants are asked “Can you recall any brands when you think of social responsibility?”. 45.2% of attendants stated that they have no idea whereas 38.4% said that they know some brands but can not remember the names of those brands and 16.2% stated that they know many brands engaging in social responsibility activities.

Afterwards, attendants who stated that they know many companies engaging in social responsibility activities are asked which social activities impressed them most and to which brands those activities belong. Attendants did not provide with options to mark; rather they are asked to answer by writing a paragraph. 42.8% of the attendants who answered this question H&M and some of their favorite social responsibility/sustainability activities, according to the answers they provided, were recycling, living wage, “bring it on” (a campaign that people bring their old clothes to H&M stores to have them recycled), organic cotton, and better cotton. It is clear that H&M is the most recalled brand when it comes to social responsibility and garment brand matching.

After H&M, Adidas comes as the second most known brand with the value of 7.1%. Adidas’ “Threat to Thread Project”, which is created as a part of the two-year deal between Adidas and Parley for the Oceans—an organization that works in order to end the marine pollution, that is basically producing recycled shoes out of the wasted plastic collected from the oceans became one of their most famous social responsibility activities.

The other companies mentioned by the attendants are Nike (child labor), PVH (zero discharge), C&A, Uniqlo (recycling), M&S (Plan A energy consumption), Primark, Boyner (street animals), Maiyet (social responsibility), Flo (for children to smile) Mini Rodini (living wage), Mavi Jeans (Indigo Turtles—a project of Ecological Researches Association (EKAD) supported by Mavi Jeans in order to protect the endangered marine turtles), LCW (outdoor clothing support for the children in need), DeFacto (collaboration with KACUV—Hope for Children with Cancer Foundation), Koton (collaboration with women cooperatives), Penti (collaboration with UNICEF—United Nations Children’s Fund), Karaca (collaboration with TEMA—The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of

Natural Habitats), Kigili, Patagonia ('Don't Buy This Jacket' Campaign that highlights the harm to the environment caused by the production steps of a garment), Rolex (environmental project that aims to prevent global warming and protect birds), US Polo (garment support for the rural schools), Veja Sports Shoes (organic products, transparent production and protection of small producers), and Benetton (a campaign to combat the culture of hate called "Unhate" and they aim to reach out to all the citizens of the world, for an open, active democracy without physical, social, political or ideological borders).

5.5. Analysis of the Importance Attendants Put on Social Responsibility Issues while Purchasing Garments

Under this heading, analysis of the importance attendants put on "Social Responsibility Issues" while purchasing garments is included.

Attendants are asked "If you have information about the situations given below, how would your behavior of purchasing a garment would be affected?". With these questions sample events are created as the sub-branches of social compliance issues and attendants' attitudes under those circumstances are questioned. Attendants were asked to state their reaction in degrees expressed in five points. "1" point means that the attendant strongly disagree with the given statement and "5" points indicate that they strongly agree. In order to measure the attention of the attendants and raise the validity of the survey, reverse items are included as well. For example, "If I know that child labor is used in the production, I wouldn't buy that garment." phrase is evaluated as a direct question whereas the phrase "The conditions in which a product is made and the working conditions of the people who produces it does not affect my decision to buy." is evaluated as an indirect question. In order to be able to make an accurate evaluation, points assigned to indirect questions changed symmetrically in the analysis and the arithmetical average of the answers given by the attendants is measured 3.84.

Table 5.12: Percentage values regarding garment purchasing behavior in relation with social compliance issues

