



***The Role of Emotional Intelligence in consumer purchasing  
decision making in ethical fashion.***

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## Abstract

**Title of thesis:** The Role of Emotional Intelligence in consumer purchasing decision making in ethical fashion.

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Ethical fashion has recently witnessed the increase of attracting researchers and practitioners. However, current studies are only focusing on the consumer behaviour aspect whilst neglecting the emotional aspect of ethical fashion. The aim of this research is to investigate which emotional intelligence factors influence consumers' decision making in ethical fashion. The thesis outline has been chosen to guide the reader. A quantitative approach is sufficient to achieve the objectives of this study. This study proposed four emotional intelligence elements ( Trust, Value, Anger and Fear) that could affect consumer purchasing decision making in ethical fashion. Ninety eight students/consumers participated in the questionnaire-based survey with the students/consumers aged 18 and above in Ireland. The results demonstrated that two of the hypotheses proposed were significant and there is a relationship between the emotional intelligence elements and consumer purchasing decision making, however the other two hypotheses proposed showed neither positive nor negative relationship with consumer purchasing decision making.

## Declaration of Authorship

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I, Ahmed Elmeer, hereby declare that this dissertation is the end result of my own work, and that all information in this document has been obtained and presented in accordance with academic rules and research ethics. I also declare that due acknowledgement has been given in the bibliography and have fully cited and referenced all materials and sources, be they printed, electronic or personal.

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# Chapter I: Introduction

## 1.1 Introduction

Emotional Intelligence refers to the ability to recognize, perceive, (Feyerherm and Rice, 2002) facilitate, and manage emotions (Mayer and Salvoy, 1997) in ourselves and others. It is also the ability to comprehend emotions to understand, motivate, and regulate the individual's mood, (Mayer and Salovey, 1997). As Demasio 1994 states, emotional factors heavily influence consumers' decision to purchase. Such emotional elements effect consumers when assessing brands and their response to advertisement, which inevitably leads them to purchase or not, (Murray, 2013).

Along with organisations, consumers constantly make decisions based on ethical values and implications. Ethical fashion is defined as fashionable clothing that is produced with consciousness, in the sense that it considers labour conditions and being environmentally friendly, (Joergens, 2006) while also accounting for fair trade principles (Magnussen, 2009). Furthermore, green fashion (Ooisander and Presonen, 2004) can also be referred to as ethical fashion.

In the last three decades, it became evident that consumers make choices based on ethical implications. Consumer Ethics is defined as the moral principles which influence and guide consumers when purchasing, using, and disposing goods and services (Muncy and Vitell, 1992). Haidt (2003) indicates that moral emotions which are linked to emotional intelligence have a significant role in ethical decision making. Ethical decision making is a method of making choices according to ethical principles, (Ozdemir, 2009), such as honesty and fairness (Neçare & Şehitoğlu, 2018).

Consumers with high emotional intelligence can create a relationship with their emotions (Salovey and Mayer, 2008) and their ethical decision-making experience. The lack of research on the role of emotions in consumers' ethical decision-making is an important gap in the literature on consumer ethics (Haidt 2003; Hardy 2006). Recent studies show that emotional intelligence is related to ethical decision making, for example in the HR department (Neçare,

et al 2018), or the relationship EI and ethical behaviour of hospital employees and nurses (Deshpande and Joseph, 2009).

This study aims to identify the role of emotional intelligence in consumer decision-making in ethical fashion.

## 1.2 Statement of the Problem

The lack of research on the role of emotions in consumers' decision-making in ethical fashion is an important gap in the literature. The purpose of this study is to investigate the role of EI in consumer decision-making in ethical fashion.

The relationship between EI and EF can be quite complex due to previous and recent research delivering conflicting views. Goleman (1995) stated that EI is a necessity for ethicality. Moreover, Krishnakumar and Rymph (2012) recognised that emotions such as anger and sadness are controlled more effectively with individuals who had high EI levels when making ethical choices.

Other research highlighted specific components of consumer ethics, such as honesty, integrity, and its relationship with EI (Holian, 2006; McPhail 2004). However, Waterhouse (2006) criticized Goleman and concluded that no EI element can prevent individuals to be unethical.

On the other hand, Segon and Booth (2014) proposed that individuals can have high EI and still be unethical. Even with these conflicting views, EI may be the variable to explain the current gap between EI and ethical decision-making (Bay and McKeage, 2006), hence the need for research which identifies the direct relationship between EI and EDM.

Furthermore, previous research outlined that fashion consumers tend not to pay higher prices for eco-friendly clothing even though they are considered environmentally friendly (Joergens, 2006). This illustrates that consumers' beliefs towards ethical fashion are vague and that the visual appearance of the clothing is considered more by the consumer rather than their ethical belief (Gam, 2011).

Interestingly, ethical decision-making is actually taken into account to a greater extent in the food sector, (Joergens, 2006). Nevertheless, it is evident that there has been a huge growth



and consideration in the ethical culture of the fashion sector also, (Grande, 2007; Clavin, 2009 ;Brown 2010; Bishop, 2012 Kong et al, 2017; De Klerk et al, 2019).

### 1.3 Definitions of Terms

This section provides a clear definition for all the terminology that have been used in this research. The symbol and definition of each term is presented below in table 1.1.

Table 1.1 Definitions of terms

Term	Symbol	Definition
Emotional Intelligence	EI	EI can be defined as the ability to motivate, control, and regulate one's mood in all situations, and being able to think, to empathize, and to hope during stressful situations (Goleman, 2006).
Ethical Fashion	EF	EF is defined as clothing that has been made in a sustainable way, from respecting the social rights of the workers who have made it by paying them in an economically fair manner, to being environmentally-friendly, (Vehmas et al., 2018; Wiederhold and Martinez, 2018).
Ethical Clothing	EC	Ethical clothing is a concept under the term of EF which refers to how fashion designers should be more ethical, and what constitutes ethical behaviour (Bennett, 2013)
Ethical Decision Making	EDM	Ethical decision-making is choices made based on individuals' moral beliefs and values (Crane and Matten, 2010).

## 1.4 Thesis Structure

The thesis outline has been chosen to guide the reader through the stages of this research. This thesis consists of six chapters which are organized such that the reader is first presented with an introductory chapter, then the background theory to provide an understanding of the subject matter, afterward the hypotheses outlined and research questions, next a demonstration of the work performed to fulfil the objectives of the study, the analysis and discussions, and finally the conclusion, as explained below:

### *Chapter 1 – Introduction*

The chapter at hand provides an overview of the research area of study, highlights the gap and problem background, outlines key terms used in this research objectives of the study. Additionally, this chapter also shows the overall structure of the thesis.

### *Chapter 2 - Literature Review*

This chapter is divided into four parts. The first part provides an in depth understanding of EI. The second part of this chapter includes a significant review on EF studies, while also presenting an overview of different concepts under EF. The third part of this chapter discusses ethical consumer decision-making, relating to both EI and EF. Finally, this section presents discussions on previous related studies relating to EI and EF and the links between them.

### *Chapter 3- Research Question & Hypotheses.*

This chapter provides the research questions proposed along with the 4 hypotheses developed in order to be examined in the research methodology.

### *Chapter 4 - Research Methodology*

This chapter discusses the methodology that is used to fulfill the objectives of this study and the design which forms its framework. The chapter focuses on the appropriate research paradigms and methods used in the study. The chapter provides a research design framework, which explains all phases of the study. A brief description on the analysis technique used in this study (SPSS) is provided. The chapter also shows the process used to develop the survey instruments, describes the content, and examines the validity of the survey items. The details of the methodology are explained in detail in this chapter.

*Chapter 5 – Analysis and Results.*

This chapter is devoted for illustrating the data collection method and the analysis approach used. First the results of pilot study analysis is revealed. After, the data analysis procedure is illustrated such as the collinearity assessment, and linear regression of this study. Based on the analysis findings, the chapter concludes with the tests of the hypotheses proposed and examined.

*Chapter 6 - Discussion.*

In this chapter, the four hypotheses proposed and examined in this study, are discussed and evaluated with previous studies to show previous significance and analysis.

*Chapter 7 – Conclusion and recommendation.*

The conclusion of this study is provided in this chapter. Also the implications of the findings, limitation of the study and finally recommendation for future research are provided in this chapter

## Chapter II: Literature review

### 2.1 Emotional Intelligence

The concept of emotional intelligence (EI) was first presented by Mayer & Salovey (1990) and popularised by Goleman (1995). Researchers, Psychologists, philosophers, and other social scientists have further identified numerous dimensions of EI. Goleman (2006) refers to EI as the ability to motivate, control, and regulate one's mood in all situations, in addition to being able to think, empathize, and to hope during stressful situations.

Mayer & Salvoy (2002) expanded these abilities into five main domains: Knowing one's emotion, managing emotions, motivating oneself, recognizing emotions in others, and handling relationships (Goleman, 2006). On the other hand, Davies, Stankov & Roberts (1998) defined EI based on four dimensions: self-emotions appraisal, others' emotions appraisal, regulation of emotions, and use of emotions.

Human Behaviour is driven by emotions (Kidwell, Hardest & Childers, 2008), which affects individuals' performances and wellbeing during outcomes (Dulewicz, Young and Dulewicz, 2005; Hopkins and Yonker, 2015). In contrast, other researchers believe that EI is a trait rather than an ability (Petrides and Furnham, 2001) although most research on EI agreed that EI increases with age (Goleman, 1995; Mayer & Salovey, 1997). Thus, meaning it should not be measured as a trait. Nevertheless, individuals with high EI are more conscious of their feelings (Schutte, Malouff, Hall, Haggerty, Cooper, Golden and Dornheim, 1998) and are able to guide their thoughts and actions accordingly (Mayer & Salovey, 1997).

### 2.2 Ethical Fashion

Research suggests that consumers from all generations are becoming increasingly aware of ethical consequences of the clothing they consume, (De Klerk, Kearns and Redwood, 2019). ethical fashion (EF) is used to define clothing that has been made in a sustainable way, meaning respecting the social rights of the workers who have made it, in an environmentally friendly and economically fair manner (Vehmas et al., 2018; Wiederhold and Martinez, 2018). EF is a very broad term, that can also be described as fashion with conscience. Joergens (2006) for example, defined EF as fashion clothing that is manufactured under fair trade principles across all the supply chain. This broad term can also be classified as eco-friendly clothing,

(Hawken, 1993), green fashion, and sustainable fashion (Newholm & Shaw 2007; Glausiusz 2009). (Fletcher 2007, 2008) even describes it as slow fashion.

