The Taxonomy of Ethical Ideologies with Ethical Fashion: An Analysis of U.S. Millennials

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Abstract

In the past few years, there have been significant efforts in marketing ethical fashion to Millennials. However, their knowledge about this particular topic is limited and firms have had difficulty reaching these young consumers. The purpose of this study is to obtain a better understanding of Millennials’ environmental and moral principles to determine their ethical positions using a classification table as well as the best combinations of ethics and product attributes to use when reaching these consumers. An online survey was distributed to college Millennials at the University of North Carolina at Charlotte. The data was then analyzed with MANOVA to test multiple dependent variables against two independent variable, RI Scale and Gender. This study concluded that the majority of Millennials are either Exceptionists are Absolutists in regards to being interested in buying or concerned about ethical fashion. Absolutists would be a viable target market for fashion firms. Few studies have been conducted regarding Millennials’ take on ethical fashion—specifically in the United States. This study can be used for future research about the topic and to inform scholars about this pressing issue.