		(1) Strongly disagree	(2) Disagree	(3) Neither agree nor disagree	(4) Agree	(5) Strongly agree
		%	%	%	%	%
1	If I know that child labor is used in the production, I wouldn't buy that garment.	2.61	3.91	8.14	18.57	66.78
2	If I know that the site of production is not safe/workers do not operate under safe conditions, I wouldn't buy that garment.	1.63	6.19	6.51	29.97	55.70
3	If I know that the occupational health and safety rules and regulations are obeyed during the production, my garment buying behavior would be affected positively.	1.95	6.19	12.70	35.50	43.65
4	If I know the garment is produced by a business that is environmentally conscious, my garment buying behavior would be affected positively.	2.61	2.28	8.14	39.09	47.88
5	If I know that the garment produced by a business where labor rights are respected and workers earn just amounts for their efforts, my garment buying behavior would be affected positively.	2.93	1.63	6.84	39.09	49.51
6	I would not buy products of a business where workers face harassment and discrimination.	1.30	1.30	3.58	16.61	77.20
7	If I know that the garment is produced by a business where workers have freedom of association and right of collective bargaining, my garment buying behavior would be affected positively.	2.28	3.58	19.87	36.16	38.11
8	The fact that if the price of the production would raise 1\$/5\$ as a result of the removal of poor working conditions is not important to me, I am ready to pay this extra price if it is going to remove those negative conditions.	6.84	7.17	16.61	31.27	38.11
9	The conditions in which a product is made and the working conditions of the people who produces it does not affect my decision to buy.	39.74	34.85	11.73	8.14	5.54
10	When buying a garment, I do not question the working conditions of the person who produces it.	19.87	19.87	23.45	25.08	11.73

11	I do not think that my purchase preferences have an impact on the brand's environmental and social activities.	21.82	21.50	27.36	21.17	8.14
12	I think, as customers, our pressure upon the brands is important in providing workers with fair wages and fair working conditions.	4.56	8.14	16.29	39.41	31.60
13	Providing workers with fair working conditions is not the responsibility of the brand, but rather it is the manufacturer's responsibility.	21.50	22.48	21.50	19.54	14.98
14	Labor strikes organized because of lack of fair working conditions would not damage the brand's reputation and it would not affect my purchasing behavior negatively.	38.11	28.34	11.73	12.38	9.45
15	I think that brands are honest and transparent in the issues such as production methods and working conditions provided to workers.	32.25	34.20	23.78	6.19	3.58
16	The country of production would not affect my garment purchasing decision.	7.49	13.03	26.71	33.55	19.22
17	Production under the right social, environmental and ethical conditions is one of the most important factors for the sustainability of garment brands.	1.63	4.23	17.59	46.58	29.97
18	If the prices of two different products are same, I would rather choose the one which I know is produced under the right social and ethical conditions.	2.28	3.58	11.07	33.22	49.84
19	If the quality of two different products are same, I would rather choose the one which I know is produced under the right social and ethical conditions.	1.30	3.26	8.79	37.46	49.19
20	If the models of two different products are same, I would rather choose the one which I know is produced under the right social and ethical conditions.	0.98	2.61	10.75	35.18	50.49
21	If a part of the price I pay for each product I buy is spared for social responsibility projects or is transferred to various charity associations, my purchasing preferences would be affected positively.	0.33	3.58	13.68	35.83	46.58
22	I think that the social responsibility projects run by brands are entirely for marketing purposes.	1.95	11.73	32.25	32.57	21.50
23	I think that the social responsibility projects run by brands create a positive impact on their sales.	1.63	5.54	20.85	48.53	23.45

In the Table 5.12, the percentage and frequency values of the answers given by the attendants regarding 23 different sample situations of different sub-branches of study of social responsibility activities under the heading “How would your garment buying behavior would be affected if you have information about the situations given below?” are included. Based on the attendant’s answers, the first five statements that has the highest arithmetic average are “I would not buy products of a business where workers face harassment and discrimination.”, “If I know that child labor is used in the production, I wouldn't buy that garment.”, “If the models of two different products are same, I would rather choose the one which I know is produced under the right social and ethical conditions.”. “If I know that the site of production is not safe/workers do not operate under safe conditions, I wouldn’t buy that garment.”, and “If I know that the garment produced by a business where labor rights are respected and workers earn just amounts for their efforts, my garment buying behavior would be affected positively.”. A detailed analysis of each question is already included in the Table 5.12.

5.6 Analysis of the Importance of Social Responsibility Issues According to Different Demographic Profiles.

Whether there is a significant relation between attendants’ attention on social responsibility issues when buying garments and their gender, education level, income level, monthly expenses, and monthly garment expenses are tested with Independent Sample T-Test, ANOVA and Pearson Correlation Coefficient. Results are demonstrated in the Table 5.13,5.14, 5.15, 5.16, 5.17, 5.18, 5.19, 5.20, 5.21.