Ethical clothing is a concept under the term of EF which refers to how fashion designers should be more ethical and what constitutes ethical behaviour (Bennett, 2013). Ethical clothing is also referred to as clothing produced with eco-friendly material, in an environmentally friendly process which includes the working environment and participates within fair-trade conditions. In addition, clothes made from recycled materials which minimise harm to the environment are also considered ethical clothing, (Magnussen, 2009).

Fashion consumers are living in an ethical era which concentrates on EF (De Klerk et al, 2019), which in turn has made companies more conscious of the environment and led them to increase the production of more environmentally sustainable products and to also support consumer concerns, (Joergens, 2006; Kong and Ko, 2017). The rise of environmental concerns, the concern for working conditions and workers' rights, increased concerns towards sustainability (Grande, 2007; Clavin, 2009; Bishop, 2012) are all factors challenging corporations which seek to satisfy their consumers' ethical views. The term sustainability can also be defined as eco-friendly, ethical or green fashion (Newholm and Shaw, 2007).

It is evident that fashion consumers' perception that sustainable fashion will have long-term benefits, can enhance companies to become more successful. However, not all consumers act positively in line towards sustainable consumption (Kong et al, 2017). Another trend which has transformed the clothing industry is fast fashion. This is arguably contradicting consumers' ethical beliefs and has an outcome on their attitude towards ethical fashion consumption. Fast fashion is new clothing trends available constantly to consumers, which operate with low-cost productions and are all outsourced for overseas markets which use cheap labour; therefore, many questions arise under the fair-trade act (Mintel, 2007). Also, it is evident that consumers still have a lack of knowledge and deep understanding of sustainable fashion clothing (Ritch, 2015).

Fast fashion retailers are successful because of their latest catwalk trends that millions of people can afford due to their cheap prices (Connell and Kozar, 2014). The modern-day people are immersed in an economic system based on social inequalities and unlimited consumption

even when we know that material resources are finite, resulting in an unsustainable situation that cannot be prolonged in time (Armstrong, Niinimäki, Lang and Kujala, 2015). Therefore, the sustainability concept emerges, as a response to the issues caused by this system.

A sustainable way of life must be so in three aspects: economic, ecological and social. According to Niinimäki (2015), we must be able to ensure material maintenance, the viability of the ecosystems in which we find ourselves, and social justice that does not cause inequalities. Until we achieve this, imbalances will occur that will affect us in one way or another (Niinimäki, 2015).

According to McNeill and Moore (2015), natural systems are constantly renewed, and the system disappears or is transformed in such a way that it changes intensely when this renewal does not happen. Nevertheless, the linear consumption is the base of current economic systems, which also grows with rapid pace (Vehmas et al., 2018). It is quite evident that if humans consume resources that do not have time to renew, the system will collapse (Stål and Corvellec, 2018). It is therefore essential that we are responsible with our consumption and keep it within the limits that make it possible for the system to return to being circular (Stål and Corvellec, 2018; McNeill and Moore, 2015).

It is relatively complicated to assess all the parameters that determine whether something is sustainable or not, although people can easily establish certain guidelines that indicate whether they are doing it well: consuming what is necessary to ensure that our basic rights are covered, that they are renewable resources, that they are produced locally, with little energy expenditure, that last for a longer period of time, and that can be used again and recycled (Urbinati, Chiaroni and Chiesa, 2017).

The current textile industry is highly unpredictable because wealth is in small hands and therefore workers are exploited and production is highly environmentally aggressive (Lee, Kim & Yang, 2015). As EF and ethical clothing grow, clothing production begins to use renewable and natural raw materials obtained as a result of environmental processes and does not consume large amounts of water or energy, while also not containing dyes or being unnatural and harmless (Niinimäki, 2015). As a result, workers' rights are often neglected, and good working conditions are scarce. Therefore, local consumption should be promoted

alongside the distribution of material goods (Niinimäki, 2015). Products should be durable and serve a better purpose if made by hand.

The issue however is not merely a question of solidarity or social conscience, though those are essential too. When a consumer purchases sustainably-sourced materials, in addition to doing so because they believe that they should not exploit workers from other territories or mistreat the environment, they are also benefiting themselves and their immediate environment economically (Haug and Busch, 2016). It may not be simple to stop consuming cheap and sustainable clothes (which are owing to the cost externalisation) rather than buying EF, which is priced in accordance with the work that has been essential to produce it. Nevertheless, in the long run it will be much more beneficial for everyone.

### 2.3 Ethical Consumer Decision Making; EI and EF

Nowadays, consumers focus on ethical consequences when making choices. As consumers gain more knowledge of the environmental impacts to the product or company they buy from, consumers become more conscious when purchasing (Hopkins and Deepa, 2018).

EF is a current trend followed by some manufacturers in the fashion sector, which happens to be an industry with the second largest water footprint (Chan and Wong, 2012). Water footprint is the amount of water used to produce the garments (Lee, 2014). Another prominent trait of the fashion industry is the carbon footprint left by the manufacture of clothing. Although the carbon footprint is something that not everyone is aware of, but it is one that leaves a great impact on the planet in terms of CO<sub>2</sub> emissions (Lee, 2014). It is a model that can eventually be changed with simpler actions such as acquiring locally manufactured presses or modifying the way they are produced.

To address this issue, Niinimäki (2015) explained EF and gave clues about how the pattern can be modified and have a positive impact on the fashion industry with a sustainable model. EF is a way of generating a product that consumers use every day in a better way (Niinimäki, 2015). The fast fashion model that has been imposed in recent decades is one that has greatly changed the way it is produced, for what it is produced and for what purpose (Park and Oh, 2014). Millions of garments are produced without having a buyer, or without even having an outlet in the market, knowing that a lot of stocks are going to be generated (Rudenko, 2018).

For example, last year 150 billion garments were made on the planet, whereas we are only 7.8 billion humans (Rudenko, 2018).

Emotions and feelings are defined as "touch" in many languages, as it is a direction-orientated sense and less mediated by intelligence (Oberecker and Diamantopoulos, 2011). The importance of touch is greater because the object's possession, referring to emotional possession, happens at the moment when the senses start to grip on it, even though typically the exchange process between object and money happens at the cash register (Oberecker and Diamantopoulos, 2011). The sense of touch is commonly used and exploited by the clothing sector because of the nature of products which allow and entail the consumer to touch/test the product.

Regarding the environmental impact of clothing, Kim and Lennon (2013) explain that 60% of the issue lies with fibres and fabrics used. Therefore, one of the great challenges facing the fashion industry is to change the fibres they use for more sustainable ones.

The problem with clothing is that it is an emotional necessary good but it is not a physical necessary good, and the fashion industry, even the sustainable one, is framed in inconsistencies because the most sustainable thing would be to stop producing clothing for years to come; because it is estimated that humanity could last 30 years without really needing new garments, (Dhurup, 2014).

A major cause of conflict is the lack of emotional intelligence; as the lack of sensitivity on the end of one or both parties is the source of all conflict, and there is direct relationship of sensitivity and emotional intelligence of an individual (Maddi et al., 2013). Managerial personnel in companies whose emotional intelligence is high will only be capable of mitigating issues unless they have a major influence on the company (Kim and Lennon, 2013).

Fashion and accessories have become a lifestyle rather than a trend. Shopping will increasingly become an emotional experience, where new generations will not only look for a product, but for something else. This is the future of the market as predicted: participate, live experiences, transmit positive emotions, and make the customer and employees feel part of a larger design in which everyone can be a part. In other words, always search for content and



values behind a product (Kim and Oh, 2020). For this reason, the young generations are who make up a large chunk of this future, as it is, they who seek both fashion and accessories to become a way of expressing themselves.

Moreover, another key point to consider is the digital world (Padhi, 2018). The future of this issue resides in that even during the use of technology, one must look for the real, tactile and emotional part. In turn, this will lead to the search for emotions and experiences that create empathy in the digital world also, where consumers will buy according to their mood (Padhi, 2018).

Between fashion and accessories, jewellery is increasingly gaining value, and it is here that the new consumer will also look for a story of a deeper meaning rather than just choose based on the mere ornamental appearance of the piece; i.e. the consumer will seek something that gives intrinsic value to the object itself and to the user (Syaekhoni, Alfian and Kwon, 2017). The future consumer will press the accelerator to exceed the current limits of production and design and will look for ecological and environmentally friendly alternatives for the world of materials and production chains. This concept has been called “clean consumption” (Burger et al., 2020) and aims to underline the EI of the client of the future, which will lead to more and more ethical and sustainable decisions being made (Burger et al., 2020). For this reason, the materials will change, and giving value to the jewel based on its quality and financial worth will no longer be their only goal, but rather the use of new materials will become more and more prominent, which will lead to the creation of new "precious" classics suited to satisfy the interests and demands of the future consumer, (Burger et al., 2020).

Nonetheless, the aesthetic part will continue to be a fundamental component, in parallel to the use and care of everything that is the subjective health of society. The new generations have an optimistic vision of the future, however, their optimism borders on naivety as they seek to rewrite the rules of luxury and consumerism in their own way and without paying as much attention to the object alone. It is important to stress that we live in a digital world that changes rapidly and continuously, where fashion is invaded by design and where real change lies in the ability of companies to relate to consumers and adapt to the future in a different way, which grants these major corporations the capacity to change the rules of luxury and production compared to the past (Padhi, 2018).

In the future of consumerism, everything will be deeply connected with the final consumer at an increasingly personal level. In broad terms, the connection will also purely include the social and environmental levels, as kinds of “active altruism” where thinking about the project and its implementation in a smarter and more conscious manner become essential factors (Padhi, 2018). Consequently, supporting consumer activism will be a key element to the brand's success, as future customers will not only consider the product they aim to purchase, but also the overall brand image, which will lead them to consciously buying sustainable items more (Burger et al., 2020).

As a result of this newly growing trend, brands should have an eye on the concepts of regeneration or reuse of what already exists. The past is still an important component, but in the future more and more attention will go towards the value of time and good performance in time itself.

The ability to experience, perceive and regulate emotions are the elements of EI, (Mayer and Salovey 1990; Goleman 1995), and these elements have a huge influence in consumers' decision-making within EF (Davies, Stankov and Roberts, 1998). As Haidt (2003) proves, the role of emotions within ethical decision making is extremely important.

Consumer decision-making is very complex, and researches have studied different aspects of the phenomenon. Goswami and Khan (2015) examined lifestyles, shopping orientation, and personality traits that may influence decision making. Gaston-Breton and Duque (2015) on the other hand, focused on the linkage between the benefits of products and decision forms. Ethical decision making can be simply defined as the choices made based on individuals' moral beliefs and values (Crane and Matten, 2010).

