



National College of Ireland

**Project Submission Sheet**

**Student Name:** Gowthami Vemulapalli

**Student ID:** 23292636

**Programme:** MSc in International Business **Year:** 2024 - 2025

**Module:** Dissertation

**Lecturer:** James O'Connor

**Submission Due Date:** 13/08/2025

**Project Title:** THE IMPACT OF ETHICAL LABOUR (A SUSTAINABLE SUPPLY CHAIN PRACTICE) ON CONSUMER PERCEPTIONS AND PURCHASING DECISIONS IN THE TEXTILE INDUSTRY: A COMPARATIVE STUDY IN INDIA AND BANGLADESH

**Word Count:** 14136

**I hereby certify that the information contained in this (my submission) is information pertaining to research I conducted for this project. All information other than my own contribution will be fully referenced and listed in the relevant bibliography section at the rear of the project.**

**ALL internet material must be referenced in the references section. Students are encouraged to use the Harvard Referencing Standard supplied by the Library. To use other author's written or electronic work is illegal (plagiarism) and may result in disciplinary action. Students may be required to undergo a viva (oral examination) if there is suspicion about the validity of their submitted work.**

**Signature:** Gowthami Vemulapalli

**Date:** 13/08/2025

**PLEASE READ THE FOLLOWING INSTRUCTIONS:**

1. Please attach a completed copy of this sheet to each project (including multiple copies).
2. Projects should be submitted to your Programme Coordinator.
3. **You must ensure that you retain a HARD COPY of ALL projects**, both for your own reference and in case a project is lost or mislaid. It is not sufficient to keep a copy on computer. Please do not bind projects or place in covers unless specifically requested.
4. You must ensure that all projects are submitted to your Programme Coordinator on or before the required submission date. **Late submissions will incur penalties.**
5. All projects must be submitted and passed in order to successfully complete the year. **Any project/assignment not submitted will be marked as a fail.**

|                                  |  |
|----------------------------------|--|
| <b>Office Use Only</b>           |  |
| Signature:                       |  |
| Date:                            |  |
| Penalty Applied (if applicable): |  |

## AI Acknowledgement Supplement

[Insert Module Name]

[Insert Title of your assignment]

| Your Name/Student Number      | Course | Date       |
|-------------------------------|--------|------------|
| Gowthami Vemulapalli/23292636 | MSCIB1 | 13/08/2025 |

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click [here](#).

## AI Acknowledgment

This section acknowledges the AI tools that were utilized in the process of completing this assignment.

| Tool Name | Brief Description | Link to tool |
|-----------|-------------------|--------------|
|           |                   |              |
|           |                   |              |

**Description of AI Usage** This section provides a more detailed description of how the AI tools were used in the assignment. It includes information about the prompts given to the AI tool, the responses received, and how these responses were utilized or modified in the assignment. **One table should be used for each tool used.**

| [Insert Tool Name]          |                          |
|-----------------------------|--------------------------|
| [Insert Description of use] |                          |
| [Insert Sample prompt]      | [Insert Sample response] |

Evidence of AI Usage

This section includes evidence of significant prompts and responses used or generated through the AI tool. It should provide a clear understanding of the extent to which the AI tool was used in the assignment. Evidence may be attached via screenshots or text.

Additional Evidence: [Place evidence here]

**THE IMPACT OF ETHICAL LABOUR (A SUSTAINABLE  
SUPPLY CHAIN PRACTICE) ON CONSUMER  
PERCEPTIONS AND PURCHASING DECISIONS IN THE  
TEXTILE INDUSTRY: A COMPARATIVE STUDY IN INDIA  
AND BANGLADESH**

### **Abstract**

The Discussion chapter evaluated how ethical labour practices influence consumer awareness, supply chain perception, brand image, and purchasing behaviour in India and Bangladesh. Drawing instances from the findings, it evaluates how effectively each research objective is addressed and highlights key differences and similarities in ethical consumerism across the two textile markets of both countries. In the last chapter of the project, it can be observed that a proper conclusion has been provided along with proper future scope and research limitations. Further, appropriate recommendations have also been given based on the limitation found in this section.

### **Acknowledgment**

I would like to express my acknowledgement to James O'Connor (Supervisor) who gave me the opportunity to do research and provided necessary support throughout the process. I am also highly contented with James O'Connor (Supervisor) who has been extremely understanding and strengthened me morally in completing the research work. Lastly, I would like to express my gratitude towards my friends and peer-group who assisted in developing this superior research work and provided constant support and help whenever needed.

Thank you

### **Declaration**

I hereby declare that:

✓ This assessment is the result of my work, except for those parts that are explicitly referenced, and the contribution of others is indicated;

✓ No material presented in this assessment has been written, wholly or in parts, by any other person(s);

✓ This assessment has not been submitted — partially or in full — in support of the completion of assessment(s) on any other module, regardless of the previous or the current academic year (self-plagiarism).

**Signature: Gowthami Vemulapalli**

**Date: 13-08-2025**

## Table of Contents

|  |           |
|--|-----------|
| <b>Chapter 1: Introduction</b>   | <b>10</b> |
| 1.1 Introduction.....  | 10        |
| 1.2 Research background.....   | 10        |
| 1.3 Problem statement.....   | 11        |
| 1.4 Research Aim and Objectives.....   | 12        |
| 1.5 Research question .....  | 12        |
| 1.6 Research rationale.....  | 13        |
| 1.7 Significance of the study.....   | 13        |
| 1.8 Structure of dissertation .....  | 14        |
| 1.9 Summary .....  | 14        |
| <b>Chapter 2: Literature Review</b>  | <b>15</b> |
| 2.1. The Textile Industry in India and Bangladesh: Structure, Evolution, and Supply Chain Dynamics ..... | 15        |
| 2.1.1 Historical Development and Contemporary Overview.....  | 15        |
| 2.1.2 Supply Chain Architecture and Operational Complexities.....  | 16        |
| 2.2. Ethical Labour as a Foundation for Sustainable Textile Supply Chains .....                          | 17        |
| 2.2.1 Conceptualising Ethical Labour in the Textile Sector .....   | 17        |
| 2.2.2 Business Incentives for Ethical Labour Practices.....  | 18        |
| 2.2.3 Systemic Barriers to Ethical Labour Implementation.....  | 18        |
| 2.3. Consumer Perceptions and Ethical Labour Awareness in the Textile Industry.....                      | 19        |
| 2.3.1 Awareness and Information Flows Among Consumers .....  | 19        |
| 2.3.2 Perception Drivers in Ethical Consumption .....  | 20        |
| 2.3.3 Bridging the Ethical Awareness-Action Gap.....   | 20        |
| 2.4. The impact of ethical labour practices in influencing the purchasing decisions of consumers .....   | 21        |



|  |           |
|--|-----------|
| 2.4.1 Importance of ethics in influencing purchasing decisions.....            | 21        |
| 2.4.2 Willingness among consumers to pay for ethically sourced textiles: ..... | 22        |
| 2.4.3 The influence of brand communication as well as transparency: .....      | 22        |
| 2.5. Comparative Analysis: India vs. Bangladesh: .....                         | 23        |
| 2.5.1 Synthesizing a comparison of the existing studies .....                  | 23        |
| 2.6 Theoretical Insights.....  | 24        |
| 2.7 Conceptual Framework.....  | 25        |
| <b>Chapter 3: Methodology</b>  | <b>26</b> |
| 3.1 Introduction.....  | 26        |
| 3.2 Research Philosophy .....  | 26        |
| 3.3 Research Approach.....   | 27        |
| 3.4 Research Design.....   | 28        |
| 3.5 Data Collection Method.....  | 28        |
| 3.6 Data Analysis .....  | 29        |
| 3.7 Data Sampling Method .....   | 30        |
| 3.8 Ethical Consideration.....   | 31        |
| 3.9 Research Timeline .....  | 31        |
| 3.10 Summary.....  | 33        |
| <b>Chapter 4: Findings and analysis</b>  | <b>34</b> |
| 4.1 Primary Findings.....  | 34        |
| <b>Chapter 5: Discussion</b>   | <b>88</b> |
| 5.1 Introduction.....  | 88        |
| 5.2 Engagement with Objectives .....   | 88        |
| <b>Chapter 6: Conclusion and Recommendations</b>                               | <b>92</b> |
| 6.1. Conclusion .....  | 92        |
| 6.2. Linking with Objectives.....  | 92        |
| 6.3. Future Scope .....  | 93        |

|  |            |
|--|------------|
| 6.4. Limitations .....   | 93         |
| 6.5. Recommendations.....  | 94         |
| 6.5.1. Considering qualitative data in this research .....                               | 94         |
| 6.5.2. Analysing the initiatives by both India and Bangladesh for better comparison .... | 94         |
| <b>Reference List</b>  | <b>95</b>  |
| <b>Appendices</b>  | <b>104</b> |
| Appendix 1: Survey questionnaire.....  | 104        |

## **List of Figure**

|  |    |
|--|----|
| Figure 1.1: Structure of dissertation                                      | 11 |
| Figure 2.1: Garment industry's share of total exports Bangladesh 2012-2021 | 12 |
| Figure 2.2: Conceptual framework   | 21 |
| Figure 3.1: Research Philosophy  | 22 |
| Figure 3.2: Research Approach  | 23 |
| Figure 4.1: Age of the participants  | 29 |
| Figure 4.2: Gender of the participants                                     | 29 |
| Figure 4.3: Nationality of the participants                                | 30 |
| Figure 4.4: Importance of fair wages                                       | 31 |
| Figure 4.5: Awareness of textile factory conditions                        | 32 |
| Figure 4.6: Seeking information on labour practices before purchase        | 33 |
| Figure 4.7: Increasing awareness level within the country                  | 34 |
| Figure 4.8: Prioritising ethical labour                                    | 35 |
| Figure 4.9: Strategies by the textile industry to ensure fair labour       | 36 |
| Figure 4.10: Effectiveness of the regulatory system                        | 37 |
| Figure 4.11: Importance of certifications                                  | 38 |
| Figure 4.12: Impact of the news of “unethical labor practices” on a brand  | 39 |
| Figure 4.13: Importance of “ethical labor practice” on purchase decision   | 40 |
| Figure 4.14: Paying a high price for an ethical product                    | 41 |
| Figure 4.15: Importance of ethical considerations by brands over price     | 42 |
| Figure 4.16: Importance of ethical considerations over brand image         | 43 |
| Figure 4.17: Perceptions on switching brand preferences                    | 44 |

|   |    |
|---|----|
| Figure 4.18: Resort to greenwashing by brands                                       | 45 |
| Figure 4.19: Importance of fair wages   | 47 |
| Figure 4.20: Awareness regarding working conditions                                 | 49 |
| Figure 4.21: Seeking information on labor practices before making a purchase        | 51 |
| Figure 4.22: Enhancement of awareness   | 53 |
| Figure 4.23: Giving priority to ethical labor                                       | 55 |
| Figure 4.24: Undertaking sufficient approaches and strategies                       | 57 |
| Figure 4.25: Presence of an adequate regulatory system                              | 59 |
| Figure 4.26: Importance of certification on textile products                        | 61 |
| Figure 4.27: Impact of “unethical labor practices” on brand                         | 63 |
| Figure 4.28: “Unethical labor practices” comprise an essential aspect               | 65 |
| Figure 4.29: Perception of paying a high price for “ethical textile products”       | 67 |
| Figure 4.30: Importance of ethical consideration of brands over price               | 69 |
| Figure 4.31: Importance of ethical considerations of brands compared to brand image | 71 |
| Figure 4.32: Preference to switch brands  | 73 |
| Figure 4.33: Textile brands resort to greenwashing                                  | 75 |

## **List of Tables**

|  |    |
|--|----|
| Table 3.1: Timeline  | 28 |
| Table 4.1: Importance of fair wages  | 46 |
| Table 4.2: Awareness regarding working conditions                                  | 48 |
| Table 4.3: Seeking information on labor practices before making a purchase         | 50 |
| Table 4.4: Enhancement of awareness  | 52 |
| Table 4.5: Giving priority to ethical labor  | 54 |
| Table 4.6: Undertaking sufficient approaches and strategies                        | 56 |
| Table 4.7: Presence of an adequate regulatory system                               | 58 |
| Table 4.8: Importance of certification on textile products                         | 60 |
| Table 4.9: Impact of “unethical labor practices” on brand                          | 62 |
| Table 4.10: “Unethical labor practices” comprise an essential aspect               | 64 |
| Table 4.11: Perception of paying a high price for “ethical textile products”       | 66 |
| Table 4.12: Importance of ethical consideration of brands over price               | 68 |
| Table 4.13: Importance of ethical considerations of brands compared to brand image | 70 |
| Table 4.14: Preference to switch brands  | 72 |
| Table 4.15: Textile brands resort to greenwashing                                  | 74 |
| Table 4.16: ANOVA test   | 76 |
| Table 4.17: Correlation test   | 77 |
| Table 4.18: Model summary  | 78 |
| Table 4.19: Coefficient  | 79 |
| Table 4.20: Model summary  | 79 |
| Table 4.21: Coefficient  | 79 |

## **Chapter 1: Introduction**

### **1.1 Introduction**

The inclusion of ethical labour practices within the supply chain has gradually emerged as a crucial component of supply chain management, especially within the textile and apparel industry. Simultaneous with growing concerns regarding labour exploitation and human rights, consumers are also becoming conscious of the origin of their clothing. Fast fashion has driven an unprecedented growth of consumption, leading to issues like labour exploitation in recent times. This has brought the textile industry under the radar. Both India and Bangladesh are major players in global textile manufacturing, contributing significantly to the economy. The present research investigates the nature of influence exercised by ethical labour practices, especially on aspects like purchasing decisions. A comparative analysis is beneficial to shed light on the behavioural nature of consumers through the integration of ethical labour practices in both countries' supply chains.