Table 5.13: Gender comparison (independent t test, n = 307, $p < .05$)

Gender	Frequency (f)	Mean ($\bar{x}$)	p-value
Female	208	89,6	P=0.000
Male	99	82,0	

As seen in the Table 5.13, as a result of the independent group t test, the difference between the arithmetic means of women and men was statistically significant at the $p < .05$ level. In other words, man and women expressed different characteristics of regarding social responsibility issues when buying garments.

In spss t test for two independent groups runs for only two tailed test so we also tests these two groups for one tailed t test to investigate that the greater mean using by excel.

Since $p < 0.05$ alpha, there is statistically difference between two groups. Furthermore we can say that the mean of ssp point of female consumers are greater than the male consumers.

According to this, the results show that garment purchasing behavior by taking social responsibility into consideration differs on behalf of women according to gender variable.

Table 5.14: Comparison of education level (ANOVA, $n = 307$, $p < .05$)

	Mean ($\bar{x}$)	Frequency (f)	P
Between Groups	426,364	2,991	P=0.031
Within Groups	142,565		

ANOVA F-Test is conducted in order to evaluate the relation between consumers' education level and social responsibility issues. Test results indicate a statistically significant difference between the groups. In order to detect the groups that express significant differences, the Least Significance Test (LSD)—a multiple comparison test—is conducted.

Table 5.15:-Comparison of education level (post hoc-multiple comparisons, $n = 307$, $p < .05$)

Education Level	Education Level	Mean ($\bar{x}$)	p-value
High School	Associate Degree	-2,15165	,579
	Licence	,39184	,909
	Master/Ph.D.	-4,34615	,225
	High School	2,15165	,579
Associate Degree	Licence	2,54349	,250
	Master/Ph.D.	-2,19451	,367
	High School	-,39184	,909
Licence	Associate Degree	-2,54349	,250
	Master/Ph.D.	-4,73799*	,004
	High School	4,34615	,225
Master/Ph.D. a	Associate Degree	2,19451	,367
	Licence	4,73799*	,004

This test revealed that there was a significant difference between Licence and Master/Ph.D. students in terms of garment purchasing behaviour, in which Master/Ph.D. students placed an emphasis on social compliance practices of the garment brands.

Table 5.16: Comparison of net income

	N	Mean ($\bar{x}$)	Std.Deviation
Your Monthly Net Income	307	3,44	1.328
Total	307	87,1954	12.05601

Table 5.17: Comparison of net income (pearson correlation coefficient,
n = 307, p< .05)

		Monthly Net Income	Total
Your Monthly Net Income	Pearson Correlation	1	,019
	Sig. (2-tailed)	87,1954	,742
	N	307	307
Total	Pearson Correlation	0,19	1
	Sig. (2-tailed)	0,742	
	N	307	307

According to the results of the test, there is no linear relationship between the income level of the participants and their attention on the social compliance issues when buying garments ($r = 0.19$, $p > .05$)

Table 5.18: Comparison of monthly expenditures

	N	Mean ($\bar{x}$)	Std.Deviation
Your Monthly Expenditures	307	4522.05	3447,088
Total	307	87,1954	12,05601

Table 5.19: Comparison of monthly expenditures

		Monthly Expenditures	Garment	Total
Your Monthly Net Expenditures	Pearson Correlation	1		,031
	Sig. (2-tailed)			,583
	N	307		307
Total	Pearson Correlation	,031		1

Sig. (2-tailed)	,583	
N	307	307

According to the results of the test, there is no linear relationship between the monthly net expenditures of the participants and their attention on the social compliance issues when buying garments ($r = 0,031$, $p > .05$).

Table 5.20: Comparison of monthly garment expenditures

	N	Mean ($\bar{x}$)	Std.Deviation
Monthly Garment Expenditures	307	462,20	431,096
Total	307	87,1954	12,05601

Table 5.21: Comparison of monthly garment expenditures (pearson correlation coefficient, $n = 307$, $p < .05$)

			Monthly Expenditures	Garment	Total
Your Income	Monthly Net	Pearson Correlation	1		-,037
		Sig. (2-tailed)			,523
		N	307		307
Total		Pearson Correlation	-,037		1
		Sig. (2-tailed)	,523		
		N	307		307

According to the results of the test, there is no linear relationship between the monthly garment expenditures of the participants and their attention on the social compliance issues when buying garments ($r = -0,037$, $p > .05$).