Along with EI, consumer ethics have a vital role in decision making. Consumer ethics are the moral principles that shape the behaviour of people when consuming goods and services, (Muncy and Vitell, 1992). Ethical consumers are those whose decisions have been influenced by their morality (Carrier, 2012) and are concerned with the whole environmental process of the products they wish to purchase, (Harrison et al., 2005).

Thanks to Carrier's (2012) work, we have an accepted definition of emotional consumer intelligence (ECI). Carrier states that ECI is the ability of a person to employ emotional information so that he can attain a desired result by the consumer. This definition is being widely used in marketing as it serves to comprehensively explain and correlate the emotions' role in the decision-making of the consumer. But to arrive at this concrete definition of the concept, consumer emotions and behaviours have gone through a long history, which began with traditional models where, as Ramanathan and Shiv (2001) explain, it was stated that shots of consumption decisions are based on rational choices of rational agents. To explain further, Beck (2013) categorises the decision-making process into six steps: 1. Recognising an opportunity or a challenge. 2. Analysing alternatives. 3. Evaluating alternatives. 4. Making the buying decision. 5. The purchase occurs. 6. Post-purchase is evaluated.

These are cognitive traditional models of consumer behaviour, even though they admit personal and interpersonal influences in decision making. However, the evolution of marketing in the 90s made the so-called "marketers" pay attention to emotional aspects and their role in the decision-making aspect of the consumer. In fact, in 2013, Kartajaya, Kotler, and Setiawan state that a shift has been made in the marketing industry, and it has shifted from the message-focused age to the emotion-centric era. This new shift of roles reflects that decision-making is now emotionally-oriented more than ever.

Emotions in decision-making are successive in nature and the most vital emotion is the last in the process of decision-making (Smyth, 2014). Also, research suggests that there is an either exclusively positive or negative emotional judgment, which occurs post-purchase and do not essentially have to be associated with post-purchase pleasure (Arli, Tjiptono, Lasmono and Anandya, 2017).

After providing an overview of the existing literature, and defining the research topic from different perspectives, this chapter will summarize a comprehensive literature review of previous studies.

An example of this is the study conducted by (Barakat, 2014) where he concludes that the ECI determines how consumers use and manage their emotions in decision-making. It is stated that gender differences do not predict consumer behaviour, whereas in food and health choices,

the ability to understand and manage emotions predicts the number of calories consumed. People who do not perceive their emotions well are unable to resist well-known brands even if their product attributes are inferior. In contrast, People with high ECI make better choices than those with low ECI (except in food). ECI predicts compulsive consumption (low ECI).

Such studies have shown that ECI is an emerging field with various applications, such as for marketers or for marketing strategies based on collaboration, culture, emotion, and spirituality.

#### 2.4 Discussion – previous related studies

Previous studies illustrated that EI and ethical behaviour of hospital employees and nurses were positively related (Deshpande 2009; Deshpande and Joseph, 2009). Necare et al (2018) demonstrated a positive relationship between EI and ethical decision-making on human resources specialists. Augelidis and Ibrahim (2011) also identified that EI and ethical beliefs were correlated within managers.

Looking at previous studies, it can be deduced that people with a lower degree of emotional intelligence are more likely to be influenced by the emotions and the brands' ethical and sustainable products, as they do not have the ability to assess their basic needs and are more likely to be dominated by emotions. These people present lower abilities and aptitudes such as self-regulation, self-knowledge and self-motivation, in addition to character as a differentiating factor. However, this can be considered a good aspect in the case that they are influenced by ethical and sustainable products as this approach is favourable to the environment.

Studies have explored the relationship between reason and emotion and, in turn, the various variables with neuromarketing and emotional intelligence, to determine their importance in consumers' decisions when making any purchase, such as fashion products (Fugate, 2007). From neuroscience it was discovered that 95% of the decisions consumers made were made in an unconscious and irrational way (Kim and Oh, 2020). Likewise, it was shown that at the time of purchase, the brain takes 2.5 seconds to decide whether to approve or disapprove the purchase, depending on the reaction of emotions towards the brand (Hussein, Thompson, and Jones, 2011). From this, it can be highlighted that the consumer decides unconsciously and emotionally, and then justifies his purchase on the rational side.

Contrary to this type of individuals, there are those who acquire a balance between reason and emotion, achieving a greater capacity to face emotional manipulation. The ability to control emotional impulses is the basis of the will and personal character (Lee et al., 2020). However, in order to determine the emotional capacity of everyone, the context and social environment that influence people's actions and choices must be considered also, (Balconi, Sebastiani, Galeone and Angioletti, 2020). This is due to the fact that some individuals can be dominated by social pressure, which could consequently lead to the individual being, at some point, irrational regardless of their level of emotional intelligence, (Balconi, Sebastiani, Galeone and Angioletti, 2020).

When an individual learns to control emotions, so that his decisions are more rational, he reaches a high level of emotional intelligence that favours him when it comes to being impacted by the influence of advertising campaigns. This is because at this point emotions do not drastically influence the information received by the individual (Portway, 2019). It often happens that advertising campaigns affect people who are more emotional, that is, their emotions prevail over reason when making decisions. The researcher explains that when an individual has a high level of emotional intelligence, through reason he is able to determine his needs, and only acquires the product that meets that need (Portway, 2019).

Emotional intelligence is the ability to identify, understand, and manage emotions correctly, which facilitates making decisions almost rationally (Kim Mi-jung and Chul-Ju Park, 2018). This does not mean that an individual has fewer emotions, but rather that he has more control over them and uses them appropriately as compared to being impulsive (Kim Mi-jung and Chul-Ju Park, 2018).

Although consumers are unaware of this process, at a biological level, the limbic system, in charge of containing emotions, receives the information that the individual acquires and with the influence of emotions decisions are made, (Kim and Oh, 2020).

When companies discovered this neural process, neuromarketing was opened: an advertising strategy used to positively stimulate consumers' senses and emotions, with the aim of creating irrational or impulsive action in the purchase decision.

Company brands learnt how to draw on human emotions and intervene in the emotional subconscious. Thus the implication of this intervention: when an individual wants to buy a product, his subconscious mind recollects any emotional memory or experience of the brand, which will more likely lead him to buy a product from this company, even if it does not fit his immediate needs (Kim Mi-jung and and Chul-Ju Park, 2018). This said, individuals can still acquire an outstanding level of emotional intelligence when they manage to balance the relationship between emotions and reason, giving the possibility of not being significantly influenced by external factors (Kim and Oh, 2020).

This suggests that most consumers believe that rational thinking dominates purchasing decisions; however, at large, emotions are the ones that predominate the final decisions. By understanding the trigger for those emotions, effective communication to consumers could be developed. For example, these are some of the key elements of emotional intelligence that can affect consumer ethical fashion behaviour: anger, fear, trust, belonging, and Value.

Another study worth mentioning is the latest research conducted by Hopkins and Deepa (2018) on MBA students from two business schools, which focuses on the impact of EI on ethical decision making. Hopkins and Deepa (2018) focused on the overall EI and certain moral philosophies through a small sample of MBA students in America and India.

The research at hand, however, aims to identify the roles of EI in consumer decision making in ethical fashion focusing on a large sample from students aged 18 and above in Ireland. To serve the purpose of this research, Table 2.1 below summarizes the previous related studies on EI and ethical fashion by extracting the independent variables, dependant variables, research method and context of each study.

Table 2.1: Summary of related studies

<b>Authors</b>	<b>Independent Variables</b>	<b>Dependent Variables</b>	<b>Context</b>	<b>Research method applied</b>
-Andersch, H., Arnold, C., Seemann, A.K and Lindenmeier, J. 2019	-Ethical Judgement -Egoistic motive -Moral obligation -Negative affect	-Ethical purchasing intention	-Understanding ethical purchasing behaviour: Validation of an enhanced stage model of ethical behaviour (southern west Germany)	-Quantitative (questionnaire)
-Hopkins, M., & Deepa. R. 2018	-Overall EI -Age -Decision making EI subscale	- Relativism -Moral equity	-EI and Ethical decision making in ethical judgement	-Quantitative (Survey)
-Rothenberg, L., & Matthews, D., 2017	-Sustainable -Price -Production -Technology -Fabric	-Consumer decision making	-Consumer decision making when purchasing eco-friendly apparel.	-Quantitative (Experiment)
- Chowdhury, R. M. M. I. 2015	-Self-emotions appraisal -Others 'emotions appraisal -Regulations of emotions -Use of emotions -Idealism -Relativism	-Active illegal dimension -Passive/Active legal dimension -Doing-good actions -Pro-environmental buying action	-EI and consumers' ethical believes and personal moral philosophies)	-Quantitative (Online questionnaire)
-Manchiraju, S. and Sadachar, M. 2014	-Self-Transcendence -Conservation -Openness	-Behavioural intentions toward ethical fashion consumption	-Personal values and ethical fashion consumption.	-Quantitative (Online survey)

-Carey, L. and Cervellon, M.C., 2014	<ul style="list-style-type: none"> <li>Themes</li> <li>-Alternative discourse relating to the purchase price of ethical fashion</li> <li>-Motivation to purchase ethical fashion</li> <li>-Confusion to purchase ethical fashion</li> <li>-Contrasting cultural attitudes towards the style and typical representation of ethical fashion</li> <li>- conflicting nature of an ethical appeal</li> </ul>	-	- Comparing attitudes of young fashion-conscious consumers towards ethical fashion in Canada, France and the UK.	-Qualitative (Interviews & focus groups)
-Chan, T.Y., Wong, C W.Y., 2012	<ul style="list-style-type: none"> <li>-Product related attributes of eco-fashion</li> <li>-Price premium level of eco-fashion</li> <li>-Store -related attributes of eco-fashion</li> </ul>	-Fashion consumers eco-fashion consumption decision	-The consumption side of sustainable fashion supply chain Understanding fashion consumer eco-fashion consumption decision in Hong Kong	-Quantitative (questionnaire)
-Shen, B., Wang, Y., Lo, C.K.Y and Shum, M. 2012	<ul style="list-style-type: none"> <li>-Concern about sweatshops</li> <li>-Knowledge of sweatshops</li> <li>-Beliefs about the fashion industry</li> <li>-Concern about eco-fashion</li> <li>-Knowledge of eco-fashion</li> <li>-Beliefs about the fashion industry</li> </ul>	-Higher degree of willingness to pay for the Socially responsible business.	- The impact of ethical fashion on consumer purchase behaviour	-Quantitative (questionnaire)
-Davies, I.A., Lee, Z., and Ahonkhai, I. 2012	<ul style="list-style-type: none"> <li>-Quality</li> <li>-Price</li> <li>-Prestige</li> <li>-Product Satisfaction</li> <li>-Self-image</li> <li>-Brand preference</li> <li>-Ethical conditions of production</li> <li>-Convenience</li> </ul>	- Luxury buying behaviour	- whether consumers are ready to purchase ethical luxury a significant difference between consumers' propensity to consider ethics in luxury versus commodity purchase and whether consumers are ready to purchase ethical luxury	-Qualitative (Interviews)



## Chapter III: Research Question And Hypothesis Development

### 3.1 Research Question

Based on the above-mentioned argument in Chapter 2, the main research question of this study will be:

***How could Emotional Intelligence affect consumer purchasing decision making in ethical fashion?***

In order to answer this research question, the following research question will be also investigated:

- What are the emotional intelligence elements that affect consumer purchasing decision making in ethical fashion?