### **1.2 Research background**

The textile industry forms the cornerstone of economic development in both Bangladesh and India, where both are developing nations. This rapid expansion of the textile industry has come at a cost of poor and unregulated labour conditions, especially in the manufacturing businesses. Exploring the present labour market conditions within Bangladesh, it can be seen that the textile market generates a revenue of \$47 billion, which is 12% of the total GDP of the country (Islam, 2021). Textile manufacturing in Bangladesh has seen a metric rise from 1983 to 2024, with an increase from just 4% to 60% in just one decade. Similarly, the number of employees in the sector also grew to 5 million, making the industry a major contributor to countries' employment (Economicsobservatory.com, 2025). The labour conditions in the Bangladesh textile industry are poor, with key issues like low wages, long working hours, suppression of labour unions, gender-based discrimination, and unsafe working conditions (Db-business-ethics.org, 2025).

Exploring the Indian textile industry, it can be seen that it employs over 45 million people, and is the second most labour-intensive industry in the country. It has additionally generated a revenue of US\$34 billion (Pib.gov.in, 2025). The Indian textile industry labour conditions have been characterized by the International Labour organisation to be characterized by abuse and exploitation, with low wages, poor working conditions, and wage inequality for women being the areas of major concern (Ilo.org, 2025).

Ethical consumption gained global traction in the recent years, where there is a significant rise in purchases from brands that offer sustainable products. Especially in the developed markets, there is immense pressure from customers on the textile brands to adopt a transparent and sustainable supply chain, where ethical labour is emphasized. In this context, it is crucial to understand the role of ethical labour and its role in shaping consumer perceptions, along with the intent to purchase, in developing markets like Bangladesh and India, both of which are involved intensively with textile manufacturing. In the study of Nayak *et al.*, (2024), consumers surveyed expressed a strong desire and preference to purchase from brands that deploy ethical labour practices and are willing to pay 9.7% more for sustainable products. The study also emphasizes the growing awareness of consumers towards sustainable products. On the contrary, 31% of customers feel a rise in inflation and 62% feel a rise in grocery costs as hindering forces to purchasing sustainable products (Pwc.com, 2025). However, the degree to which the awareness, preference to purchase, and affordability become translated to actual purchase remains unexplored for Indian and Bangladeshi markets.

### **1.3 Problem statement**

Even though there is a significant rise in consumer awareness relating to sustainable supply chain practices, including ethical labour practices, a significant gap remains in understanding the degree to which the growing awareness is converted to purchase intention, and ultimately purchase. Bangladesh and India are two critical aspects of the global textile supply chain. In parallel, there are several reports regarding rising concerns about ethical labour practices within their manufacturing units (Ho *et al.*, 2023). There are several studies reporting labour violations, labour exploitation, and poor working conditions, all of which are associated with sustainable labour practices. Especially incidents like the Rana Plaza collapse highlight the lack of compliance and flouting of labour laws.

Consumers in Western countries have recently raised the issue of ethical labour needs, and emphasis on ethical sourcing gains significance. These choices encourage fashion brands to adopt socially responsible practices and sustainable approaches within their business (Sobuj *et al.*, 2021). In contrast to Western countries, the perception of consumers regarding ethical labour is not extensively studied. Even though Uddin *et al.*, (2023) mention growing awareness, how that awareness is related to purchase, in developing countries, remains an area unexplored. This gap is very important, as local consumer behaviour is important to prioritize ethical labour practices, as both India and Bangladesh are key manufacturing markets. In instances where

domestic consumers fail to prioritize ethical labour, the changes in labour conditions within the market retain their labour exploitation.

Moreover, the regulations in India and Bangladesh differ, especially in Bangladesh is presently characterized by political instability; therefore, enforcement of labour practices differs, and the degree to which they are embedded within the supply chain also differs (Chatterjee *et al.*, 2022). In addition, the purchasing ability and other aspects that govern purchase decisions are different in the two countries. This highlights the need to undertake a comparative study, which compares commonalities and differences in consumerism linked with ethical labour in both countries.

#### **1.4 Research Aim and Objectives**

##### **Aim**

To understand the impact of ethical labour as a sustainable supply chain practice on consumer perceptions and purchasing decisions in the textile industry, conduct a comparative analysis between India and Bangladesh.

##### **Objectives**

- To understand comparative consumer awareness regarding ethical labour practices in the textile industry in India and Bangladesh.
- To analyse the extent to which ethical labour practice is embedded within the supply chain of the Indian and Bangladeshi textile industry.
- To evaluate the influence of ethical labour practice on consumer perception of the textile industry in India and Bangladesh.
- To analyse the relation between ethical labour practices and consumer purchasing decisions in Indian and Bangladeshi textile markets.

#### **1.5 Research question**

RQ1: What is the comparative level of consumer awareness of ethical labour practice in the Indian versus Bangladeshi Textile industry?

RQ2: To what extent are ethical labour practices embedded within the Indiana and Bangladeshi textile supply chain?



RQ3: How do ethical labour practices influence consumer perception concerning the Indian and Bangladeshi textile industry?

RQ4: What is the relationship between ethical labour practices and consumer purchasing decisions?

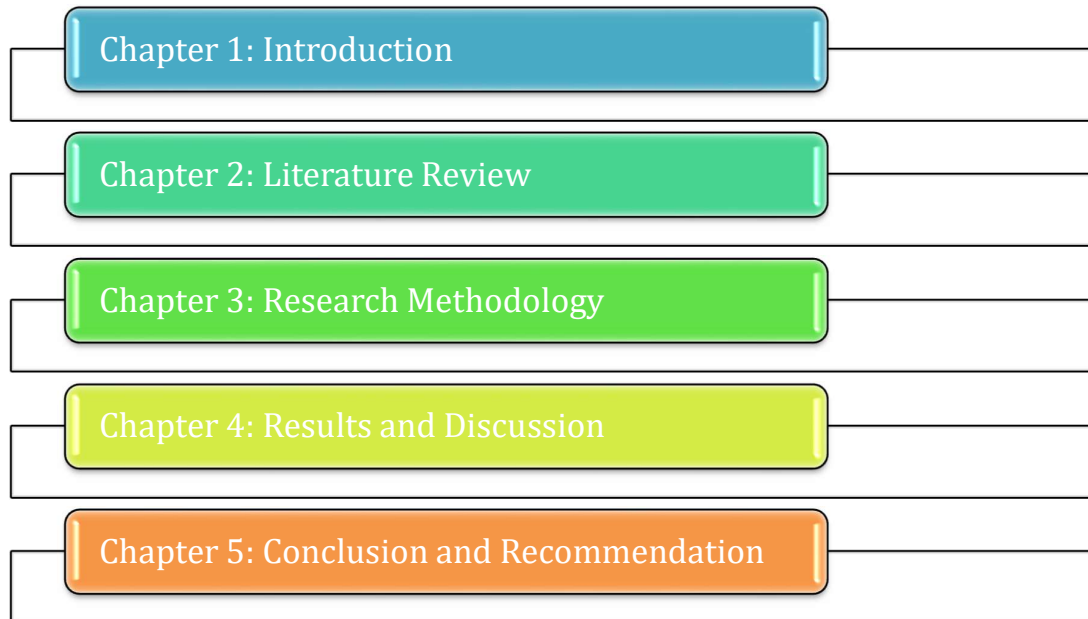
## **1.6 Research rationale**

The rationale for conducting the research lies within the growing recognition of ethical labour practices and sustainable supply chains. The environmental sustainability aspect within sustainability has been widely explored, but ethical labour practices remain unexplored areas with respect to developing countries. A study by Rahman *et al.*, (2021) and Saxena (2022) establishes India and Bangladesh as major textile exporters, having a significant global footprint in terms of global textile manufacturing, but at the same time, they encounter challenges in maintaining fair labour practices. Developing and understanding how ethical labour practices are being perceived by the consumers of these countries and how they respond in terms of purchase is a unique area for knowledge development. The comparative analysis helps to uncover unique consumer attitudes linked with consumerism in Bangladesh and India, which provides insight into pursuing responsible business practice.

## **1.7 Significance of the study**

The study holds significance in diverse aspects. Taking into consideration the academic aspect, the present literature can shed light on consumption patterns in the two countries, deviating from the widely studied Western countries. Especially, it helps to focus on consumers belonging to the textile manufacturing countries. The research also holds significance for textile brands. The findings of the present research enable these brands to gain awareness on changing customer perception through increasing awareness, and thereby undertake initiatives to enforce ethical labour practices (Delice, 2022). These bear the potential to enhance brand competitiveness and loyalty. Taking into consideration the policymakers, the research findings hold evidence-based insights on the degree of preference for ethical labour among consumers. These can influence the formulation of more strict labour regulations, and subsequent enforcement so that fair working practices are achieved. Additionally, the findings can also benefit advocacy groups or non-governmental organizations to frame effective awareness campaigns, and further target consumer behaviours, leveraging on a labour reform leading toward superior social accountability.

## 1.8 Structure of dissertation



**Figure 1.1: Structure of dissertation**

(Source: Self-Created)

## 1.9 Summary

The chapter lays the foundation for the research by stating the aim of understanding the impact of ethical labour practices on consumer purchase and subsequently purchase decisions within the textile industry, making a comparative analysis of two major textile manufacturing countries India and Bangladesh. Through the comparative analysis, the research attempts to understand the prevalence of ethical labour within the supply chain and how it shapes the purchasing behaviour of the consumers of the two countries. This research is not only beneficial from an academic perspective but equally potent in shaping government policies and labour laws of textile bands.

## Chapter 2: Literature Review

### 2.1. The Textile Industry in India and Bangladesh: Structure, Evolution, and Supply Chain Dynamics

#### 2.1.1 Historical Development and Contemporary Overview

Textiles have played a major role in India's and Bangladesh's history and they are still important for their economies. Textiles in India have a history going back to the Indus Valley Civilization which focused on cotton spinning and weaving. There were important advancements for the textile industry in India, and the Mughal period and the British rule which led to factories being built in places such as Ahmedabad and Mumbai. The history of Bangladesh's textile industry began only in the years after it gained independence in 1971. Expansion in the 1980s and 1990s, mainly RMG, was due to easy international trade and cheap labour (Raihan, 2024). Their growth has gone in different directions. India is made up of two parts: a large organized sector with big mills and a smaller unorganized sector full of handlooms and power looms. RMG exports play a major role in Bangladesh's strategy to generate income from exports. The country's factories produce clothes for big international brands on a large scale which has made it the second-largest exporter of apparel in the world after China (Islam, and Ahmed, 2024).