6. CONCLUSIONS

This study aims to analyse the impact of garment brands' social compliance activities on consumers' purchasing behavior.

In the first chapter, the focus is on the trends of garment industry and their impacts. A literature survey on the slow fashion and fast fashion concepts is conducted and the emergence of the social responsibility issue is researched. In the second chapter the concept of social responsibility / compliance is evaluated, and some other relevant concepts are explained. In addition, social compliance audit processes are examined in detail. In the last chapter the concept of "consumer" is defined, and some related concepts are explained. Then, a literature survey is conducted under various headings related to the elements that psychologically affect consumers' purchasing behavior, purchasing decision process, and clothing purchasing behavior.

Questionnaire method was used as the data collection tool in the study. The questionnaire applied in the study is composed of three parts. The first part includes multiple choice questions to determine demographic characteristics such as age, gender, educational and spending status. The second part is intended to determine the individuals' purchasing behavior in ready-made clothing.

In the third section, on the other hand, relevant questions were asked to understand how this purchasing behavior would be affected as a result of the scenarios created for the different sub-working areas of social compliance issues and adverse working conditions. Five-point Likert scale was used in this section. The respondents were asked to specify their level of agreement to a statement by choosing one of five points: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

During the preparation of the questionnaire, no existing scale and question set was used, and all questions were created from scratch. Control of the reliability level of the

scale created as part of the study was conducted in accordance with the answers of 307 respondents. Cronbach's Alpha (α) is a measure frequently used to evaluate the reliability of a study. Cronbach's Alpha value was set at 0.866. In light of these results, the reliability and validity of this questionnaire were measured sufficient level. KMO value was set at 0.871 and the factor analysis of the sample size indicated as "good". Therefore these questionnaire can be used in the future academic studies.

SPSS 22 statistical package program was used to analyze the data. The questionnaire is published on the website and shared by many people via cell phones and personal computers. 307 people filled the questionnaire successfully and sent it back.

The research question of this study is "How does garment brands' social compliance activities affect consumers' purchasing behaviour?". In the study, taking into consideration social compliance issues, it is analyzed whether the buying behaviors differed in terms of **gender, education level, NGO membership, level of income, monthly expense and monthly garment expense** independent variables.

The sample group is consisted of 307 people, 208 of whom are women (67.8%) and 99 of whom are men (32.2%).

As a result of the analysis;

- There is **not a significant** statistical difference between the **monthly expenditures** and **monthly average garment expenses** of men and women.
- Man and **women** expressed different characteristics of regarding social responsibility issues when buying garments. The results show that garment purchasing behavior by taking social responsibility into consideration differs on behalf of women according to gender variable.
- There is **a significant difference** between Licence and **Master/ Ph.D.** students in terms of garment purchasing behaviour, in which Master/Ph.D. students placed an emphasis on social compliance practices of the garment brands.
- There is **a significant difference** between **members of NGOs** and not members of an NGO in terms of garment purchasing behaviour, in which

members of NGOs placed an emphasis on social compliance practices of the garment brands.

- There is **no linear relationship** between the **income level**, the **monthly net expenditures and the monthly garment expenditures** of the participants and their attention on the social compliance issues when buying garments.
- Attendants are asked “Can you recall any brands when you think of social responsibility?”. 45.2% of attendants stated that they have no idea whereas 38.4% said that they know some brands but can not remember the names of those brands and 16.2% stated that they know many brands engaging in social responsibility activities.

Afterwards, attendants who stated that they know many companies engaging in social responsibility activities are asked which social activities impressed them most and to which brands those activities belong. 42.8% of the attendants who answered this question **H&M** and some of their favorite social responsibility/sustainability activities, according to the answers they provided, were recycling, living wage, “bring it on”, organic cotton, and better cotton. It is clear that H&M is the most recalled brand when it comes to social responsibility and garment brand matching.

