

A Meta-Analysis of Ethical Fashion Consumption Research in South Korea

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With the increasing number of ethical fashion products available in South Korean fashion market and the growing consumer interests to these products, numerous studies have been conducted to explore the factors that influence ethical fashion consumption, with mixed results. In this study, a meta-analysis of studies on ethical fashion consumption in South Korea was conducted with the purpose of better understanding the influences of different factors on ethical fashion consumption.

The data for this study included previous research conducted in South Korea exploring attitudes toward ethical fashion and intention to purchase ethical fashion products as dependent variables. Among the total of 214 published articles and 315 unpublished thesis/dissertations initially identified through database searches, only 12 research studies with the necessary statistics were used for the final analysis. All the entries of the previous studies were coded such as author, year, source, paper type(dissertation or academic thesis), the type of ethical fashion, the total number of samples, the independent variables, dependent variables, and the statistical values needed to calculate the effect sizes, including  $r$ ,  $\beta$ ,  $t$ , or  $R^2$ . All the independent factors examined in the sample studies were coded and classified into consumer characteristics and corporate characteristics. The dependent variables were either attitude toward ethical fashion or intention to purchase ethical fashion items.

The results of this study are as follows. First, the overall effect sizes for the influencing factors were positively significant in terms of attitude toward ethical fashion and intention to purchase

ethical fashion as dependent variables. Second, consumer characteristics had statistically significant effects on attitude toward ethical fashion and intention to purchase ethical fashion. Furthermore, the sub-dimensions of consumer characteristics, i.e., benefit sought and consumer value, also had significantly positive effects on attitude toward ethical fashion and intention to purchase ethical fashion. Third, with the exception of *reliability of the company*, all corporate characteristics variables—*suitability of the corporate and CSR activities*, *satisfaction with the company*, and *familiarity of the company*—had significant effect sizes on attitude toward ethical fashion. As for intention to purchase ethical fashion, *suitability of the corporate and CSR activities*, *satisfaction with the company*, and *reliability of the company* were positively significant. Fourth, when the type of ethical fashion was controlled for, the effect sizes of the independent variables on attitude toward ethical fashion and intention to purchase ethical fashion were still significant. The effect sizes were positively reported in the relations with both dependent variables. Fifth, the moderating effects of sub-dimensions of dependent and independent variables, as well as types of ethical fashion were examined. As a result, except for the relationship between corporate attitude and eco-friendly product, all data were heterogeneous. In other words, the moderating effects of these variables were significant.

Based on these results, the present study discussed academic implications and suggested new marketing strategies for companies focusing on ethical fashion industry.

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