### 3.2 Hypothesis development

#### 3.2.1 Value

Several studies have researched values and personal norms and found a positive relationship between the consumers' ethical, social and environmental values and their ethical buying behaviour and decision (Liu and Qi, 2014; Ndubisi, 2013; Chang, 2012). According to the studies of Pedregal and Ozcaglar-Toulouse (2011), the values of universalism, benevolence and altruism were discovered to positively influence the buying intention of the consumer and their actual purchase of ethical and sustainable products.

Another finding is that there are some major individualistic values (such as wellbeing, safety, and health) and hedonistic values (pleasure in eating) of a human being and all these positively influence behaviour, buying intention and decision of ethical products (Mesić, Kopic, Kovačić and Markovina, 2010).

The findings of these studies suggest that the influence of individualistic values is stronger compared to altruistic values in buying ethical products (Beard, 2008; Tarkiainen and Sundqvist, 2005). A consumer also has moral and personal norms and values that meaningfully impact his/her ethical buying intentions and actual buying (Ha and Lennon, 2006). Therefore, it is safe to say that there is indeed a positive impact of the ethical, social, and environmental values possessed by consumers alongside their individualistic norms on their ethical buying behaviour and decision-making.

***H1: Value has a positive effect on consumers ethical decision making.***

### 3.2.2 Trust

In the ethical buying context, trust as an emotional intelligence factor is specified as a belief or anticipation concerning such products' environmental performance (Chen and Chang, 2012). Some studies have found that a major obstacle towards the purchase of sustainable and ethical products is lack of trust and confidence among consumers in green claims and attributes of such products (Chowdhury and Samuel, 2014; Ahmad, 2010; Ellinger, Hadjimarcou and Traichal, 2000).

Chen and Chang (2012) found that green trust mediates the association between green perceived value and risk, which are two roots of ethical buying intention. Therefore, lack of consumer confidence and trust in ethical and sustainable products acts as a major obstacle towards ethical buying behaviour.

Moreover, consumers are informed by eco-labelling or eco-certification regarding the products' ethical and sustainable characteristics and they encourage them to buy sustainable and ethical products (Hwang, McDonald and Oates, 2010). Nevertheless, typically there is no trust constituted by consumers over the information furnished and thus they remain questioning towards various products regarding their manufacturing, labelling and certification methods (Gupta and Singh, 2018).

There are studies suggesting that there should be simple and comprehensible ways to provide reliable information through product labels. Through this, consumer trust might be built, and will in turn motivate people to buy more sustainable products (Khandelwal, Bajpai, Tripathi and Yadav, 2016). This suggests that there might be no impact of eco labelling on consumer ethical buying behaviour and whether trust is established over the information provided.

***H2: Trust has a positive effect on consumers ethical decision making.***

### 3.2.3 Anger & Fear

More consumers could be attracted to ethical products by marketers and for this they need to develop understanding about the consumer's motivation to buy an ethical product. Due to the fact that emotions have strong potential to guide actions and goals (Gopinath and Nyer, 1999), it is necessary to understand the fundamental emotions of ethical consumerism to promote its effective marketing.

It has been established that emotions can be positive, moral and powerful, which can be associated with ethical consumers' buying decision and that marketers can use them as an effective tool for marketing. Nevertheless, it is essential to note that anger and fear as negative emotions might be an apparent and natural but not the most favourable strategy for marketing. As an instance, a commercial advertisement for organic vegetables could promote its products by arousing fear of the potential negative effects of synthetic flavours, pesticides and chemical fertilizers. Another example of harnessing negative emotions is when marketers of ethical and sustainable clothing brands shed light on the terrible working conditions in the countries producing them. Therefore, the emotional intelligence factor of anger could be aroused by demonstrating that the deliberate approach is taken by conventional brands to exploit their workers (Singh, Garg, Govind and Vitell, 2016).

Both anger and fear as negative emotional intelligence factors pay attention to the prevention of the purchasing of non-ethical products, which can be conventional clothing. Nevertheless, this is a relatively risky marketing strategy as it could easily go wrong. The consumer might generate one of the two following coping-strategies when they face these negative emotions: Being problem focused is the first strategy, through which a person would be led to identify the stress source and alleviate it (Gopinath and Nyer, 1999). Moreover, Krishnakumar and Rymph (2012) recognised that emotions such as anger and sadness are controlled more effectively with individuals who had high EI levels when making ethical choices.

For EDM, this could imply that the aroused emotional intelligence factors, anger and fear, could result in a more positive buying decision for ethical products rather than conventional ones (Khan, Maimaran, and Dhar (2010). The consumer, in this way, could lessen the conventional products' negativity. Emotion-focused coping is the second coping strategy. By applying this strategy, an individual transforms meaning of the problem (persuading oneself that it is not an issue at all, etc.) or simply overlooks it (Singh, Garg, Govind and Vitell, 2016). In this situation, the negative consequences could be simply overlooked by the consumer while he or she continues purchase of conventional products. Along with this, the consumer could attempt to absolutely avoid his negative emotions' source, which is the promoted ethical product negatively. Although marketers' use of negative emotions as a tool of marketing could influence the consumer towards the coping strategy of emotion-focused purchasing, it is recommended to pay attention to the aforesaid positive, moral, and powerful emotional intelligence devoid of backfiring risk.

The influence of anger on ethical consumption has been studied by many scholars. (Wang, J. and Wu, L., 2016; Nerb and Spada, 2001) discovered that consumers intentions to boycott transgressors who are environmentally unethical are stimulated by having the anger factor/feeling towards them.

Thus, it can be concluded that from an ethical perspective, consumers' negative emotions (fear & anger) towards non-ethical clothing has a positive effect towards ethical fashion consumption (Khan, 2010).

***H:3 Anger has a positive effect on consumers ethical decision making.***

***H4: Fear has a positive effect on consumers ethical decision making.***

## Chapter IV: Methodology

### 4.1 Introduction

This chapter discusses the methodology that is used to fulfil the objectives of this study and the design which forms its framework. Research methodology is a sequential approach used to answer identified problems and achieve research goals (Taylor and Bodgan, 1998). Previous studies in EI and consumer decision making in Ethical fashion have applied different research methodologies depending on the problem and the solution needed for each research. The researcher first presents the research paradigm, research approach and a detailed research method, followed by dataset representation.

### 4.2 Research Paradigm

Research paradigm refers to a basic system and a framework that research needs to follow in order to show how the reeseach should be conducted (Collis and Hussey, 2013). The research paradigm signifies people's beliefs, ideas and assumptions about the world, and the nature of the knowledge (Collis and Hussey, 2013). The selected research paradigm will influence the research method, design, and how data will be collected, analysed and the interpretation of the results.

In education research there are two different approaches research: 1) Positivism 2) Interpretivism (Taylor and Bodgan 1998). This current research will adapt a positivism approach. A positivists' perspective views the world in scientific research as ways of obtaining the truth and the means are in static form . A positivist paradigm is that of objectivism and can be predicted (Taylor and Bodgan, 1998). Additionally, a positivist paradigm is applied in studies that have numerical data with different methods such as questionnaires, surveys, and experiments. These data collection tools are used in order to test the hypotheses of this research (Heath and Tynan, 2010).

### 4.3 Research Approach

The research approach is a predefined procedure used to identify the data collection method, analysis and interpretation of the data (Creswell, 2013). There are two common approaches which are popularly employed in education research; quantitative

and qualitative approaches. A quantitative approach is used to collate numerical data from an experiment, questionnaire or a survey to analyze the concept under investigation.

This study's main objective is to evaluate how EI could affect consumer decision-making in purchasing ethical fashion. In addition, the research problem and the research questions formulated in this study focus on the effect of four EI factors that would influence students who are classified as potential consumers to purchase in ethical fashion.

The researcher has reviewed the previous studies and categorized four EI factors which could hypothetically affect consumers purchasing decision-making in ethical fashion. The model consists of four factors including fear, trust, belonging, and value. The selection of these factors was based on their frequency of use in the previous studies. Based on that, four research hypotheses will be developed to test the relationship between these factors and consumers purchasing decision-making in ethical fashion (dependent variable).

Thus, the researcher deemed the quantitative approach as a better suited choice for this study. This is because deductive methods are used for a theory or set of hypotheses are used to explain the relationship among variables, as well as when the study seeks to generalize the results on a large population (Denscombe 2013; Baydas et al., 2015). Moreover, the majority of previous related studies (see table 1) have also applied the quantitative approach, which influenced the researcher's choice also.

#### 4.4 Research method

The research method describes the way of data collection, analysis and writing (Heath, and Tynan, 2010). In this study, a questionnaire-based survey method will be used to collect the data and test the proposed hypothesis. Majority of previous studies in the field of EI and consumer decision making in ethical fashion have used questionnaire-based survey methods to collect data. The use of questionnaires is an efficient method for descriptive study. Moreover, the use of questionnaire based method is less expensive. It requires less time compared with methods such as interviews and

observation. With the current pandemic crises, online based questionnaire is the most convenient and suitable approach to conduct this survey.

#### 4.5 Research Design

The plan for collection, measurement, and data analysis, based on the research question that needs to be answered in the study is the process known as the research design (Sekaran and Bougie, 2013). The research design operational framework used in this study consists of three main phases including questionnaire design, sampling and target population, and finally the data collection and analysis.

##### 4.5.1 Questionnaire design

The main purpose of this phase is to develop a questionnaire for data collection. In this study, the researcher extracted and proposed four factors from previous studies (value, fear, anger, and trust) that would hypothetically affect consumer decision-making in purchasing ethical fashion. The items to measure these factors were also collected from a previous study. A total number of 18 items based on the 4 factors generated from previous studies were excerpted and modified by the researcher to best suit this study. Along with the 4 factors, 5 items were generated for the dependant variable: ethical purchasing decision making. The table below details each of the items for each factor.