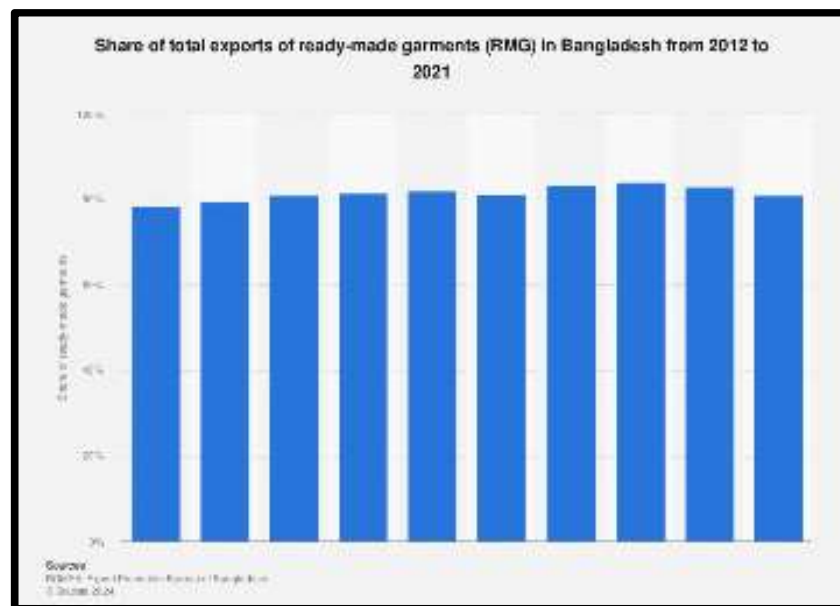


Figure 2.1: Garment industry's share of total exports Bangladesh 2012-2021

(Source: Statista, 2024)

Figure 2.1 data shows in 2021, ready-made garments (RMG) accounted for over 81.16 percent of Bangladesh's total exports. Compared to 2012, when RMG exports were approximately 78.55 percent of Bangladesh's total exports, this was an improvement, but it was still lower than last year.

The textile sector is very important to the national economy in both countries. About 2.3% of India's GDP and 13% of its industrial production comes from the industry which provides work to more than 45 million directly and another 100 million indirectly. In Bangladesh, the RMG sector is responsible for almost 11% of the total GDP, over 80% of exports and it employs about 4 million individuals, the majority of whom are women and therefore help in promoting gender empowerment (Chaity, and Xueyuan, 2022). At the international level, India stands out due to its full-scale textile process, various textile types (such as cotton, silk and synthetic) and skilled people. Canada which largely relies on raw materials from other countries, competes by producing high volumes of low-cost apparel. Both Canada and the United States mostly export to the United States, the European Union and Canada.

The complexity and way regulations are enforced can differ. Labor laws and environmental rules governing India's textile industry consist of the Factories Act, Minimum Wages Act and Environmental Protection Act. Laws intended to stop water pollution from dyeing units have become stricter lately. As per the view of Barua *et al.* (2021), because of pressure from international organizations after Rana Plaza in 2013, Bangladesh established the Accord on Fire and Building Safety and the Alliance for Bangladesh Worker Safety. But both contexts face problems with enforcing the law, often caused by inefficiency and corruption.

### **2.1.2 Supply Chain Architecture and Operational Complexities**

Textile supply chains in India and Bangladesh have many parts, starting with obtaining raw materials and ending with delivering the products to customers. In India, cotton, jute and synthetic fibers are some of the main raw materials, but Bangladesh depends on imports of cotton and yarn mainly from India and China (Ovi, and Shova, 2023). The process includes spinning, dyeing, finishing and garmenting and after that, textile products are distributed to both domestic and overseas markets.

India has built its supply chain by combining integrated and decentralized strategies. As vertical integration is used by giants like Arvind and Vardhman, they are able to ensure quality and shorter lead times. A lot of manufacturing is actually done in small and medium enterprises

(SMEs), who depend on contractors. Compared to the USA, Bangladesh has a supply chain mostly focused on garment production. Factories perform cut-make-trim (CMT) and rely on imported textiles and accessories, so it becomes difficult for the supply chain to become fully integrated upstream (Dao *et al.* 2021).

In both countries, it is still difficult to track and see transparency in the textile supply chains. Because subcontracting is often informal in rural and peri-urban places, there is not much public awareness about how labor is managed and environmental impacts. As per the view of Ivanov (2021), digital tools for supply chains and traceability are coming out, yet their use is slow and unpredictable. A number of stakeholders take important steps in the creation of products. Raw materials are largely provided by farmers and fiber producers. The production process depends on manufacturers and factory owners, but quality and prices are determined by global brands and retailers (Rounaghi *et al.* 2021). Because Bangladesh is closely watched, groups like NGOs and international agencies monitor businesses to ensure ethical practices.

## **2.2. Ethical Labour as a Foundation for Sustainable Textile Supply Chains**

### **2.2.1 Conceptualising Ethical Labour in the Textile Sector**

Ethical labour means making sure workers in every part of the textile industry are treated justly and kindly. As per the view of Gutterman (2024), essential aspects are paying living wages, ensuring the workplace is safe and healthy, allowing freedom of association, preventing discrimination and wiping out forced and child labour. Not only are these principles moral requirements, but they are also protected by international labour standards, mainly from the International Labour Organization (ILO). As per the opinion of Sankaran (Sankaran2024), both India and Bangladesh, as ILO members, have ratified several main conventions such as those on association freedom (Convention 87), bargaining rights (Convention 98), forbidding forced labour (Conventions 29 and 105) and ending child labour (Conventions 138 and 182).

In both countries, it is regularly discovered in factory audits that staff members work too many hours, wages are not always fair and there are not many ways for staff to address grievances. It is particularly hard to enforce ethics in the textile sector since the industry is spread out and informal. Textile production in India is mostly carried out in the unorganised sector, so workers do not have formal contracts or legal security (Patra, 2022). And, in Bangladesh, supervising compliance is difficult because workers can be sent to unapproved units. There are difficulties

in respecting labour rights because of undocumented workers, a lack of unions and hidden hiring methods, making ethics more difficult throughout the supply chain.

### **2.2.2 Business Incentives for Ethical Labour Practices**

Even with these hurdles, more people now see that upholding ethical labour standards can help textile companies. Such actions often help companies build a better brand image, mainly with people who focus on environmental, social and governance (ESG) aspects. Acting ethically in procurement may encourage customers to stay with a company, attract responsible investors and improve chances of accessing competitive markets that enforce socially responsible practices (Lin, 2024). Within the organization, ethical labour practices boost employee happiness and lower the number of employees leaving which leads to better productivity. When workplaces are safe and respectful, employees are more motivated and the company performs well and consistently. Abiding by ethical guidelines protects firms from risks to their reputation and legal status which have become more crucial after major disasters such as Rana Plaza in Bangladesh.

The main expenses at first—for complying, training staff and changing wages—can be reduced with time if the company becomes more efficient. Firms may save money on staff missing work, injuries happening and legal responsibilities. Obtaining third-party certifications (Fair Trade, SA8000) and working with NGOs or ethical auditors helps a company make sure it complies with regulations and also reassures customers (Chirieleison, and Rizzi, 2023). Ethical work is related to both caring about the environment and looking after society. Living and education become possible for workers when they are paid fairly which supports the growth of society. Company cultures that prioritize their employees are more likely to look after the environment. Ethical labour therefore helps bring together the main parts of sustainable development: people, planet and profit.

### **2.2.3 Systemic Barriers to Ethical Labour Implementation**

Even though there are many good reasons to follow ethical labour standards, several difficulties at the systemic level prevent their widespread use in textile factories in India and Bangladesh. Weak governance and enforcement is a major problem. Labour laws are present, but they are often not applied properly because of problems with inefficiency, corruption and a lack of money for inspections (Chinweze *et al.* 2024). Employers can get away with not following regulations by hiring people outside the main workforce or subcontracting.

The casual way the supply chain operates makes it harder to check on it. Many manufacturers work without following the regulations, not giving their workers official contracts or documentation. Having operations in various places makes it hard for brands to check labour conditions in their global supply chains. Factory audits could just be a surface-level inspection and miss the actual problems at home-based or outsourced workplaces. Having more power in negotiations allows global brands to boost these issues. Buyers usually force manufacturers to create low-priced goods quickly, but they seldom think about the social effects (Takacs *et al.* 2022). Therefore, suppliers cannot make much profit and have little money to improve ethics. If sharing responsibilities and resources does not become normal in buyer-supplier relationships, it is likely that labour exploitation will not improve despite the increased world attention.

### **2.3. Consumer Perceptions and Ethical Labour Awareness in the Textile Industry**

#### **2.3.1 Awareness and Information Flows Among Consumers**

Even though worldwide interest in ethical labour in the textile industry has risen, it is still not as strong or reliable everywhere, especially in nations such as India and Bangladesh. Basically, awareness is how much consumers are aware of matters regarding fair wages, safe jobs and avoiding child or forced labour. Even though ethical consumerism is on the rise in wealthier nations, it is still new in lower-income areas. There is a big difference in awareness about breast cancer in India and Bangladesh, depending on education, how urban people are, their income level and their use of digital media (Hamid, and Roy, 2025). Because they are connected on social media, young people in cities are more aware of current discussions about sweatshops, fast fashion and sustainability. Rural and low-income buyers usually pay attention to price and what the product can do, as they are not very concerned about ethical issues.

Media, NGOs and communication from companies play a major role in giving information. Exposing instances of labour abuse has relied a lot on investigative journalism and documentaries like *The True Cost* (Birze *et al.* 2023). Clean Clothes Campaign and Fashion Revolution among other NGOs promote awareness and strive for greater openness in the industry. A number of brands have introduced ethical messages into their campaigns, even though the communications about this tend to be sparse. The success of these campaigns depends, in major part, on the way the message is delivered, how clear it is and who shares it with consumers

### **2.3.2 Perception Drivers in Ethical Consumption**

Trust, transparency and the perceived level of wrongdoing in labour are some of the main reasons that shape consumers' thoughts on ethical employment. If consumers think that a brand is ethical, they are more likely to choose it. Making supply chain practices and reports available to the public and allowing third-party audits, gives customers greater confidence and helps a brand to stand out from its competitors. Labels and certifications, for instance Fair Trade, GOTS and SA8000, strongly influence how people see the apparel they buy (Bennett, 2022). They serve as good signs of ethical conduct, especially for people who do not have enough time or means to research a company. But, with so many labels and different certification rules, this can sometimes make things confusing and reduce how effective they are.

In recent times, using storytelling has helped brands promote ethics. If brands present personal stories from people and communities helped by fair practices, consumers may connect on an emotional level and are more likely to purchase. They help people relate to ethics by giving examples of what unethical behavior can lead to. What people see as right or wrong in society can change their attitude toward buying. Community ideas and how others perceive it typically affect purchases more than the own wishes in India and Bangladesh (Mahmud, 2023). Therefore, supporting ethics in consumption works better when it is linked to values that many people respect, for example, justice, empathy or national pride. Grasping these cultural factors makes it easier to design ads that hit home with local buyers and motivate ethical habits.

### **2.3.3 Bridging the Ethical Awareness-Action Gap**

There is still a big difference between how consumers say they feel and how they actually shop which is referred to as the “value-action gap.” A lot of people state they support labour rights, but still buy cheap clothing that may be produced in unethical ways. It is mainly caused by a number of underlying issues. Price continues to be a major factor for most people. Many poorer consumers stay away from ethically made clothes because they are generally more expensive. Also, not having enough information clearly displayed during the sale causes consumers to feel unsure. Unless products are clearly labelled, people who are aware of ethics might sometimes mistake them for regular brands. Shopping behaviours that are routine make the difference even greater. A lot of consumers are used to fast fashion that offers a lot of options and low prices, but is not sustainable.



The gap between awareness and action appears in different ways in India and Bangladesh. Indian consumers in urban places often discover new global ethical ideas, so they may pay more attention to certification programs and online marketing. Bangladeshi consumers, who typically feel the textile industry is a crucial part of their economy, might view lower wages as helpful for the country's competitiveness which can complicate their views on ethical shopping. To bridge this gap, actions should link education, accessibility and the importance of culture.

## **2.4. The impact of ethical labour practices in influencing the purchasing decisions of consumers**

### **2.4.1 Importance of ethics in influencing purchasing decisions**

- **Requirement of ethical labour practices in influencing consumer clothing purchasing decisions in India and Bangladesh**

Ethical labour practice becomes extremely crucial in terms of influencing the purchasing decisions of the consumers in an effective way. According to the viewpoints of Bharadwaj and Yameen (2021), ethical labour practices and work environment can enhance the brand image of an organisation. In this regard, Mulyani and Hermina (2023) have also stated that enhanced brand image can influence the purchasing decisions of consumers. As per the reports of PIB (2025), consumers in India are quite aware about the unethical business practices by organisations both online and offline. On the other hand, Karim (2020) has argued that most of the consumers in Bangladesh are not aware of ethical purchasing behaviour. Hence, the difference is quite clear between the consumer awareness between the two nations in South Asia.