After H&M, **Adidas** comes as the second most known brand with the value of 7.1%. Adidas’ “Threat to Thread Project”, which is created as a part of the two-year deal between Adidas and Parley for the Oceans—an organization that works in order to end the marine pollution, that is basically producing recycled shoes out of the wasted plastic collected from the oceans became one of their most famous social responsibility activities.

- We measured **the characteristics** of the participants during purchasing garments. More than one option is marked in this questionnaire and a total of 1694 markings were made. The first five characteristics that has the highest arithmetic percentage are the price (92.2%), quality (89.6%), model (85,7%), discounts/special offers (73.6%), and fabric (60%) when purchasing garments.

Additionally, the rate of attendants who pay attention to whether the garments are made of natural fibre (49.8%) is not as low as it is commonly assumed. As

it is known, there is a trend of returning to the nature in our country and in the world recently; and the demand for ecological products in increased as a result. As the time passes, the number of the people who want to live in natural habitats, wear clothes made of natural materials which do not harm human health and the nature, and eat organic food is increasing. At this point, the answers of the attendants support the existence of such a trend.

On the other hand, the rate of the attendants who pay attention to whether the garments are made out of recyclable material, i.e. 11.1%, indicates that in our country the consciousness towards the well-being of the environment has not grown to maturity yet.

In the questionnaire, two questions asked in order to determine the consumers' attitude towards social responsibility. 12,7% of attendants stated that they pay attention to the social responsibility activities of brands when they buy clothings; 26.4% stated that they make sure that the brand is not notorious for scandals of poor working conditions or use of harmful chemicals. With these questions, the direct impact of media upon consumers' purchasing behavior is uncovered.

- In the last part of the questionnaire, we analyse “the importance attendants put on social responsibility issues while purchasing garments”.

Attendants are asked “If you have information about the situations given below, how would your behavior of purchasing a garment would be affected?”. With this questions 23 different sample situations are created as the sub-branches of social compliance issues and attendants' attitudes under those circumstances are questioned. Attendants were asked to state their reaction in degrees expressed in five points. “1” point means that the attendant strongly disagree with the given statement and “5” points indicate that they strongly agree.

Based on the attendant's answers, the first five statements that has the highest arithmetic average are “I would not buy products of a business where workers face harassment and discrimination.”, “If I know that child labor is used in the production, I wouldn't buy that garment.”, “If the models of two different products are same, I would rather choose the one which I know is produced

under the right social and ethical conditions.”. “If I know that the site of production is not safe/workers do not operate under safe conditions, I wouldn’t buy that garment.”, and “If I know that the garment produced by a business where labor rights are respected and workers earn just amounts for their efforts, my garment buying behavior would be affected positively.

The arithmetical average of the answers given by the attendants is measured **3.84**. The arithmetical average of the answers given by the attendants is almost **agree (4)**. Based on this result, customers put emphasis on the social impact of the companies the products of which they purchase.

With the globalization, economic, political, and technological developments increase the mutual dependence of the people worldwide. It is not only the states’ responsibility to do what is needed to increase the wealth of a country. In this topic, companies and brands also have important responsibilities and they are responsible not only towards their shareholders, customers, and employees but also towards the every segment of the society.

Garment industry, which is one of the most labor intensive industries, has become topic of discussion many times because of inappropriate working conditions. Companies and brands should not forget that ignoring their social responsibilities may lead them to face reactions from the society and a slow dissolution of their place in the market. They should start to restructure their organizations, considering social compliance activities throughout the thesis, before it is too late because of changing consumer tendencies and demands from brands by choosing the producers that are aware of their social responsibilities.



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APPENDIX

1.1.APPENDIX A: The Questionnaire

1. Cinsiyetiniz:

() Kadın () Erkek () Diğer

2. Yaşınız:.....

3. Öğrenim Durumunuz:

() İlköğretim () Lise () Yüksekokul / Önlisans () Lisans () Doktora

4. Aylık Kazancınız:

() 0-2019 TL () 2020TL - 3000 TL () 3001 – 4.500 TL () 4.501 TL ve üzeri

5. Aylık harcamanız: TL

6. Aylık giysi harcamanız : TL

7. Herhangi bir sivil toplum örgütüne (UNICEF, WWF, ÇYDD, TEGV, Greenpeace vb.) üye misiniz veya gönüllü olarak bir yardım derneğinde görev alıyor musunuz?