Table 4.1 Items of the Questionnaire

Item	Original Question	Modified Question	Reference
V1	Would help me feel acceptable	Purchasing ethical clothing would help me feel acceptable	Chi, T., 2014
V2	Would improve the way I am perceived	Purchasing ethical clothing would improve the way I am perceived	Chi, T., 2014
V3	Would make a good impression on other people	Purchasing ethical clothing would make a good impression on other people	Chi, T., 2014
V4	Would give its owner social approval	Purchasing ethical clothing would give its owner social approval	Chi, T., 2014

V5	Would make me feel good	Purchasing ethical clothing would make me feel good	Chi, T., 2014
T1	This OTA can be trusted.	Ethical clothing can be trusted	Romero, J. & Okazaki, S. 2015
T2	S-commerce can be relied on to keep its promises.	Ethical clothing stores can be relied on to keep its promises	Shin, D.H 2012 (originated from Buttner and Goritz (2008))
T3	I can count on s-commerce to protect my privacy.	I can count on Ethical clothing to protect the environment	Shin, D.H 2012 (originated from Buttner and Goritz (2008))
T4	Plurk can be counted on as a good social networking site	Purchasing Ethical clothing can be counted on as a good social action	Liang T.P, Ho Y.T, Li Y.W& Turban E., 2011
A1	When people purchase non-energy conserving household appliances, I would feel angry	When consumers purchase non ethical clothing, I would feel angry	Wang, J. and Wu, L., (2016) (originated from Harth et al. (2013))
A2	When I purchase non-energy conserving household appliances, I would	When I purchase non ethical clothing, I would feel angry	Wang, J. and Wu, L., (2016) (originated from Onwezen et al. (2013))
A3	Being uninformed about my favourite products which are new makes me feel angry.	Being uninformed about non ethical clothing makes me feel angry	Koshkaki, E.R and Solhi, S. (originated from Laros and Steenkamp (2005))
A4	I get angry quickly when something bad happens.	I get angry quickly when consumers support non ethical clothing	Hunjra, A. I. and Moueed, A., 2020
F1	I am afraid of choosing wrong products because of not knowing about them.	I am afraid of purchasing non ethical clothing	Koshkaki, E.R and Solhi, S. (originated from Laros and Steenkamp (2005))
F2	I think my knowledge about the stock investment is not up to mark.	I am afraid that my knowledge on ethical fashion is not up to date	Hunjra, A. I. and Moueed, A., 2020
F3	The notions of stock market investment evoke feelings of fear.	Non ethical clothing evokes feeling of fear	Hunjra, A. I. and Moueed, A., 2020
F4	Fear of not having a good product makes me buy it	Fear of not having an ethical clothing product makes me buy it	Koshkaki, E.R and Solhi, S. (originated from Laros and Steenkamp (2005))
F5	I feel pretty worried or upset when I think or know somebody is angry at me.	I feel worried when consumers purchase non ethical clothing.	Hunjra, A. I. and Moueed, A., 2020
EPDM1	I will buy clothing that is durable in the future		Chan, T.Y., Wong, C W.Y., 2012
EPDM2	I will buy clothing with recycled content in the future		Chan, T.Y., Wong, C W.Y., 2012



EPDM3	I will buy clothing that is safe to the environment in the future		Chan, T.Y., Wong, C W.Y., 2012
EPDM4	I am willing to pay a premium for clothing that is produced in accordance with the Fair Labor Standards Act		Shen, B., Wang, Y., Lo, C.K.Y and Shum, M. 2012.
EPDM5	I plan to buy apparel from socially responsible fashion retailers in the future		Shen, B., Wang, Y., Lo, C.K.Y and Shum, M. 2012.

A likert-type scale is used as it is the most convenient to measure the respondents' opinions and beliefs (Treiblmaier and Filzmoser, 2011). Additionally, the questionnaire offered a five-point scale to obtain a detailed opinion of the respondents. At one end of the scale, highly disagree was an option and highly agree was at the other end of the scale. This online-based survey was developed using Google document form.

#### 4.5.2 Sampling and Target population

Individuals, groups, organizations, and culture are the standard unit of analysis that can be chosen based on the nature of the research questions (Sekaran and Bougie, 2013). The main objective of this research is to examine the role of emotional intelligence of individual consumers, in ethical fashion decision making. Students were used as participants, as they can also be classed as consumers. Along with the unit of analysis, identifying the appropriate population and sample size is vital in survey-based research, which has an effect on the overall research quality and accuracy (Bartlett, Kotrlik and Higgins, 2001).

The sample size is a record of population from which the sample has been collected, (Collis and Hussey 2013), thus the researcher used random sampling as it is best suited for this approach since it enables quantitative estimation of the probability that one's sample is representative of the population sampled (Maxwell, J. A. 2020). The rule of thumb states that the minimum sample size needed must be 10 times larger than the number of predictors; in other words, the researcher has used 4 factors in this study, therefore based on this rule, the minimum sample size should be 40 respondents. Though this is a rough guideline, the researcher has used the power analysis to acquire the adequate number of participants needed. To do so, the setting proposed by (Dattalo, 2008) was used ( $\alpha=0.05$  and  $\beta=0.80$  for error type one and two, effect size=0.15) with

four independent factors in this study. The results based on the power analysis showed that the preliminary target of respondents should be 85 samples. Therefore, the total of 100 respondents collected by the researcher indicates that the sample size used in this study is adequate. The result of G\* power software is illustrated in the following figure.

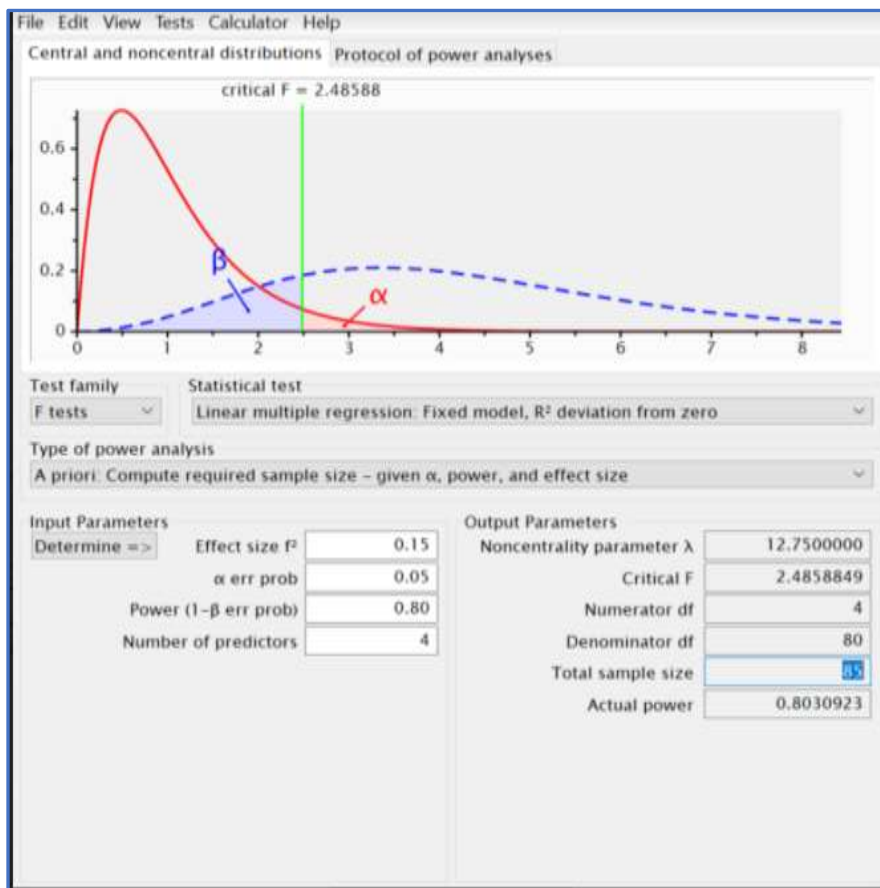


Figure 4.2. G power results

#### 4.5.3 Data collection and Analysis

The main data collection tool was chosen based on the sampling and target population identified in the previous section. The data collection process was performed by using an online-based survey through Google documents, which was posted on Instagram and Facebook. To further increase the response rate, the questionnaire was also forwarded in many National College of Ireland student Whatsapp groups. The majority of participants were students, who can be classed as consumers, as several studies have highlighted that students are reasonable substitutes for online consumers (Kim, Ferrin and Rao, 2008; McKnight, Choudhury and Kacmar, 2002). The questionnaire ran for 14 days, which resulted in the collection of 100 returned questionnaires. However, after screening the collected data, only 98 questionnaires were valid and can be used for the study.

The researcher then used Statistical Product and Service Solutions (SPSS) to analyze the data. This tool allowed the researcher to examine various indicators such as reliability, internal consistency and convergent validity. Furthermore, the researcher evaluated the path analysis hypotheses testing, by examining both the size and significance of the path coefficient, and coefficient determination (Hair *et al.*, 2016).

## Chapter V: Analysis and Results

### 5.1 Introduction

This chapter presents the study's analysis results. The chapter begins with presenting the results of the pilot study. Then, main data is analysed after screening the data. The main reason for conducting data screening procedure is to make sure that the data is clean and has no missing values and to test the normal distribution of the dataset. Successively, the data analysis procedure using SPSS is performed to assess the overall correlation and regression of the data. Various analysis such as Linear regression is produced to test the relationship between the constructs. The results were used to outline the significance of the constructs with the dependent variable.

### 5.2 Pilot Test results

After developing the questionnaire, 23 participants were involved in a pilot test to verify the reliability and the validity of the questionnaire. The number of participants was random as the online-based survey was posted online with only 1 day being the timeline to take this test. The reliability of the questionnaire was assessed using Cronbach's coefficient alpha, while the correlation analysis was used to calculate and test the reliability and internal consistency of each construct's items. The details below illustrate a high internal reliability and consistency estimate with results ranging higher than 0.7, which is adequate for full scale collection of data.

#### 5.2.1 Consumers' profile

The gender distribution of the sample shows that 16 participants were female and 7 male participants concluded the 23 sets of data collected from the completed questionnaire. The level of education was almost equally distributed in the data samples with 12 participants obtaining a bachelor's degree, 10 Master's degree and with 1 participant preferring not to disclose their educational background. The ages of these participants were characterised into four brackets, with 4 participants forming the 18-24 age group, 13 participants ranging from 25-30, 4 participants from 31-39 and just 2 participants from 40 years of age and above.