- **Comparison between ethical considerations to other factors such as price, quality and brand image.**

Ethical considerations in an organisation are completely different from that of price and quality of products. In this regard, Agu *et al.* (2024) have stated that ethical labour practices in business can build brand image, reputation and respect among the consumers in the market. On the other hand, factors such as price regulations and quality maintenance do not adhere to moral principles but business principles and goals. Therefore, being ethical can be quite effective in getting emotionally connected with the consumers, hence influencing their purchasing behaviour and decisions.

#### **2.4.2 Willingness among consumers to pay for ethically sourced textiles:**

- **Consumers' willingness in paying for garments manufactured under ethical labour conditions in Indian and Bangladeshi markets**

In India, the reports of Fibre to Fashion (2021) have found that around 94% of the consumers are willing to pay more to brands for ethical sourcing and manufacturing. On the other hand, Hasan *et al.* (2022) have argued that the consumers in Bangladesh as well are showing their willingness and intent to pay more for ethically sourced textile products. Therefore, it can be observed that companies in both India and Bangladesh have to be on their toes in order to be ethical in sourcing and manufacturing of materials so that the trust and confidence of the consumers can be gained over the period of time.

- **Analyzing the factors such as transparency and trust that can have an influence willingness to pay among the consumers.**

Transparency and trust in business are directly proportional with each other, hence needs to be considered quite significantly. According to the viewpoints of Rijal and Saranani (2023), maintaining transparency in business can be quite effective in earning the trust of the consumers. In the case of both India and Bangladesh, the concerned textile companies need to maintain transparency regarding their sourcing and manufacturing so that the trust of consumers can be earned in an effective manner.

#### **2.4.3 The influence of brand communication as well as transparency:**

- **Ways of communicating ethical labour practices to consumers and the importance of various communication strategies.**

Communicating the ethical labour practices to the consumers becomes extremely important in order to maintain a sense of transparency with them. In the words of Kwan *et al.* (2021), maintaining transparency can be effective in earning the trust of consumers in the best possible ways. Different communication strategies such as verbal, non-verbal and visual can be extremely effective for organisations in enhancing the interaction levels with the consumers. In this regard, Hopp and Fisher (2021) have stated that effective communication with the consumers can help in maintaining transparency.

- **Impact of "greenwashing" or ethical misrepresentation on consumer trust.**

Greenwashing is one of the factors that can erode the trust and confidence of the consumers on a brand. For example, Howland (2023) has stated that Nike has been charged for its greenwashing claims which is degrading the trust and confidence of the consumers in an effective manner. As per the findings of Mohammed *et al.* (2025), greenwashing by brands can be quite consequential in eroding the trust and loyalty of consumers. Therefore, there is a need for the companies to have a clear focus on being ethical and integral in their business actions for gaining a competitive advantage in the concerned market.

## **2.5. Comparative Analysis: India vs. Bangladesh:**

### **2.5.1 Synthesizing a comparison of the existing studies**

- **Comparative research on the textile industries as well as consumer behavior in the markets of India and Bangladesh, having a special focus on ethical and sustainability aspects.**

Considering both India and Bangladesh, there is a difference in the behaviour of the consumers. As found earlier by Fibre to Fashion (2021), around 94% of the consumers in India are aware about the environmental concerns and are willing to pay more for ethically sourced textile goods and products. On the other hand, in the case of Bangladesh, Karim (2020) has found that the majority of the consumers in the country are not aware of ethical purchasing. On the contrary, Hasan *et al.* (2022) have found that the numbers of aware consumers in Bangladesh are increasing with time and is a good sign of improvement over the period of time.

- **Key similarities and differences in the regulatory landscape, labor practices, consumer awareness and purchasing patterns in Indian and Bangladesh**

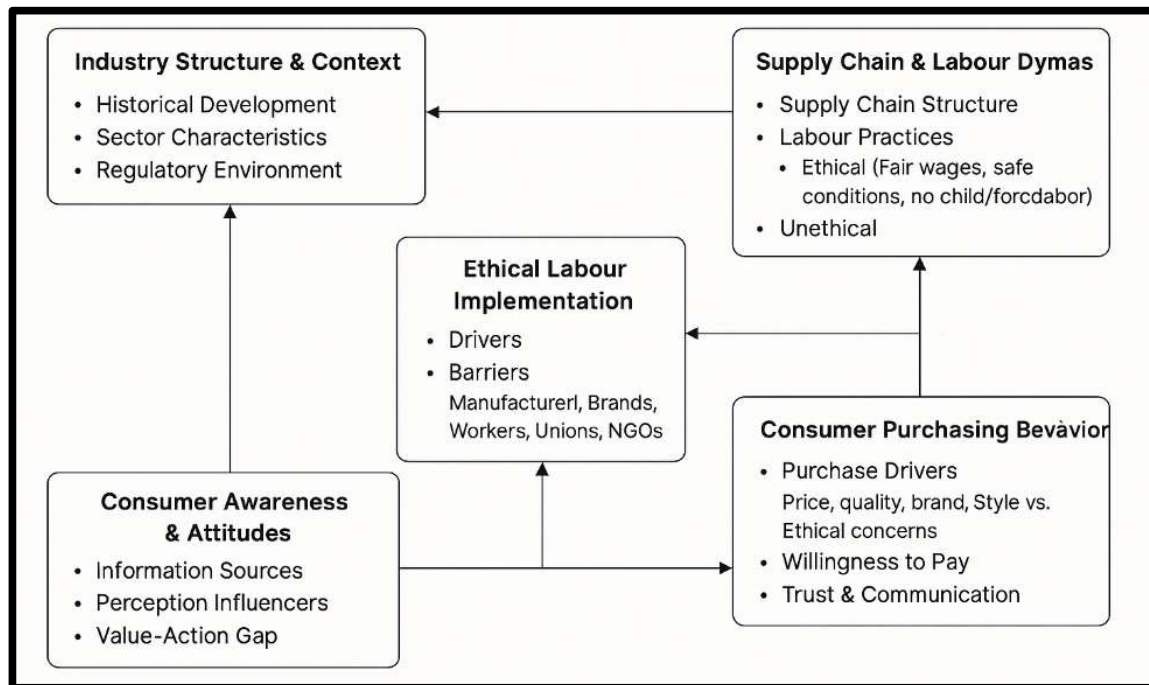
Considering India, there are several labour laws such as The Minimum Wages Act, 1948, The Maternity Benefit Act, 1961, The Payment of Wages Act, 1936 and The Equal Remuneration Act, 1976 that protect the rights of the labourers within a workplace (NCIB, 2025). On the other hand, in the case of Bangladesh, it can be observed that the Bangladesh Labour Act, 2006 has been enacted with an aim to protect the rights of the labourers and prevent them from exploitation (MCCIB, 2025). As far as the differences in the purchasing patterns between India and Bangladesh, it is observed that consumers in the former country are more aware about the ethical practices such as sourcing and manufacturing with proper labour practices. Therefore, there is a need for more awareness programs as far as Bangladesh is concerned so that their knowledge gets enhanced.

## **2.6 Theoretical Insights**

As per the research of Conway (2018), in the globalised context, other than the economic profit, companies need to look for the social and environmental activities and performances. When companies are trying to generate more profit from by cutting down the cost of production, the line of ethics get diluted (Braccini and Margherita, 2018). As per the views of Conway (2018), the ethical practice starts from engaging ethical labor in operations, where companies forget its child labour policy when it goes for more profit. Especially in India and Bangladesh, every year multiple cases come in the front page of news paper related child labour, forced labour, extended working hour issues. Where Triple Bottom Line theory suggests that, consumers are getting concerned and aware of the brand's contribution towards society and environment (Braccini and Margherita, 2018). That is why, this study has focused more in the ethical labour practices done in the supply chain of textile industry in India and Bangladesh, and how they contribute to a more socially responsible business model.

As per the research of Van Wijk *et al.*, (2019), companies in India and Bangladesh need to meet the social expectations, not because they are profitable and capable of contributing into social responsibilities. Rather contribution towards social values and ethics will make them able to maintain a Mimetic Isomorphism. As far as the differences in the purchasing patterns between India and Bangladesh, it is observed that consumers in the former country are more aware about the ethical practices such as sourcing and manufacturing with proper labour practices. Therefore, there is a need for more awareness programs as far as Bangladesh is concerned so that their knowledge gets enhanced. As per the research of Van Wijk *et al.*, (2019), when a company follows ethical practice, it might be labour practice or anything else, others in the industry might imitate them to gain similar legitimacy or competitive advantage. This is the core concept of Institutional theory, and as per this theory if a brand even from different industry would get better response by adopting ethical practice, then brands even from other industry would follow the same strategy to get competitive advantage in their domain, and this joint effort will create a sustainable practice in terms of ethical labour in India and Bangladesh.

## **2.7 Conceptual Framework**



**Figure 2.2: Conceptual framework**

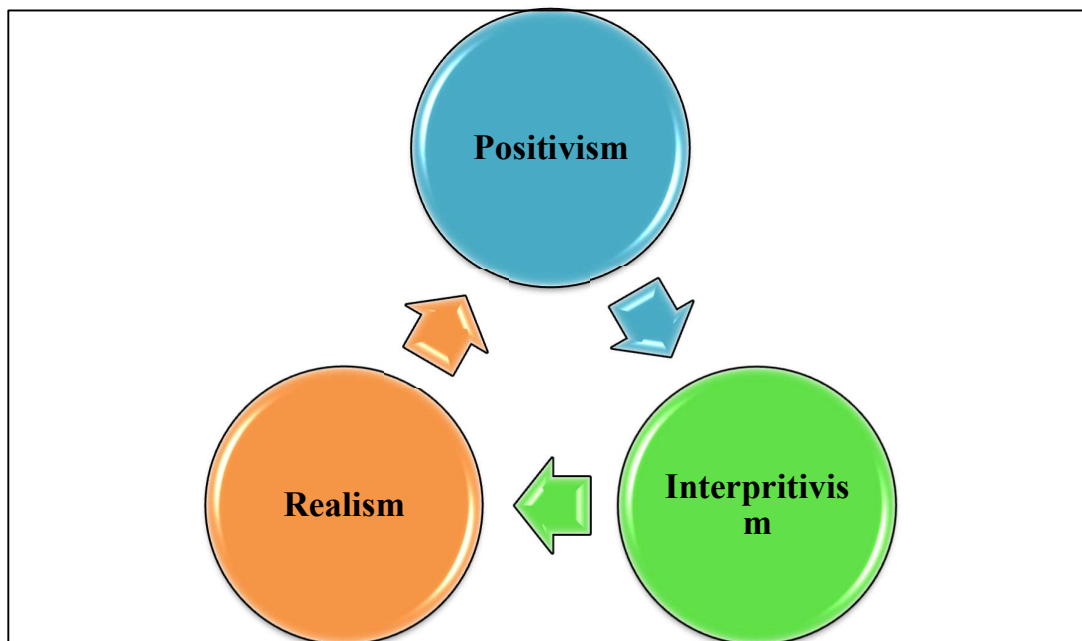
(Source: Self-created)

## Chapter 3: Methodology

### 3.1 Introduction

This chapter provides details about the ways in which the impact of ethical labor standards in the textile industry on the consumers of India and Bangladesh was researched and determined. The study employs a quantitative research method as the prime strategy because data is gathered with the help of surveys and processed with the help of statistical analysis tools. In this section, the research philosophy, approach and design, data collection and analysis, sampling, ethical considerations and timeline are discussed. The intention is to make the study transparent, stable, and valid (Steleżuk & Wolanin, 2023).