	Evet
	Hayır

8. Hazır giyim alışverişlerinizi genelde nereden yaparsınız? (Tek bir cevabı işaretleyiniz)

	Çok katlı, çok bölümlü mağazalardan (içinde pek çok markadan farklı ürün yer alan Boyner gibi mağazalar)
	Zincir markalar/ mağazalardan (Zara, H&M, Koton gibi mağazalar)
	Semt pazarlarından
	Butiklerden yani hazır giyim ürünleri satan küçük, yerel dükkanlardan
	Online e-ticaret sitelerinden

9. Kendiniz veya aileniz için ne sıklıkta hazır giyim mağazalarını/ online e-ticaret sitelerini ziyaret edersiniz? (Tek bir cevabı işaretleyiniz)

	Haftada bir veya daha sık
	Ayda 1-2 kere

	2-3 ayda 1 kere
	6 ayda bir
	6 ayda birden daha seyrek

10. Kendiniz veya aileniz için ne sıklıkta hazır giyim alışverişi yaparsınız? (Tek bir cevabı işaretleyiniz)

	Haftada bir veya daha sık
	Ayda 1-2 kere
	2-3 ayda 1 kere
	6 ayda bir
	Yılda birkaç kez
	Yılda bir
	Yılda birden daha seyrek

11. Giysi alırken hangi özelliklere dikkat ediyorsunuz? (Birden fazla şık işaretleyebilirsiniz).

	Giysinin modeline dikkat ediyorum.
	Giysinin kalitesine dikkat ediyorum.
	Giysinin fiyatına dikkat ediyorum.
	Giysinin kumaşına dikkat ediyorum.
	Giysinin indiriminde/ kampanyada olmasına dikkat ediyorum.
	Giysinin kullanım/ bakım talimatlarına dikkat ediyorum.
	Giysinin üretildiği ülkeye dikkat ediyorum.
	Giysinin Türkiye'de üretilmiş olmasına dikkat ederek tercih yapıyorum.
	Giysinin doğal elyaftan (pamuk, yün, ipek vb.) yapılmış olmasına dikkat ediyorum.
	Giysinin geri dönüşümlü malzemeden yapılmış olmasına dikkat ediyorum.
	Giysinin bağımlısı olduğum bir markanın ürünü olmasına dikkat ediyorum.
	Giysi modelinin takip ettiğim uluslararası markaların modellerine çok benzer olmasına dikkat ediyorum.
	Markanın sosyal sorumluluk kampanyalarına dikkat ediyorum.
	Markanın adının çalışma koşulları ve kullanılan kimyasallarla ilgili hiçbir skandala karışmamış olmasına dikkat ediyorum.

12. Sosyal Sorumluluk denildiğinde aklınıza herhangi bir hazır giyim markası gelmekte midir, cevabınız 3. şık ise lütfen 13. Soruyu da doldurunuz.

	Hiçbir fikrim yok.
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	Evet birkaç markanın çalışmalarını durmuştum ama net hatırlayamıyorum.
	Evet, sosyal sorumluluk ile ilgili çalışan birçok hazır giyim markası biliyorum.

13. Evet, sosyal sorumluluk ile ilgili çalışan birçok hazır giyim markası biliyorum, beni en çok etkileyen kampanya..... hakkındaydı ve markasına aitti.

14. Bir giysiyi satın alırken aşağıda yer alan durumlar ile ilgili bilgi sahibi olsanız, giysi satın alma davranışlarınız nasıl etkilenir? (Her bir maddeyi 1 ile 5 arasında değerlendiriniz. “1” o maddeye kesinlikle katılmadığınızı, “5” ise kesinlikle katıldığınızı belirtmektedir. Lütfen her özelliği puanlayınız.)