Table 5.1 Demographic information

Demographic Information	Total = 23
	Frequency
<b>Gender</b>	
Male	7
Female	16
<b>Age</b>	
18-24 Years	4
25-30 years	13
31-39 years	4
40 and above	2
<b>Level of Education</b>	
Bachelor's Degree	12
Master's Degree	10
Prefer not to say	1

Table 5.2 Case summary

Case Processing Summary			
		N	%
Cases	Valid	23	100.0
	Excluded <sup>a</sup>	0	.0
	Total	23	100.0
a. Listwise deletion based on all variables in the procedure.			

### 5.2.2 Item Reliability

The first metric was used to test the reliability of the questionnaire is Cronbach's Alpha. As shown in table 5.3, the results of Cronbach's Alpha of all items used in the questionnaire is .921, which considered a high value exceeding the threshold value of .7. Next, value was the first independent variables, which had a total of five items in the pilot test and resulted in a high Cronbach's coefficient of .902. Then, trust was the second independent variables, which had a total of 4 items in the pilot test and resulted in a just below average Cronbach's Alpha of .612. Anger was the third independent variables, which had a total of 4 items in the pilot test and resulted in a high Cronbach's coefficient of .873. Finally, fear was the final independent variables, which had a total of 5 items in the pilot test and resulted in a just above average high Cronbach's Alpha of .746. Ethical purchasing decision making was the only dependent variable, which had a total of 5 items in the pilot test and resulted in a high Cronbach's coefficient of .886.

Table 5.3 Items reliability

Constructs	Reliability Statistics	
	Cronbach's Alpha	N of Items
All items	.921	23
Value	.902	5
Trust	.612	4
Anger	.874	4
Fear	.746	4
Ethical purchasing decision making	.886	5

### 5.2.3 Internal consistency reliability

The second metric used for assessing the questionnaire reliability and validity was the correlation. The aim of this test is to examine whether each construct and its respective items are correlated with each other or not. The results as shown in Appendix () indicate that the items of each construct are highly correlated with their construct and with each other. These results indicate that the items used in the questionnaire are reliable and valid. Therefore, the results showed that the current questionnaire is ready to be used for the main data collection, after shown substantial level of reliability and validity.

### 5.3 Data Analysis

Data analysis procedure consisted of performing data screening and normality analysis. Then a descriptive characteristic of the respondents is illustrated. Followed by the reliability of the questionnaire assessment by using Cronbach's coefficient alpha, and the correlation analysis was calculated to test the reliability and internal consistency of the responses received from the participants. Furthermore, Collinearity assessment was performed to assess the collinearity tolerance and the Variance inflation factor. Finally, multiple linear regression was used to measure the significance level between the independent constructs and the dependant construct.

### 5.3.1 Data Screening and normality

The first step of data cleaning is ensuring the removal of inconstant answers or straight lining answers. After screening the data, 98 of the 100 questionnaires were deemed useful for the analysis therefore discarding 2 questionnaires as they were straight lined answers. Another main issue that must be factored is that missing value when data screening (Hair et al., 2014). This is the removal of missing data such as participants not answering a question or more in the survey. According to Tabachnik and Fidell 2007, this can cause problems in the analysis process. As outlined in table below there was 0 missing values in the dataset. The final step is to ensure the normal distribution of the data.

The two metrics of distribution examined by the researcher were Skewness and kurtosis (Hair et al., 2014). Skewness evaluates the degree to which the variable distribution is spread symmetrically either towards the right or left X-axis. While the Kurtosis evaluates the distribution is too peak or flat along the Y-axis. In conclusion items with a value less than two for Skewness and an absolute value of less than 7 for kurtosis are ideal and acceptable, by using the rule of thumb (Hair et al., 2014). As illustrated below all the items are within the acceptable range when measured for Skewness and Kurtosis.

Table 5.4 Skewness & Kurtosis

		Statistics																						
		V1	V2	V3	V4	V5	T1	T2	T3	T4	A1	A2	A3	A4	F1	F2	F3	F4	F5	EDM1	WDM2	EDM3	EDM4	EDM5
N	Valid	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98	98
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Skewness		-.220	-.277	-.539	-.250	-.867	-.464	-.022	-.269	-.907	.797	.479	.080	.517	.490	-.762	.362	.274	.495	-.600	-.416	-.637	-.727	-.747
Std. Error of Skewness		.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244	.244
Kurtosis		-.915	-.441	-.542	-.716	-.412	-.158	-.354	-.871	.891	-.358	-.523	-.998	-.539	-.892	-.207	-.767	-.940	-.643	.207	-.412	.192	-.121	.282
Std. Error of Kurtosis		.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483	.483

### 5.3.2 Descriptive Characteristics of respondents

A total of 98 responses were processed for data analysis. Amongst the 98 respondents, 59 respondents were female, and 39 were male. To highlight, the equal representation of gender does not affect this study's analysis therefore it is not required. Around 44 (45 %) of the respondents were between the age of 25 to 30, 21 (21%) were between 31 to 39 years and 24(24%) were between 18 to 24 years. A total of 9 respondents were above 40 years of age. On an education level, 54 of the respondents have graduated with a bachelor's degree, 21 have graduated with a master's degree and 1 respondent had a PhD. Though 22 respondents did not wish to disclose their education level.

Table 5.5 Demographic information

<b>Demographic Information</b>	<b>Total = 23</b>
	<b>Frequency</b>
<b>Gender</b>	
Male	39
Female	59
<b>Age</b>	
18-24 Years	24
25-30 years	44
31-39 years	21
40 and above	9
<b>Level of Education</b>	
Bachelor's Degree	54
Master's Degree	21
PhD	1
Prefer not to say	22

### 5.3.3 Item Reliability

Hair et al., (2014) clearly highlighted that internal consistency reliability must be evaluated through the traditional criterion of Cronbach's Alpha. This provides an approximate of the reliability centred on the intercorrelation of the stated indicator variable (Hair et al., 2014). A Cronbach's Alpha that exceeds 0.70 is considered to be a reliable item(Liang *et al.*, 2011; Hair *et al.*, 2014). All items of the 98 respondent's data resulted in a high Cronbach's coefficient of .904 for the 23 items identified in this questionnaire as outlined below in table. Additionally, each construct ranged above the acceptable figure for reliability.



Table 5.6 Items reliability

Construct	Number of Items	Cronbach's Alpha
Total Construct	23	.904
Value	5	.823
Trust	4	.791
Anger	4	.845
Fear	5	.759
Ethical Purchasing Decision Making	5	.826

### 5.3.4 Internal consistency reliability

The Items are highly correlated with the factor itself and with each other, which indicates consistency and reliability between the items and the factor itself.

#### 5.3.4.1 Value

Table 5.7 Value correlation

		Value	v1	v2	v3	v4	V5
Value	Pearson Correlation	1	.780**	.880**	.717**	.786**	.664**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	98	98	98	98	98	98
v1	Pearson Correlation	.780**	1	.681**	.297**	.571**	.472**
	Sig. (2-tailed)	.000		.000	.003	.000	.000
	N	98	98	98	98	98	98
v2	Pearson Correlation	.880**	.681**	1	.604**	.642**	.427**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	98	98	98	98	98	98
v3	Pearson Correlation	.717**	.297**	.604**	1	.425**	.358**
	Sig. (2-tailed)	.000	.003	.000		.000	.000
	N	98	98	98	98	98	98
v4	Pearson Correlation	.786**	.571**	.642**	.425**	1	.352**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	98	98	98	98	98	98
V5	Pearson Correlation	.664**	.472**	.427**	.358**	.352**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	98	98	98	98	98	98

\*\* . Correlation is significant at the 0.01 level (2-tailed).

5.3.4.2 Trust

Table 5.8 Trust correlation

		Trust	T1	T2	T3	T4
Trust	Pearson Correlation	1	.828**	.794**	.844**	.663**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	98	98	98	98	98
T1	Pearson Correlation	.828**	1	.663**	.529**	.415**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	98	98	98	98	98
T2	Pearson Correlation	.794**	.663**	1	.596**	.235*
	Sig. (2-tailed)	.000	.000		.000	.020
	N	98	98	98	98	98
T3	Pearson Correlation	.844**	.529**	.596**	1	.465**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	98	98	98	98	98
T4	Pearson Correlation	.663**	.415**	.235*	.465**	1
	Sig. (2-tailed)	.000	.000	.020	.000	
	N	98	98	98	98	98

5.3.4.3 Anger

Table 5.9 Anger correlation

		Anger	A1	A2	A3	A4
Anger	Pearson Correlation	1	.840**	.841**	.802**	.827**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	98	98	98	98	98
A1	Pearson Correlation	.840**	1	.751**	.473**	.571**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	98	98	98	98	98
A2	Pearson Correlation	.841**	.751**	1	.513**	.543**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	98	98	98	98	98
A3	Pearson Correlation	.802**	.473**	.513**	1	.633**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	98	98	98	98	98
A4	Pearson Correlation	.827**	.571**	.543**	.633**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	98	98	98	98	98

\*\* . Correlation is significant at the 0.01 level (2-tailed).

5.3.4.4 Fear

Table 5.10 Fear correlation

		Fear	F1	F2	F3	F4	F5
Fear	Pearson Correlation	1	.857**	.374**	.813**	.696**	.809**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	98	98	98	98	98	98
F1	Pearson Correlation	.857**	1	.092	.678**	.546**	.703**
	Sig. (2-tailed)	.000		.369	.000	.000	.000
	N	98	98	98	98	98	98
F2	Pearson Correlation	.374**	.092	1	.196	-.034	.095
	Sig. (2-tailed)	.000	.369		.053	.739	.350
	N	98	98	98	98	98	98
F3	Pearson Correlation	.813**	.678**	.196	1	.470**	.529**
	Sig. (2-tailed)	.000	.000	.053		.000	.000
	N	98	98	98	98	98	98
F4	Pearson Correlation	.696**	.546**	-.034	.470**	1	.525**
	Sig. (2-tailed)	.000	.000	.739	.000		.000
	N	98	98	98	98	98	98
F5	Pearson Correlation	.809**	.703**	.095	.529**	.525**	1
	Sig. (2-tailed)	.000	.000	.350	.000	.000	
	N	98	98	98	98	98	98
**. Correlation is significant at the 0.01 level (2-tailed).							