### 3.2 Research Philosophy



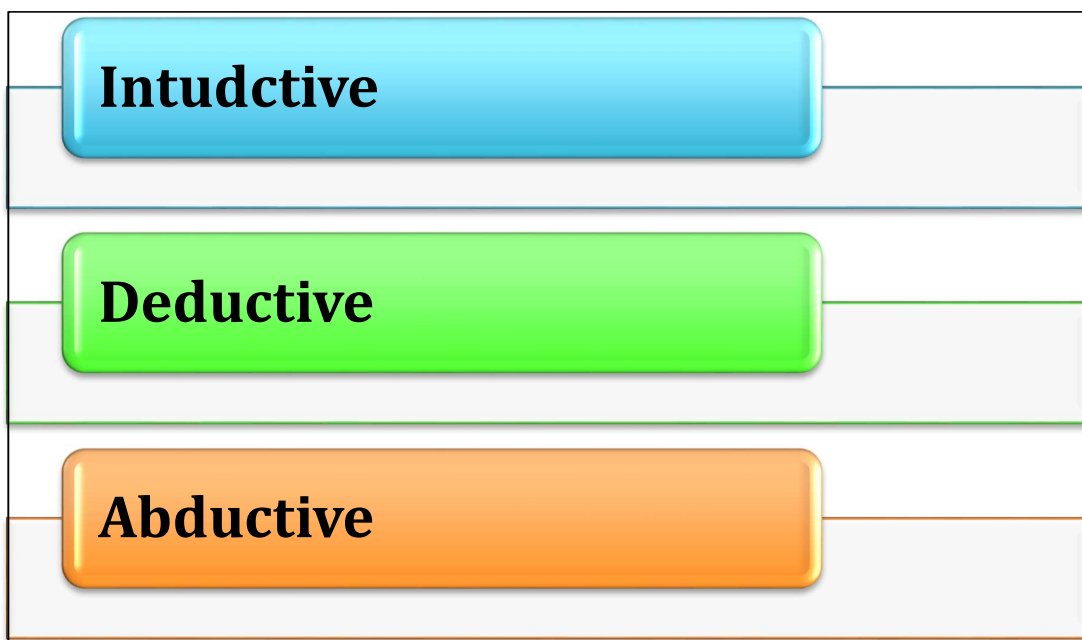
**Figure 3.1: Research Philosophy**

(Self-created)

The study adheres to the positivism philosophy. Positivism presupposes that the reality may be objectively quantified with the help of data and facts. In the research, surveys will be used to determine the perceptions of consumers and their buying behavior (strongly agree, agree, neutral, disagree, strongly disagree). This philosophy is suitable for quantitative research since it aims at testing hypotheses using numeric data to establish patterns and connections (Miller

*et al.*, 2021). Positivism assists in maintaining the study free of bias and findings grounded in observed information rather than individual thoughts (Conradson *et al.*, 2022). To illustrate, one of the aspects that the study tests is whether the ethical labor practice (such as good wages and working conditions) can persuade consumers to purchase textile products. A positivist approach helps the research to avoid subjectivity in its interpretations and depend on statistical facts (Steležuk & Wolanin, 2023). Such philosophy can be used to compare the consumer behavior in two countries, India, and Bangladesh because it offers a systematic approach to the analysis of data (Goncalves *et al.*, 2023).

### 3.3 Research Approach



**Figure 3.2: Research Approach**

(Self-created)

The study employs the deductive methodology. In deductive research, the researcher begins with a theory or a hypothesis which they put to test using data. In this case, the hypothesis is that the ethical labor practices within textile supply chain have positive influence on the consumer perception and their decisions to purchase. It involves testing the hypotheses with the help of survey data to prove or refuse the theory (Heiss & Liu, 2022). The deductive method is adopted since it gives the researcher the opportunity to formulate certain hypotheses due to the available researches. As an example, earlier studies demonstrate that customers care about

such ethical behaviors as decent working conditions (Purwoko *et al.*, 2023; Wang *et al.*, 2022). These include, among others, the survey questions aiming to test the ideas, including the inquiry whether consumers tend to purchase more often the brands having ethical certifications (Majer *et al.*, 2022). The method makes the research focused and based on the existing knowledge (Han, 2021).

### **3.4 Research Design**

The research design adopted in the study is comparative research design where the researchers compare consumer perception and purchase decisions in India and Bangladesh. The comparative design will be appropriate since it will enable the researcher to establish the similarities and differences existing in the two countries, which share several textile industries, but differ in economic and social backgrounds (Khan *et al.*, 2024). The study is quantitative; that is, it gathers numerical data by use of surveys. The questionnaire consists of 15 items (with five possible answers (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)). The variables captured in these questions include the knowledge of the consumer about ethical labor practices, their brand perceptions about textile, and their shopping behavior (Lee *et al.*, 2021). Independent variables (ethical labor practices) as well as dependent variables (consumer perceptions, purchasing decisions) are also included in the design. The study helps to get a clear image of consumer behavior in varied settings as it gathers information on two countries (Saini *et al.*, 2023).

### **3.5 Data Collection Method**

A structured survey is the major source of data collection. In quantitative studies, surveys are effective since they gather standardized information due to the participation of a large number of respondents (Stele Graham & Wolanin, 2023). During construction of the questionnaire, it has been particularly ensured that the questions are straightforward, and oriented towards ethical labor practice, and not intended to cause harm or discomfort amongst the respondents. Survey questions are based on previous studies about sustainable supply chains and consumer behavior (Purwoko *et al.*, 2023; Majer *et al.*, 2022).

Each question has five response options: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. These options allow participants to express their opinions clearly, and the data can be converted into numerical values for analysis (e.g., Strongly Agree = 5, Disagree = 2) (Conradson *et al.*, 2022). The survey is focused on 83 respondents (43 Indian and 37



Bangladeshi). A fair comparison between the two nations (Khan *et al.*, 2024). Even though a fair distribution of respondents was targeted, number of responses collected from Bangladesh is slightly lower than its counterpart, becoming a limitation in the study. The consumers who are 18 years old or older and who bought textile products (e.g., clothing, fabrics) during the last year are the participants. Such a criterion guarantees that the participants have experience with the textile market (Wang *et al.*, 2022).

The survey will be shared online via tools such as Google Forms to access respondents in the two countries. In order to successfully conduct the survey, and obtain meaningful data to execute a comparative study, the google form has been designed with both demographic and contextual questions. As the participants select their nationality, they are directed to the section of the survey, where, their country-specific questions are present. In order to maintain research uniformity, questions asked to Indian residents and Bangladeshi residents is same. Surveys are affordable and can be used to gather data fast online (Han, 2021). The participants are reached via social media, email databases and local community organizations. The questionnaire will be in three languages, Bengali, Hindi, and English, to promote accessibility The process of data collection occurs within a period of four weeks in order to give time to responses.

### **3.6 Data Analysis**

The survey data will be analyzed with the help of the SPSS (Statistical Package for the Social Sciences) software that is the most popular tool in conducting quantitative research (Steležuk & Wolanin, 2023). The reason why SPSS was selected is that it is capable of analyzing big data and executing sophisticated statistic tests such as correlation, regression, ANOVA (Analysis of Variance). The survey answers are originally coded into numbers (e.g., Strongly Agree = 5, Strongly Disagree = 1). The data is verified to be correct, and possible errors, including no answer received or outliers are corrected (Conradson *et al.*, 2022). In case one of the participants leaves a question blank, the corresponding response is recorded as missing and ignored in the particular analysis. The study uses three main statistical tests to analyze the relationship between independent variables (e.g., ethical labor practices, certifications) and dependent variables (e.g., consumer perceptions, purchasing decisions):

#### ***Correlation Analysis***

This test checks if there is a relationship between variables, such as whether awareness of ethical labor practices is linked to positive consumer perceptions. Pearson's correlation coefficient is used to measure the strength and direction of the relationship (Heiss & Liu, 2022).

### ***Regression Analysis***

Regression tests whether independent variables predict dependent variables. For example, it examines if ethical labor practices and certifications predict purchasing decisions. Multiple regression is used because there are several independent variables (Purwoko *et al.*, 2023).

### ***ANOVA***

This test compares differences between groups, such as whether consumer perceptions differ significantly between India and Bangladesh. One-way ANOVA is used to analyze group differences (Gonçalves *et al.*, 2023).

Interpretation of the results is performed regarding statistical significance ( $p\text{-value} < 0.05$ ), which indicates whether the results are trustworthy (Miller *et al.*, 2021). To illustrate, in case the regression indicates that ethical certifications are a significant predictor of purchasing behavior ( $p < 0.05$ ), it will help support the hypothesis that ethical labor practices affect consumer behavior (Majer *et al.*, 2022). The findings are indicated in tabular and graphical formats to make sense.

## **3.7 Data Sampling Method**

The study uses a purposive sampling method to select participants. Purposive sampling involves choosing participants who meet specific criteria relevant to the research (Steležuk & Wolanin, 2023). Here, the criteria are:

- Age 18 or older.
- Reside in India or Bangladesh.
- Have purchased textile products in the past year.

The approach makes the sample pertinent to the study focus on textile consumers (Wang *et al.*, 2022). The number of participants is 60 (30 Indians and 30 Bangladeshis) that is appropriate in comparative research with quantitative data analysis (Khan *et al.*, 2024). On the one hand, it is possible to say that a bigger sample would allow obtaining more generalizable results, but

on the other hand, 60 participants are the minimum to conduct statistical tests, such as correlation and ANOVA, considering the scope of the study (Conradson *et al.*, 2022). The sample population is identified via online forums, community organizations and local cloth markets. The sample is diverse to guarantee it consists of individuals of various ages, genders, and income levels, as consumers in India and Bangladesh are also diverse (Lee *et al.*, 2021). Transparency is observed through a documenting process of sampling.

### 3.8 Ethical Consideration

In order to ensure that this research is responsible and respectful to the participants, ethical considerations are very essential. Various measures are observed to safeguard subjects and make the study candid. Firstly, the participants are made to understand the purpose of the study, what they will be doing as well as their rights. To participate, they have to fill in a consent form, either electronically or on paper, that they have read and acknowledge (Miller *et al.*, 2021). Second, all data remain anonymous, that is, no personal information such as names or addresses are gathered. The responses of the survey are safely kept in a password-protected computer (Goncalves *et al.*, 2023). Third, the study is utterly voluntary, and the subjects may discontinue the study without any difficulties. The consent form has this clearly written (Conradson *et al.*, 2022). Fourth, the survey questions will be organically composed, not to mention any upsetting or sensitive subjects, including personal finances or personal matters (Steležuk & Wolanin, 2023). Fifth, an ethics committee reviews the study prior to data collection in case it needs to comply with rules of research (Chinweze *et al.*, 2024). Lastly, there is a gift card incentive that is provided to all participants who finish the survey to prevent any form of bias or coercion (Han, 2021). The measures are based on ethical conduct of social science research and safeguarding the rights of participants (Chirieleison & Rizzi, 2023).

### 3.9 Research Timeline

| Task<br>Description       | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8 | Week 9 | Week 10 | Week 11 | Week 12 |
|---------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|
| Finalize survey questions |        |        |        |        |        |        |        |        |        |         |         |         |

|   |  |  |  |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|--|--|--|
| Obtain ethical approval                                       |  |  |  |  |  |  |  |  |  |  |  |  |
| Pre-test survey with 5 participants                           |  |  |  |  |  |  |  |  |  |  |  |  |
| Distribute survey and collect responses                       |  |  |  |  |  |  |  |  |  |  |  |  |
| Clean and code data in SPSS                                   |  |  |  |  |  |  |  |  |  |  |  |  |
| Conduct statistical analyses (correlation, regression, ANOVA) |  |  |  |  |  |  |  |  |  |  |  |  |
| Write methodology and results sections                        |  |  |  |  |  |  |  |  |  |  |  |  |

**Table 3.1: Timeline**

(Source: Self-developed)

This Gantt chart provides a clear visual representation of the research schedule, helping to track progress and ensure timely completion of tasks (Steležuk & Wolanin, 2023). This timeline ensures the study stays on track and meets deadlines (Han, 2021).