	Kesinlikle	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle	Katılıyorum
Üretimi sırasında çocuk işçi çalıştırıldığını bilsem o giysiyi satın almam.	1	2	3	4	5	
Üretim yapılan binanın güvenli olmadığını/ çalışanların can güvenliğinin sağlanmadığını bilsem o giysiyi satın almam.	1	2	3	4	5	
Üretiminde iş sağlığı ve güvenliği ile ilgili mevcut kanunlara uyulduğunu bilsem o giysiyi satın alma davranışım olumlu yönde etkilenir.	1	2	3	4	5	
Çevreye duyarlı bir işletmede üretildiğini bilsem o giysiyi satın alma davranışım olumlu yönde etkilenir.	1	2	3	4	5	
Çalışanların haklarının gözetildiği/ emeklerinin karşılığını aldığı bir işletmede üretildiğini bilsem o giysiyi satın alma davranışım olumlu yönde etkilenir.	1	2	3	4	5	
Çalışanların tacize/ ayrımcılığa uğradığı bir işletmenin ürününü satın almam.	1	2	3	4	5	
Çalışanların örgütlenme özgürlüğünün ve toplu sözleşme haklarının olduğu bir işletmede üretildiğini bilsem o giysiyi satın alma davranışım olumlu yönde etkilenir.	1	2	3	4	5	
Bir üretim tesisinde tüm olumsuz çalışma koşulların giderilmesi sonucunda ürünün fiyatının 1 dolar/ 5TL artıyor olması benim için önemli değil, bu olumsuz koşulların giderilmesi için ben bu ek ücreti ödemeye hazırım.	1	2	3	4	5	
Bir ürünün hangi şartlarda üretildiği, üretimi yapan kişilerin çalışma koşulları satın alma kararımı etkilemez.	1	2	3	4	5	

Bir giysiyi satın alırken, onu üreten kişinin çalışma koşullarını sorgulamak aklıma gelmez.	1	2	3	4	5
Benim satın alma tercihlerimin, markanın çevresel ve sosyal faaliyetleri üzerinde bir etkisi olduğunu düşünmüyorum.	1	2	3	4	5
Müşteriler olarak markaların üzerinde baskı oluşturma, işçilere adil ücret ve yeterli çalışma koşulları sağlamada önemli olduğunu düşünüyorum.	1	2	3	4	5
İşçilere yeterli çalışma koşullarının sağlanması, markanın değil üreticinin sorumluluğundadır.	1	2	3	4	5
Çalışma koşullarının yetersizliği nedeniyle yapılan işçi grevleri, markanın itibarını azaltmaz ve benim satın alma kararımı olumsuz etkilemez.	1	2	3	4	5
Markaların, üretim yöntemleri ve işçilerine sağladığı çalışma koşulları konusunda dürüst/şeffaf olduklarını düşünüyorum.	1	2	3	4	5
Aldığım giysilerin hangi ülkelerde üretildiği satın alma kararımı etkilemez.	1	2	3	4	5
Doğru sosyal, çevresel ve etik koşullarda üretim yapılması hazır giyim markalarının sürdürülebilirliğinin sağlanmasındaki en önemli faktörlerdir.	1	2	3	4	5
Fiyatı aynı iki ürün arasında doğru sosyal ve etik koşullarda üretim yapıldığını bildiğim ürünü tercih ederim.	1	2	3	4	5
Kalitesi aynı iki ürün arasında doğru sosyal ve etik koşullarda üretim yapıldığını bildiğim ürünü tercih ederim.	1	2	3	4	5
Modeli aynı iki ürün arasında doğru sosyal ve etik koşullarda üretim yapıldığını bildiğim ürünü tercih ederim.	1	2	3	4	5
Satın aldığım her ürün için belli bir tutarın sosyal sorumluluk projelerine /çeşitli yardım derneklerine aktarılması satın alma tercihlerimi olumlu etkiler.	1	2	3	4	5
Markaların, yürüttükleri sosyal sorumluluk projelerinin tamamen pazarlama amaçlı olduğunu düşünüyorum.	1	2	3	4	5
Markaların yürüttükleri sosyal sorumluluk projelerinin markalarının satışlarına olumlu etki yarattığını düşünüyorum.	1	2	3	4	5

CURRICULUM VITAE

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