5.3.4.5 Ethical purchasing decision making

Table 5.11 Ethical purchasing decision making

Correlations		EPDM	EDM1	WDM2	EDM3	EDM4	EDM5
EthicalPurchasing	Pearson Correlation	1	.667**	.808**	.859**	.765**	.756**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	98	98	98	98	98	98
EDM1	Pearson Correlation	.667**	1	.549**	.577**	.247*	.306**
	Sig. (2-tailed)	.000		.000	.000	.014	.002
	N	98	98	98	98	98	98
WDM2	Pearson Correlation	.808**	.549**	1	.804**	.437**	.379**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	98	98	98	98	98	98
EDM3	Pearson Correlation	.859**	.577**	.804**	1	.491**	.495**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	98	98	98	98	98	98
EDM4	Pearson Correlation	.765**	.247*	.437**	.491**	1	.665**
	Sig. (2-tailed)	.000	.014	.000	.000		.000
	N	98	98	98	98	98	98
EDM5	Pearson Correlation	.756**	.306**	.379**	.495**	.665**	1
	Sig. (2-tailed)	.000	.002	.000	.000	.000	
	N	98	98	98	98	98	98

### 5.3.5 Collinearity assessment

One of the criteria used for the assessment of formative measurement models is collinearity assessment which illustrate how the constructs are measured. Collinearity is described as the high correlations between two formative indicators. Examining the collinearity of the model can be done by outlining the collinearity tolerance which assess the level of collinearity that represents the amount of variance of one formative indicator and the variance inflation factor (VIF) is an associated measure of collinearity which is described as the reciprocal of the tolerance (Hair et al., 2014).

Table 5.12 shows the threshold value for both tolerance and VIF.

Table 5.12. Collinearity assessment criteria

Steps	Analysis	Test	Criteria
1	Collinearity Assessment	Tolerance	>0.20 Acceptable
		VIF	≤ 5 Acceptable

The results show that the four constructs outlined by the researcher have exceeded the threshold value as highlighted in table 5.13 below. This indicates that the results show no sign of collinearity issue with all constructs proposed in this study.

Table 5.13 Collinearity tolerance & VIF

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics			
		B	Std. Error		Tolerance	VIF		
1	(Constant)	2.193	.355		<b>Tolerance (&gt; 0.20)</b>	<b>VIF (&lt; 5)</b>		
	Value	.264	.099	.302			.658	1.520
	Trust	.149	.098	.163			.736	1.358
	Anger	-.075	.107	-.102			.393	2.546
	Fear	.164	.130	.190			.371	2.699
a. Dependent Variable: Ethical Purchasing Decision Making								

### 5.3.6 Linear Regression

After the collinearity assessment, the relationship between the hypothesized among the construct is measured. A T-value estimated strong positive and significant relationship of the hypothesis. Table 5.14 illustrates the steps for assessing the path coefficient and its significance level used in this study.

Table 5.14 Significant level criteria

Steps	Analysis	Test	Criteria
1	Path Relationships	t value	>1.28 significant level =10% > 1.96 significant level =5% >2.33 significant level =1%

As highlighted in table 5.15 below, the results from the multiple linear regression show that value has a significant effect on ethical fashion purchasing decision (t-value= 2.675, p value=.009). The results also showed that trust has a significant positive affect on the dependant construct ethical fashion purchasing decision making (t=value=1.524, p value=.131). However, anger and fear have shown no significant effect on ethical fashion purchasing decision making.

Table 5.15 Collinearity tolerance & VIF

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.193	.355		6.184	.000
	Value	.264	.099	.302	2.675	.009
	Trust	.149	.098	.163	1.524	.131
	Anger	-.075	.107	-.102	-.697	.487
	Fear	.164	.130	.190	1.264	.209
a. Dependent Variable: Ethical Purchasing Decision Making						

To conclude, above evidence illustrates that both Value and Trust have a significant and positive relationship in consumer purchasing decision making while both Anger and Fear show no significance effect (positively nor negatively) in consumer purchasing decision making. A summary of the hypotheses results based on the regression analysis is provided in table 5.16 below. The next chapter presents discussion and implication of these results.

Table 5.16 Hypotheses testing

<b>Hypothesis</b>	<b>Description of Results</b>	<b>Result</b>
<b>Hypothesis 1</b>	H1 suggests <b>Value</b> has a positive effect on consumers ethical decision making. In the present study, the model demonstrates a significant and positive effect of value on consumer ethical decision making (t value = 2.675, p value=.009). The result showed that SSP was significantly related to relationship quality	Significant.
<b>Hypothesis 2</b>	H2 suggests <b>Trust</b> has a positive effect on consumers ethical decision making. In the present study, the model demonstrates a significant and positive effect of trust on consumer ethical decision making (t value= 1.524, p value=0.131). The result showed that SSP was significantly related to relationship quality.	Significant.
<b>Hypothesis 3</b>	H3 suggests <b>Anger</b> has a positive effect on consumers ethical decision making. In the present study, the model demonstrates no significant and no effect of Anger on consumer ethical decision making (t value = -.697, p value=.487). The result showed that SSP was significantly related to relationship quality.	Not Significant.
<b>Hypothesis 4</b>	H4 suggests <b>Fear</b> has a positive effect on consumers ethical decision making. In the present study, the model demonstrates no significant and no effect of Anger on consumer ethical decision making (t value = 1.264, p value=.209). The result showed that SSP was significantly related to relationship quality.	Not Significant.

## Chapter VI: Discussion

### 6.1 Introduction

The aim of this research is to investigate what emotional intelligence factors influence consumers decision making in ethical fashion. The proposed hypotheses were tested using data collected from a sample of 98 students aged 18 and above in Ireland. The results from the multiple linear regression analysis showed that two of the hypotheses (value & trust) have significant positive effect on consumers decision making in ethical fashion. Additionally, the results illustrated that the other two hypotheses (Anger & Fear) show no significance effect in this study. This chapter provides discussion on these results as illustrated in the below subsections.

### 6.2 Discussion of Hypotheses 1

This study suggested that Value, an emotional intelligence factor has a positive significance on consumer purchasing decision making in ethical fashion. The results from hypothesis testing illustrated the significance and the statistics showed that trust had a positive relationship on consumer purchasing decision making in ethical fashion. Previous studies also found positive relationship between the consumers' ethical, social and environmental values and their ethical buying behaviour and decision ( Liu and Qi, 2014; Ndubisi, 2013; Chang, 2012).

According to the studies of Pedregal and Ozcaglar-Toulouse 2011, discovered how value, positively influences buying intention of the consumer and their actual purchase of ethical and sustainable products. Additionally, previous research in China argued that a better understanding of the consumption of luxury fashion brands can help the fashion industry focus on this country (Lee, Li, and Cambele 2012). So, the researchers examined the perceived value and willingness of Chinese consumers to pay luxury brands related to the fashion world. They found that the usefulness of a fashionable lifestyle, perceived value (both social and emotional), perceived utilitarian value, and perceived economic value significantly affected consumers' willingness to buy fashion brands in models. multiple regression (n = 480). They also looked at the different effects of fashionable lifestyles and the perceived value of consumers' willingness to buy among four groups that had previously made various real and fake purchases.

Vermeer and Verbeke (2008) developed an understanding of sustainable consumption by examining the determinants of sustainable consumer behaviour. They examined the hypothesized influence of determinants on the overall intention of sustainable consumption based on the perceived trust and personal values of consumers. Researchers questioned 456 young people. They gradually used several regression models, showing that half of the variation in the intention to consume organic milk is elaborated by combining personal characteristics, perceived social impact, and perceived affordability. The findings of the study provide guidelines for public policy and marketing to promote sustainable food consumption.

Thus, the result of this study is consistent with previous studies. This implies that fashion industries should consider what benefits consumers can gain when they purchase ethical fashion. Moreover, retailers and marketers need to highlight the value and the impact of purchasing ethical clothing on environment and society, this will encourage consumers to make an informed decision and buy ethical apparel.

### 6.3 Discussion of Hypotheses 2

This study proposes that Trust, an emotional intelligence factor has a positive significance on consumer purchasing decision making in ethical fashion. The hypothesis was found to be significant and the statistics results revealed that trust had a positive relationship on consumer purchasing decision making in ethical fashion. These results are consistent with previous research. Examining the relationship between ethical fashion and consumer purchasing behaviour by filling out a self-administered questionnaire, 109 participants, Shen et al. (2012) stated that customer confidence positively affects purchasing behaviour. According to them, the intention to buy organic products means that consumers are willing to buy organic products. They also referred to the term "green trust", which is defined as the willingness to trust an object based on beliefs or expectations from its reliability, compassion, and environmental performance.

Another study confirmed this hypothesis. According to Atkinson and Rosenthal (2014), consumers cannot directly confirm environmental performance and must rely on signs as eco-labels to validate brand or marketing requirements. The researchers used sign theory to find out which aspects of eco-label design had the most positive and



significant impact. Experimental design They used 2 (argument specificity: private vs. public)  $\times$  2 (tag source: company vs. company)  $\times$  2 (product share: low or high) (n = 233). They found that there were some arguments that consistently led to greater dependence on eco-labels and a very positive behaviour towards the label / product and the labelling source, but only low-yield products were a major source of company label. And this is more conducive to a positive attitude.

Therefore, this finding indicates that trust in ethical fashion and retailers plays a vital role in consumer decision towards buying ethical fashion clothing. When consumers feel that buying ethical clothing, can contribute to saving the environment, and play a positive role in society, they build a sense of confidence in their purchase decision. As the level of trust in ethical fashion increases, the high likely consumers will make an informed decision and buy these clothes.

#### 6.4 Discussion of Hypotheses 3

The third hypothesis indicated that Anger, an emotional intelligence factor has a positive influence on consumer purchasing decision making in ethical fashion. However, the hypothesis results indicated no significance and the statistics results demonstrated that Anger neither had a positive nor negative relationship on consumer purchasing decision making in ethical fashion. However, this was in contrast with previous studies as they indicated Anger plays a vital role in consumer purchasing decision making.

Singh et al. (2016) examined the effect of two random negative emotional states, anger and fear, on consumer ethical judgments. When evaluating the ethical judgment of consumers, researchers focused on the relationship between moral intensity and informal mood. They also used mediation analysis to focus on the underlying causal mechanism of the process. They found an important link between moral strength and loose feelings. According to the study, people with unintentional fear show a higher degree of ethical judgment as moral strain increases than people with unintentional anger.

Bougie, Pieters, and Zeelenberg (2003) examined specific experiences of consumer anger and dissatisfaction and its impact on behavioural responses to unsuccessful service delivery meetings. The results strongly support this hypothesis and say that, in addition to the effect of dissatisfaction, anger is an important determinant of customer behaviour. The results also show that anger plays a critical role in initiating the effect of service satisfaction on negative oral cavity and negative attitude towards complaints and is an unreasonable vehicle for the impact of service satisfaction on change.