### **3.10 Summary**

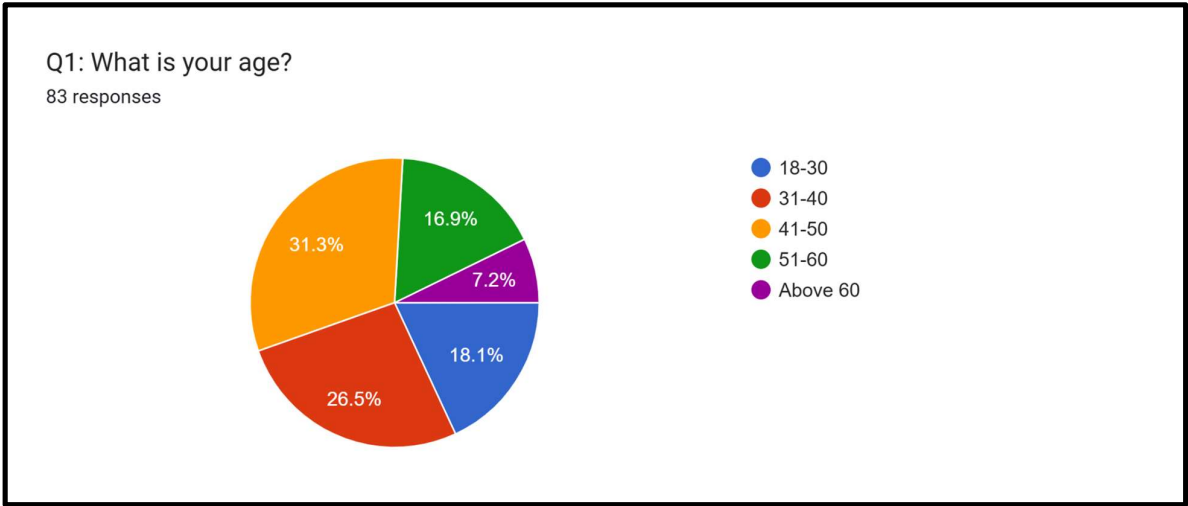
The methodology chapter describes methodology that was used to determine how ethical labor practices influence consumer perceptions and purchasing intentions in the textile industry in India and Bangladesh. The philosophy of the study is positivism, deductive, and comparative design. The survey is used to collect the data, 60 participants (30 per country) and 20 questions. SPSS is employed in the analysis of data through correlation, regression, and ANOVA tests which are aimed at the discovery of relationships between variables. Purposive sampling will give a relevant sample and the ethical considerations will offer protection to the participants. Research is guided by the 12-week timeline. The approach will give a transparent and trustworthy structure to addressing the study questions.

**Chapter 4: Findings and analysis**

**4.1 Primary Findings**

**Google form analysis for India and Bangladesh**

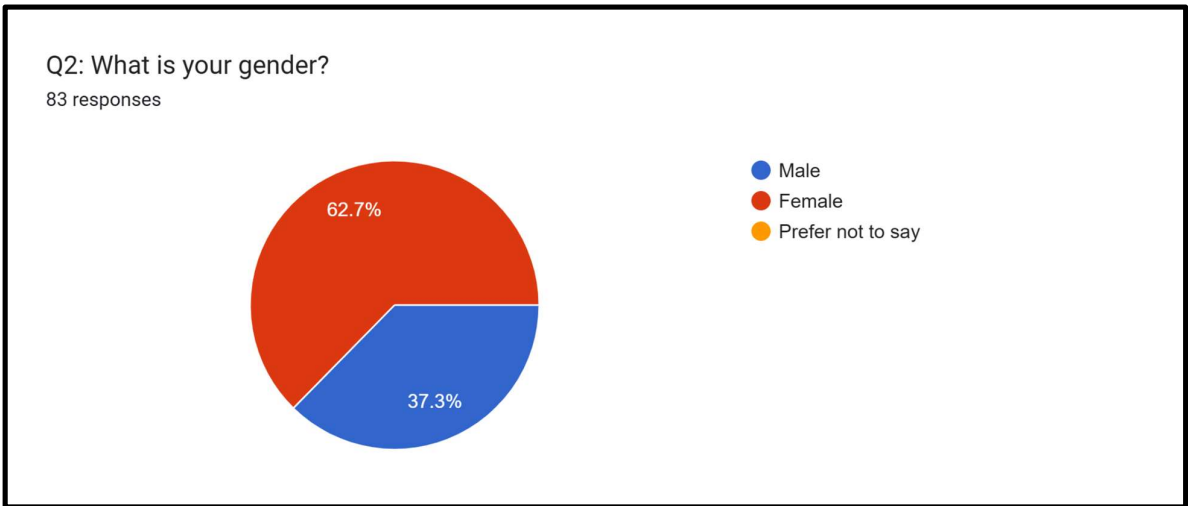
**Participant Demographics**



**Figure 4.1: Age of the participants**

(Source: Google Form)

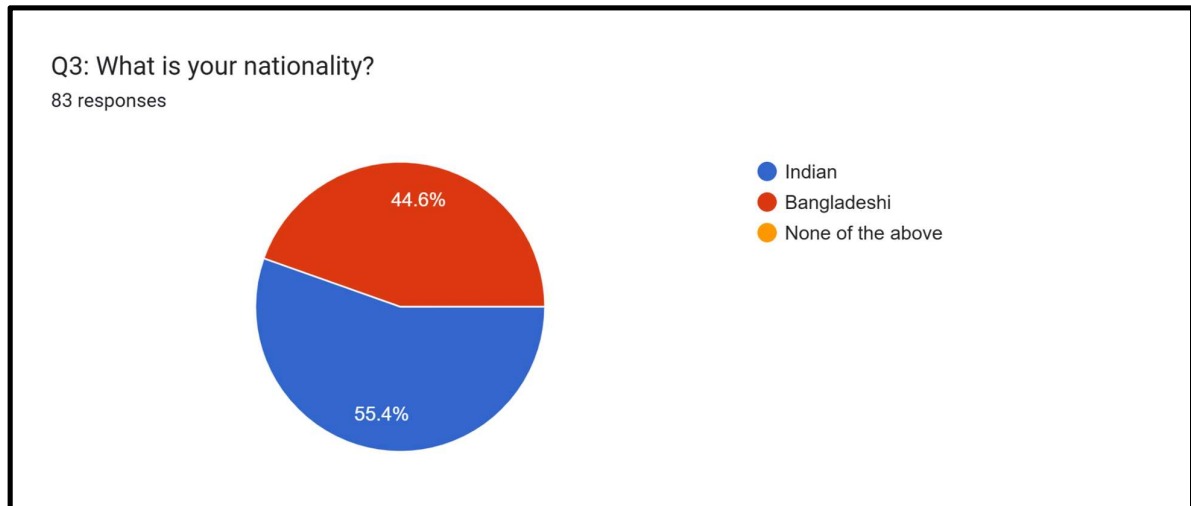
Responses collected from the respondents are distributed across all the age groups, with responses from the age group 41 to 50 years being the highest at 31.3%, followed by 31 to 40 years having 26.5% of respondents.



**Figure 4.2: Gender of the participants**

(Source: Google Form)

The above pie chart represents the gender distribution of the respondents. It can be observed that 62.7% belong to the female gender, whereas 37.3% belong to the male gender.



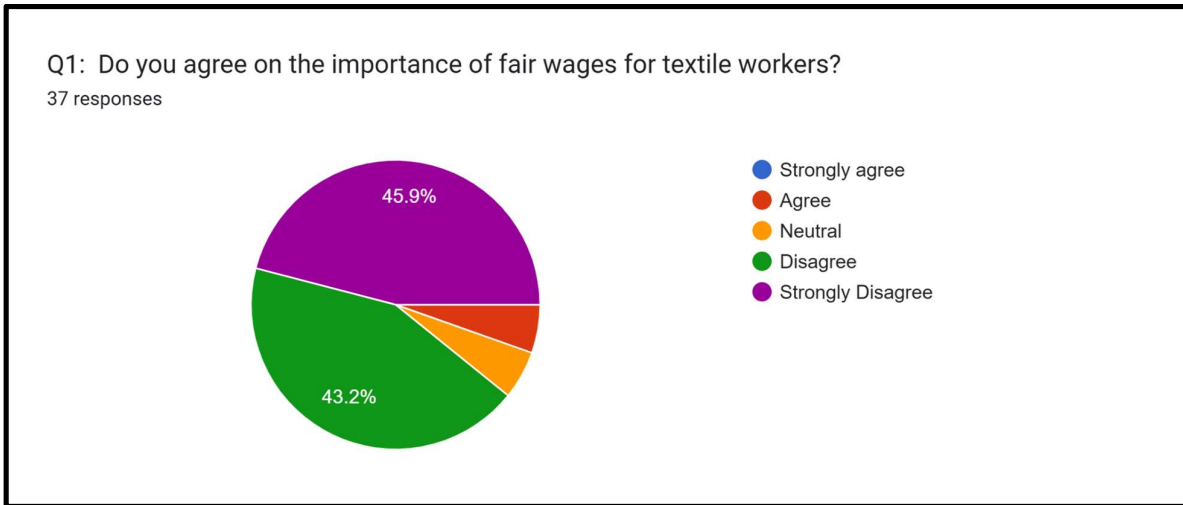
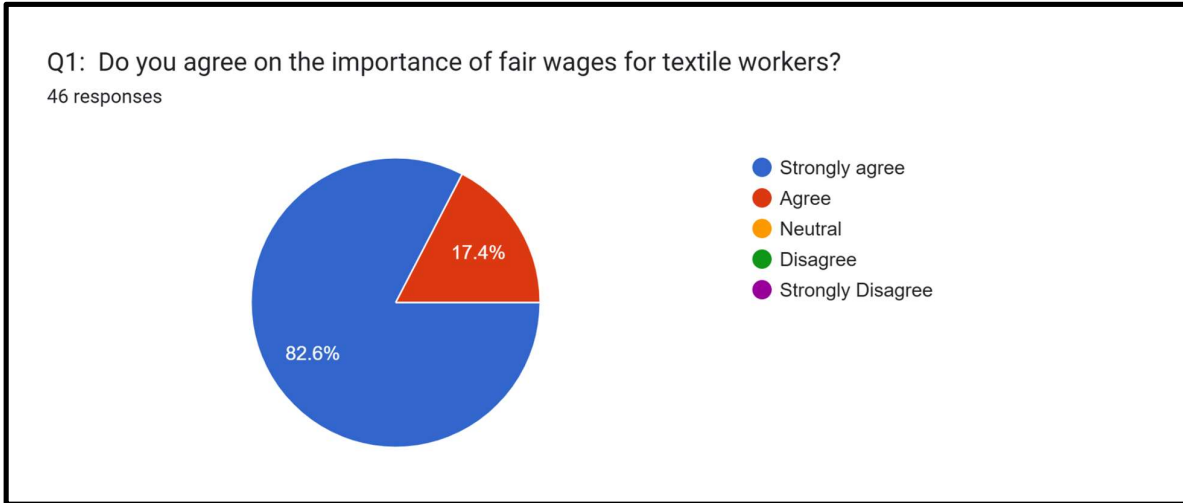
**Figure 4.3: Nationality of the participants**

(Source: Google Form)

Even though an equal distribution of participation from Indian and Bangladeshi residents was targeted, 56.4% of the responses, indicating 43 Indian nationals, and 44.6%, indicating 37 Bangladeshi nationals, ultimately participated in the survey.

### **Contextual questions**

#### **Question 1**



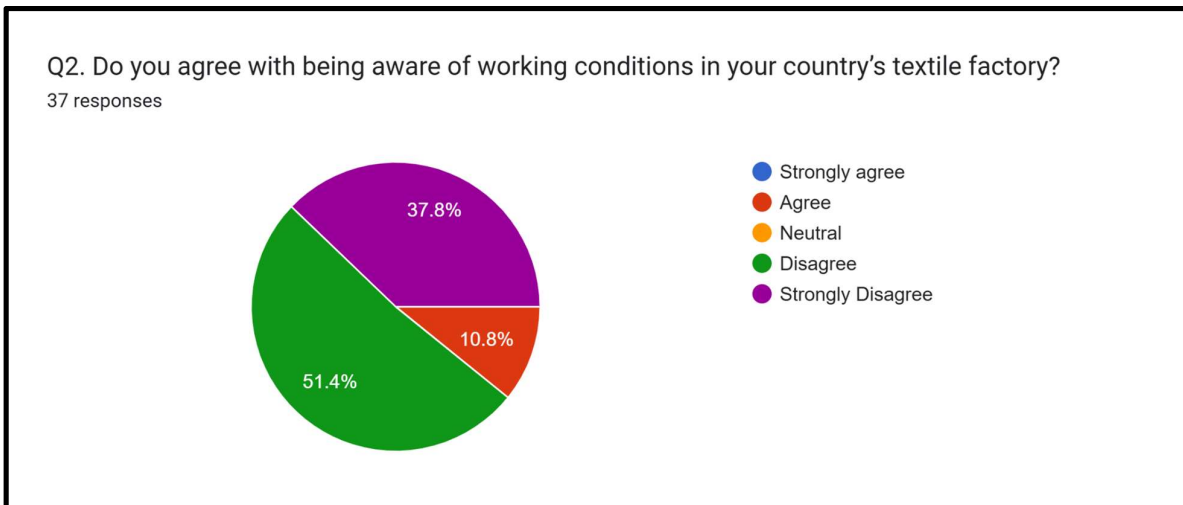
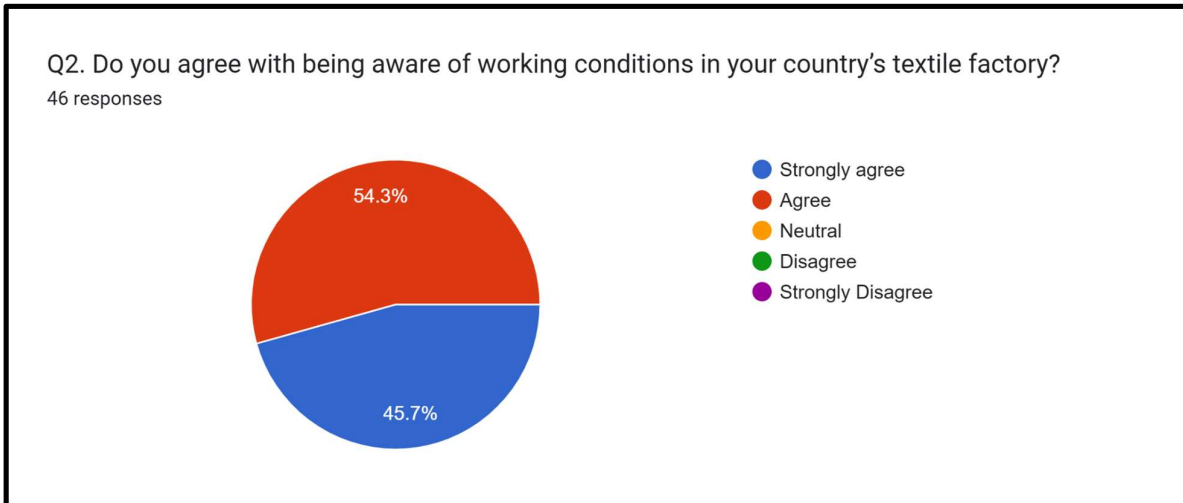
**Figure 4.4: Importance of fair wages**

(Source: Google Form)

An overwhelming majority of Indian respondents, that is, 82.6%, strongly agreed, alongside 17.4% of respondents who agreed that the Indian textile industry focuses on fair wages for workers. In contrast, considering the Bangladeshi respondents, 45.9% strongly disagreed and 43.2% additionally disagreed that Bangladeshi textile companies do not lay much emphasis on giving fair wages to the textile workers. This question correlates to the first research objective on consumer awareness.

## Question 2





**Figure 4.5: Awareness of textile factory conditions**

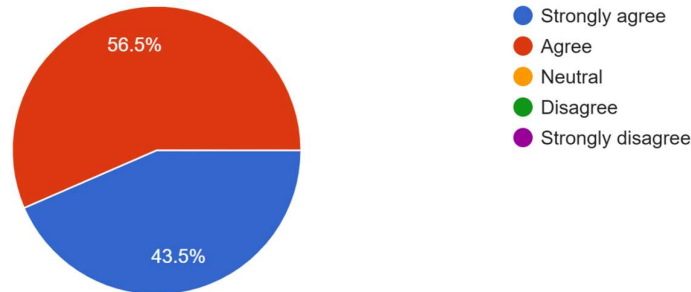
(Source: Google Form)

The question attempts to investigate good working conditions in the textile factories, which is quintessential for the safety and well-being of the employees, and promoting sustainability within the supply chain. Investigating the response of the Indian respondents, it can be seen that 54.3% agree and 45.7% strongly agree on being aware of the working conditions in textile factories. In contrast, the level of awareness amongst Bangladeshi participants is significantly low, where only 10.8% of participants aware of the working conditions. In addition, 51.4% disagreed and 37.8% strongly disagreed on being aware.

### Question 3

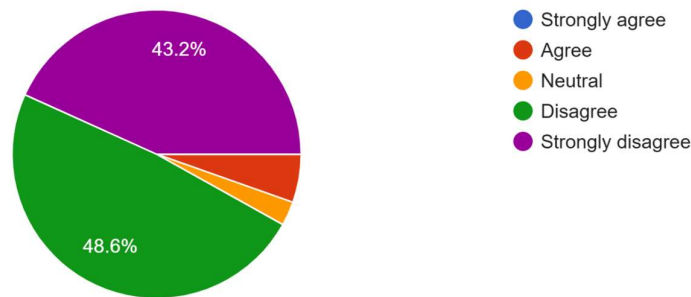
Q3: Do you agree that before making a purchase, you seek information on the labor practices of the brand?

46 responses



Q3: Do you agree that before making a purchase, you seek information on the labor practices of the brand?

37 responses

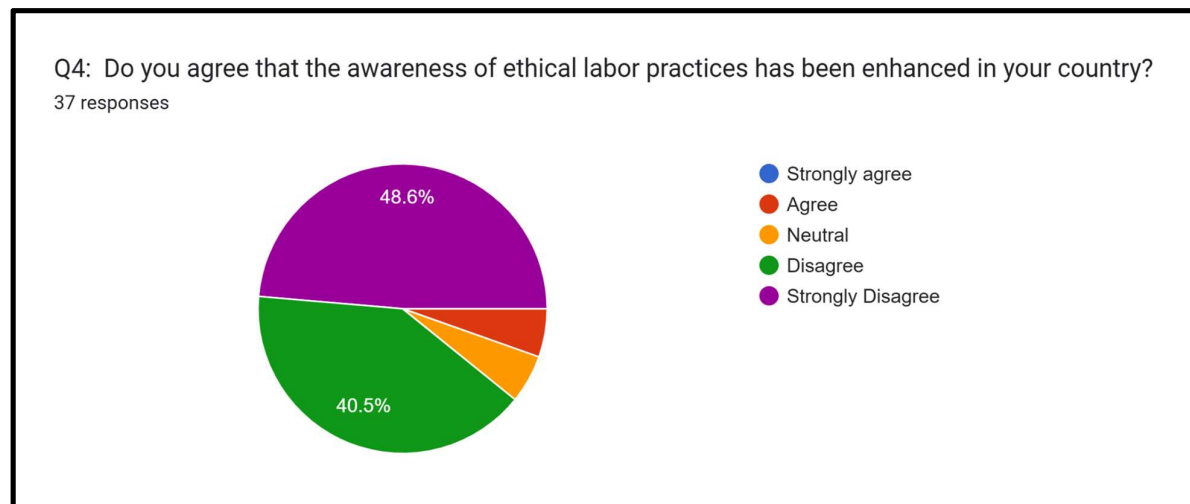
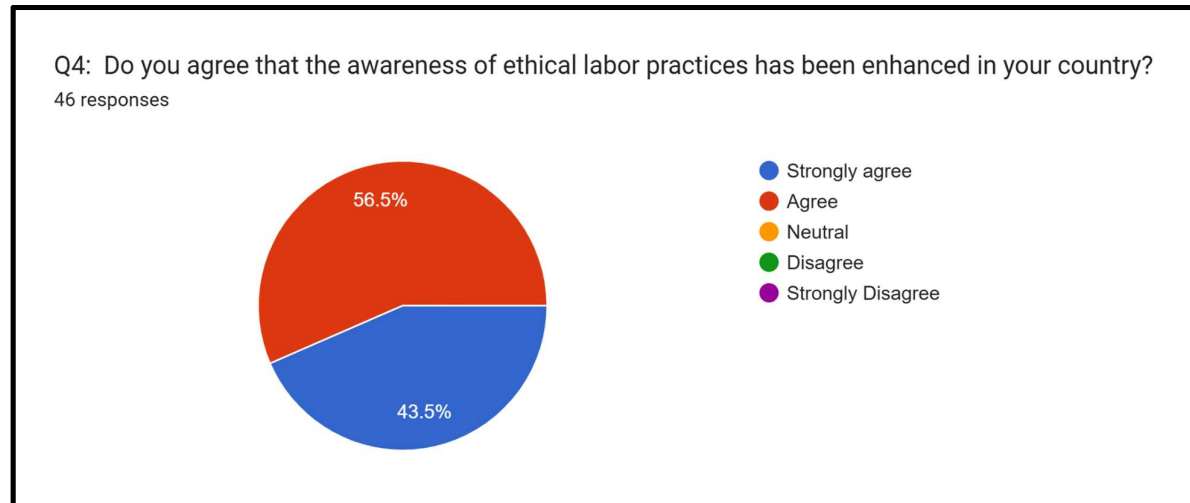


**Figure 4.6: Seeking information on labour practices before purchase**

(Source: Google Form)

Information regarding specific labour practices followed by textile industries not only enables customers to support ethical brands but also discourages employee exploitation. Comparing the responses collected, it can be seen that Indian respondents demonstrate a significantly high awareness, where 56.5% of participants agree and 43.5% strongly agree to seek information on labour practices before making a purchase. On the contrary, only 5.4% of Bangladeshi respondents agree to seek information on labour practices before buying. Additionally, 48.6% disagreed, and 43.2% strongly disagreed on searching information on labour practices before making a purchase, again highlighting low awareness as stated in objective 1.

#### Question 4



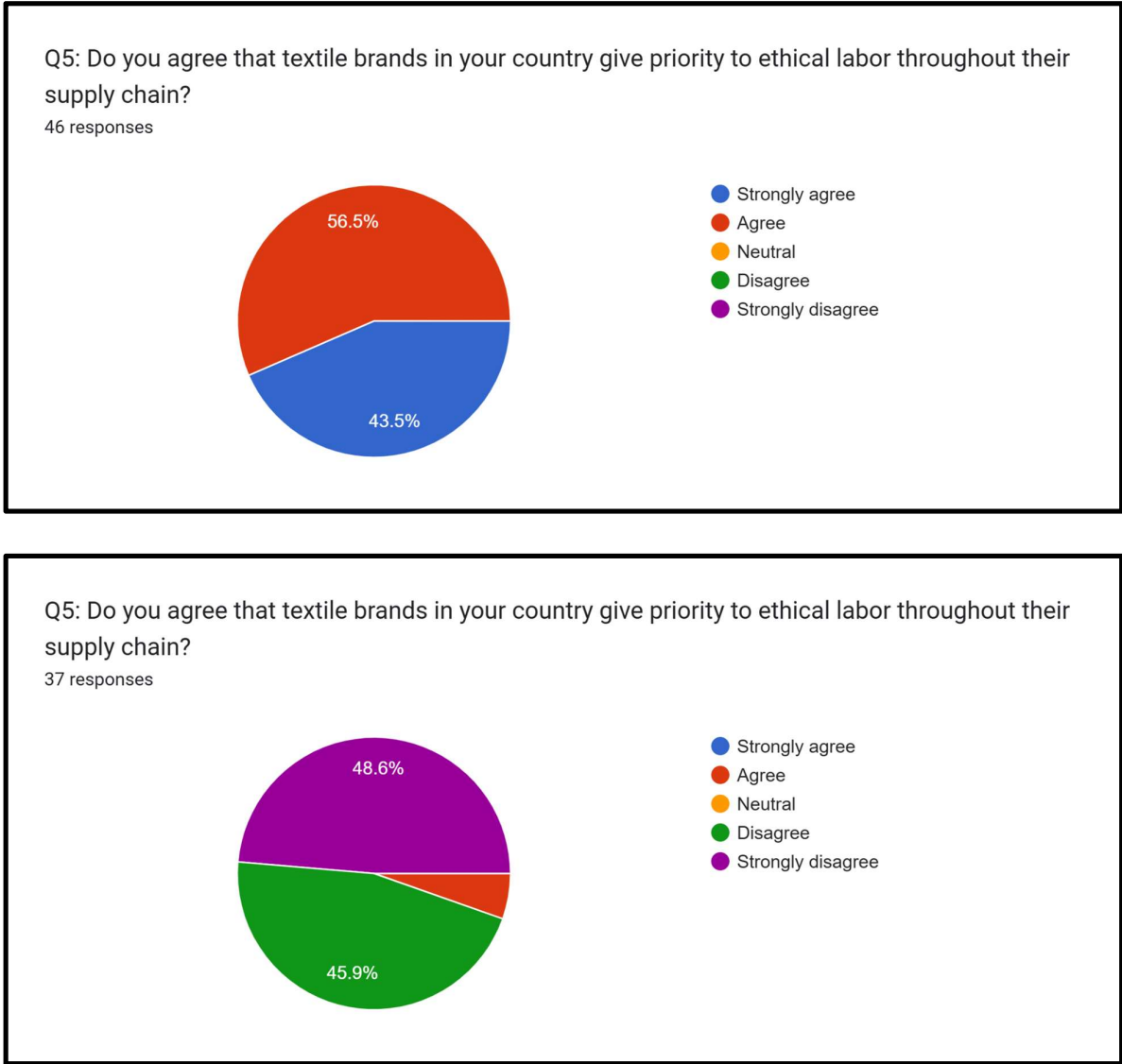
**Figure 4.7: Increasing awareness level within the country**

(Source: Google Form)

Enhancing awareness of ethical practices within the country empowers its citizens, encouraging them to make informed decisions, uphold social justice. The question has been directed to assess whether the level of awareness regarding ethical labour practices is increasing. Survey respondents from India indicate a strong agreement towards increasing awareness, where 43.5% strongly agreed and 56.5% agreed. In contrast, considering the survey response of Bangladeshi respondents, only 5.4% agreed on increasing awareness. Whereas, a strong majority of 40.4% disagreed and 48.6% strongly disagreed that awareness among

residents is not increasing. The results indicate a significantly lower rate of sustainability awareness in Bangladesh, where it is significantly higher in India.