However, one explanation for this result is that the sample size was only one segment of consumers, which are students. Different segmentation of consumers in a wide range of area of shopping may give different results.

#### 6.5 Discussion of Hypotheses 4

The final hypothesis suggested that Fear, an emotional intelligence factor has a positive influence on consumer purchasing decision making in ethical fashion. However, the hypothesis results showed no significance and the statistics results proved that Fear neither had a positive nor negative relationship on consumer purchasing decision making in ethical fashion. Prior studies suggest that Fear had an either positive or negative significance on consumer purchasing decision making. Moshrefjavadi et al. 2012 analysed factors that affect the consumers' online shopping behaviour.

Researchers hypothesised that the fear factor of non-delivery of order will negatively affect the consumers' attitude towards online shopping. Their results show that fear of consumer regarding losing money and order's non-delivery have negative impact on consumers' attitude toward online shopping. It means that when the risk of losing money and likelihood of disclosing information of credit card is higher, the attitude toward online shopping will be lowered. This finding of the study is compatible with the hypothesis developed in the current study. And similarly, there is a fear among consumer of ethical fashion regarding unethical products that can affect them and the entire environment.

Hain (2017) investigated the ways in which emotions like fear affect the consumer's purchase intention for ethical products. They argued that emotional intelligence of positivity, ethics and power do have a significant impact on consumers' ethical

purchasing, and that employing negative emotions, such as fear, need to be avoided. The researcher found that for ethical consumerism, the elicited fear could result in a more supportive buying decision for ethical products rather than conventional products.

## Chapter VI: Conclusion and Recommendations

### 7.1 Introduction

This chapter concludes this study and provides highlights of the research achievements along with the limitations of the study and finally concludes with recommendation for future research.

### 7.2 Research Achievements

The aim of this research is to investigate what emotional intelligence factors influence consumers decision making in ethical fashion. Emotions are so complex as consumers personality experience and time, dynamically change. This study tried to identify key elements of emotional intelligence which effect consumers to purchase ethical clothing and how these elements can affect the consumer purchasing decision making in ethical fashion.

This research's nature is positivist as the main objective of the current study is to undersrand the role of EI in consumer purchasing decision making in ethical fashion. Therefore, a quantitative approach was adequate to accomplish the objectives of this study.

The main objective of this study is to identify the EI elements that affect consumer purchase decisions in an ethical fashion context. To achieve this, the researcher reviewed the past literature in marketing, consumer behavior, and fashion disciplines, to extract all the EI factors that may affect consumer behavior towards ethical fashion. The results form reviewing previous studies showed that four main EI factors play a role in the consumer purchasing decision, these are value, trust, fear, and anger. These factors have considered in this study, and the researcher collected data using a questionnaire-based survey from a sample of 98 students aged 18 and above in Ireland. The research findings from the study showed that out of the four factors, there are two factors; value, and trust, which have a significant positive effect on consumer purchase decisions of ethical fashion. The other two factors showed no significant effect as reported in Chapter 5.

### 7.3 Limitation of the study

The study has several limitations that are highlighted and can be considered for future studies despite the analysis and results provided.

First, the present study was performed during unprecedented times, which the pandemic of Covid-19 has had a huge effect on all individuals' lifestyles and routines. The current study conducted surveys during this pandemic, meaning that collected data might not be as accurate due to respondents' state of mind and other influencing factors such as stress. Additionally, even though the sample was randomly selected while ensuring the validity and generalizability of our sample, the sample size was relatively small (n-98).

Second, the online questionnaire has its limitation such as little information regarding the respondent's characteristics aside from the standard demographic variables (Wright, 2005). Numerous researchers have supported this limitation (e.g. Hughes and Huby, 2002; Ludwick and Zeller, 2001). For instances, Ludwick and Zeller (2001) revealed decision making is putative and might not reflect actual behaviour. Consumers make fast and intuitive decisions therefore emotions are different at that case than just answering an online survey.

### 7.4 Recommendation for future research

Based on the limitation, the current study opens several avenues and opportunities for future research. As stated in the previous section, the sample size could be a lot larger in order to investigate and get accurate findings. Additionally, the sample age can be more focused on the millennial consumers as they are conscious of eco-friendly (Rothenberg & Matthews 2017).

Furthermore, this study's hypotheses focused on four EI factors, however Goleman and Boyatzis 2017 proposed 12 EI elements that may have significant impact on consumers purchasing decision making which future research can explore more on the get a wide analysis regarding the impact of these factors on decision making.

Emotions are a factor in consumers EDM in ethical situations, and even though this study focuses on the role of EI in consumer purchasing decision making in ethical fashion, few studies such as Delpechitre and Beeler (2018) focused on the pre-purchase stage relationship, future research can focus on EI factors that evolve during or post purchase and how they can influence future purchasing decision making.

Future research may consider the effect of gender on consumer purchase decisions when it comes to ethical fashion. Using an equal ratio of gender can provide more insight into the effect of EI on consumer decisions, using multi-group analysis.

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## Appendix 1

### 5.2.3.1 Value

Correlations							
		Value	V1	V2	V3	V4	V5
Value	Pearson Correlation	1	.922**	.843**	.918**	.836**	.731**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	23	23	23	23	23	23
V1	Pearson Correlation	.922**	1	.756**	.837**	.734**	.595**
	Sig. (2-tailed)	.000		.000	.000	.000	.003
	N	23	23	23	23	23	23
V2	Pearson Correlation	.843**	.756**	1	.803**	.569**	.476*
	Sig. (2-tailed)	.000	.000		.000	.005	.022
	N	23	23	23	23	23	23
V3	Pearson Correlation	.918**	.837**	.803**	1	.732**	.548**
	Sig. (2-tailed)	.000	.000	.000		.000	.007
	N	23	23	23	23	23	23
V4	Pearson Correlation	.836**	.734**	.569**	.732**	1	.484*
	Sig. (2-tailed)	.000	.000	.005	.000		.019
	N	23	23	23	23	23	23
V5	Pearson Correlation	.731**	.595**	.476*	.548**	.484*	1
	Sig. (2-tailed)	.000	.003	.022	.007	.019	
	N	23	23	23	23	23	23
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

### 5.2.3.2 Trust

Correlations						
		Trust	T1	T2	T3	T4
Trust	Pearson Correlation	1	.568**	.645**	.814**	.685**
	Sig. (2-tailed)		.005	.001	.000	.000
	N	23	23	23	23	23
T1	Pearson Correlation	.568**	1	.557**	.187	.064
	Sig. (2-tailed)	.005		.006	.394	.770
	N	23	23	23	23	23
T2	Pearson Correlation	.645**	.557**	1	.357	.032
	Sig. (2-tailed)	.001	.006		.094	.885
	N	23	23	23	23	23
T3	Pearson Correlation	.814**	.187	.357	1	.545**
	Sig. (2-tailed)	.000	.394	.094		.007
	N	23	23	23	23	23
T4	Pearson Correlation	.685**	.064	.032	.545**	1
	Sig. (2-tailed)	.000	.770	.885	.007	
	N	23	23	23	23	23
**. Correlation is significant at the 0.01 level (2-tailed).						

5.2.3.3 Anger

Correlations		Anger	A1	A2	A3	A4
Ange r	Pearson Correlation	1	.841**	.863**	.895**	.839**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	23	23	23	23	23
A1	Pearson Correlation	.841**	1	.699**	.690**	.566**
	Sig. (2-tailed)	.000		.000	.000	.005
	N	23	23	23	23	23
A2	Pearson Correlation	.863**	.699**	1	.689**	.634**
	Sig. (2-tailed)	.000	.000		.000	.001
	N	23	23	23	23	23
A3	Pearson Correlation	.895**	.690**	.689**	1	.647**
	Sig. (2-tailed)	.000	.000	.000		.001
	N	23	23	23	23	23
A4	Pearson Correlation	.839**	.566**	.634**	.647**	1
	Sig. (2-tailed)	.000	.005	.001	.001	
	N	23	23	23	23	23

\*\* . Correlation is significant at the 0.01 level (2-tailed)

5.2.3.4 Fear

Correlations		Fear	F1	F2	F3	F4	F5
Fear	Pearson Correlation	1	.801**	.580**	.726**	.602**	.887**
	Sig. (2-tailed)		.000	.004	.000	.002	.000
	N	23	23	23	23	23	23
F1	Pearson Correlation	.801**	1	.310	.538**	.298	.779**
	Sig. (2-tailed)	.000		.150	.008	.167	.000
	N	23	23	23	23	23	23
F2	Pearson Correlation	.580**	.310	1	.260	.094	.283
	Sig. (2-tailed)	.004	.150		.231	.671	.191
	N	23	23	23	23	23	23
F3	Pearson Correlation	.726**	.538**	.260	1	.270	.719**
	Sig. (2-tailed)	.000	.008	.231		.213	.000
	N	23	23	23	23	23	23
F4	Pearson Correlation	.602**	.298	.094	.270	1	.458*
	Sig. (2-tailed)	.002	.167	.671	.213		.028
	N	23	23	23	23	23	23
F5	Pearson Correlation	.887**	.779**	.283	.719**	.458*	1
	Sig. (2-tailed)	.000	.000	.191	.000	.028	
	N	23	23	23	23	23	23

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

5.2.3.5 Ethical purchasing decision making

<b>Correlations</b>							
		EPDM	EDM1	EDM2	EDM3	EDM4	EDM5
Ethical Fashion	Pearson Correlation	1	.724**	.898**	.901**	.842**	.796**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	23	23	23	23	23	23
EDM1	Pearson Correlation	.724**	1	.671**	.556**	.540**	.332
	Sig. (2-tailed)	.000		.000	.006	.008	.122
	N	23	23	23	23	23	23
EDM2	Pearson Correlation	.898**	.671**	1	.818**	.624**	.605**
	Sig. (2-tailed)	.000	.000		.000	.001	.002
	N	23	23	23	23	23	23
EDM3	Pearson Correlation	.901**	.556**	.818**	1	.702**	.678**
	Sig. (2-tailed)	.000	.006	.000		.000	.000
	N	23	23	23	23	23	23
EDM4	Pearson Correlation	.842**	.540**	.624**	.702**	1	.638**
	Sig. (2-tailed)	.000	.008	.001	.000		.001
	N	23	23	23	23	23	23
EDM5	Pearson Correlation	.796**	.332	.605**	.678**	.638**	1
	Sig. (2-tailed)	.000	.122	.002	.000	.001	
	N	23	23	23	23	23	23

\*\* . Correlation is significant at the 0.01 level (2-tailed).