**Question 5**



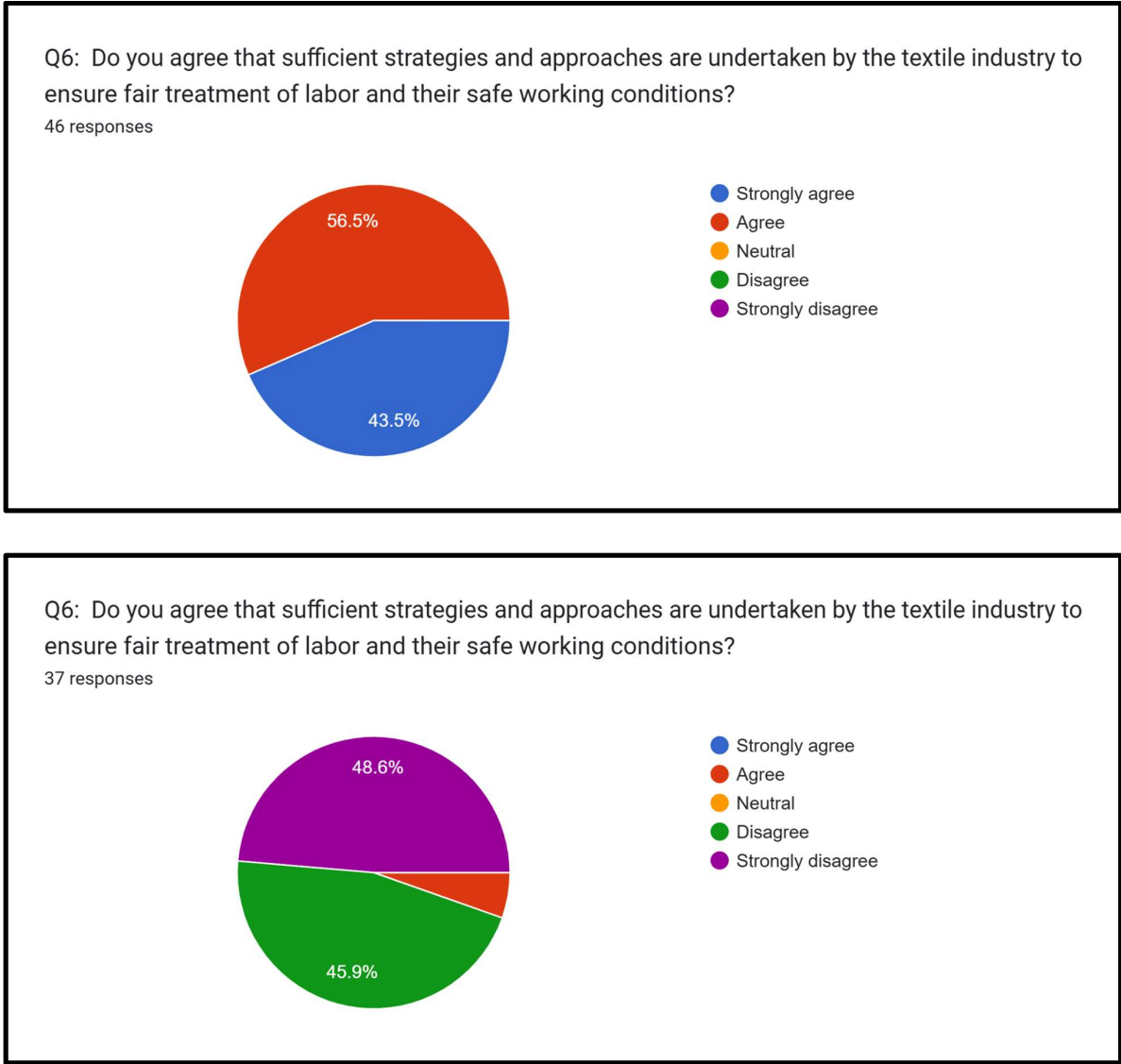
**Figure 4.8: Prioritising ethical labour**

(Source: Google Form)

Prioritising ethical labour within the supply chain helps to uphold human rights and minimise exploitation. Addressing the second objective of the research, the 5th question has been framed, where adequate priority on ethical labour is investigated. 56.5% of Indian respondents agree and 43.5% strongly agree on Indian textile brands giving due priority to ethical labour across

their supply chain. In contrast to that finding, 48.6% of the respondents belonging to Bangladesh strongly disagree, along with 45.9% who disagree that textile brands in their country do not provide adequate priority towards prioritising ethical labour. This result indicates a significantly high priority deployed by Indian textile brands to ensure sustainable, ethical labour across their supply chain.

**Question 6**



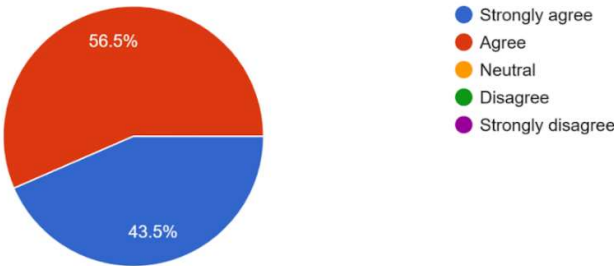
**Figure 4.9: Strategies by the textile industry to ensure fair labour**

(Source: Google Form)

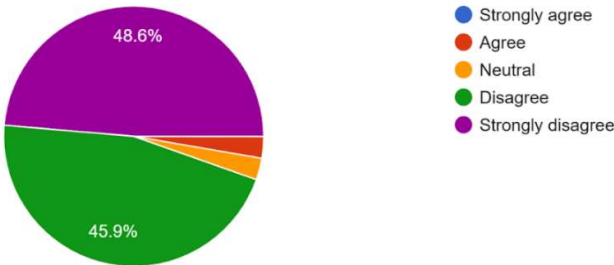
Question 6 aligns with objective 2 of the research, which attempts to investigate the extent to which sustainable ethical labour is embedded within the textile industry of Bangladesh and India. The survey response of Indian participants indicates a strong attempt undertaken by the textile industry to embed sustainability through fair labour practices, with 56.5% of participants agreeing and 43.5% strongly agreeing to the statement. In contrast, when evaluating the response of Bangladeshi respondents, it can be seen that 45.9% disagree and 48.6% strongly disagree that the textile industry has undertaken sufficient measures to ensure fair labour.

**Question 7**

Q7: Do you agree that your country has an adequate regulatory system to prevent challenges like forced labor or child labor?  
46 responses



Q7: Do you agree that your country has an adequate regulatory system to prevent challenges like forced labor or child labor?  
37 responses



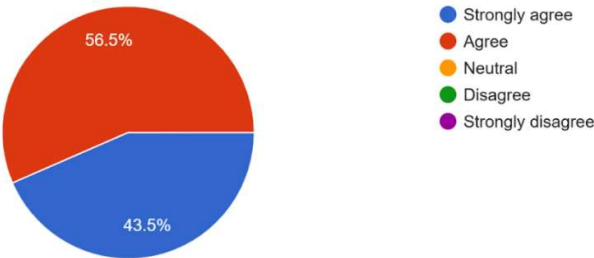
**Figure 4.10: Effectiveness of the regulatory system**

(Source: Google Form)

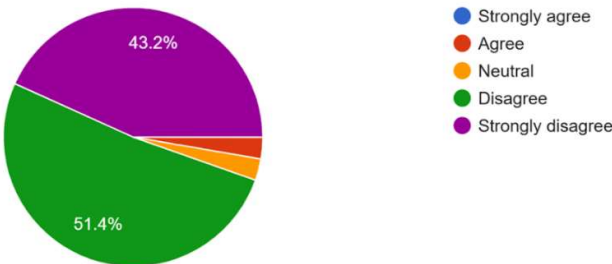
Indian respondents’ opinion on having an effective regulatory system for preventing forced labor or child labor, it has been observed that 43.5% of respondents “strongly agreed” with the fact, and 56.5% of respondents agreed with this. This showcased that the Indian government is much more concerned about stopping unethical labor practices in the textile industry, which is a good approach. However, in the case of Bangladesh, it has been found out that 48.6% of respondents “strongly disagreed” and 45.9% disagreed with the fact. Hence, it is quite easy to understand that the government of this nation has a strong need for an adequate regulatory system to prevent such challenges. The presence or absence of regulatory enforcement directly influenced the fact how deeply “ethical labor standards” are integrated within the supply chain. By evaluating public opinion on such regulations, the findings delivered insights on how to embed these practices in each country’s textile supply chain, fulfilling the intent of the second research objective.

**Question 8**

Q8: Do you agree that the presence of certifications (like Fair Trade, SA8000) on the textile products relates to your perception of the brand's ethical positioning?  
46 responses



Q8: Do you agree that the presence of certifications (like Fair Trade, SA8000) on the textile products relates to your perception of the brand's ethical positioning?  
37 responses



### Figure 4.11: Importance of certifications

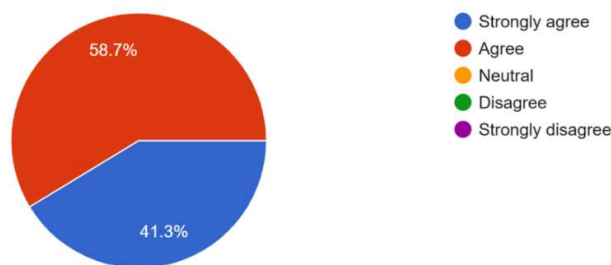
(Source: Google Form)

Based on the responses from Indian participants, it has been observed that 56.5% of respondents agreed with the idea that the presence of such certifications on textile products is actually beneficial to maintain the ethical positioning of the brand. Moreover, 43.5% of respondents “strongly agreed” with the matter as well, which showcased strong evidence. The findings are well aligned with the third research objective by evaluating the fact that there is a higher level of awareness, as well as importance placed on the ethical perceptions, especially through recognition of certification. On the other hand, as per the responses of Bangladeshi participants, 43.2% of respondents “strongly disagreed” with the matter, and 51.4% of them seemed to disagree, which means that in this nation, certification of ethical practices does not carry much importance.

#### Question 9

Q9: Do you agree that news of unethical labor practices by a brand negatively impacts your perception, even though they offer affordable clothing?

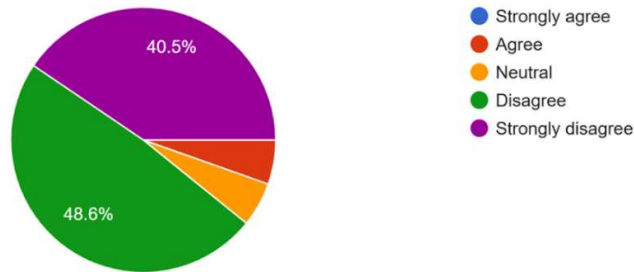
46 responses





Q9: Do you agree that news of unethical labor practices by a brand negatively impacts your perception, even though they offer affordable clothing?

37 responses



**Figure 4.12: Impact of the news of “unethical labor practices” on a brand**

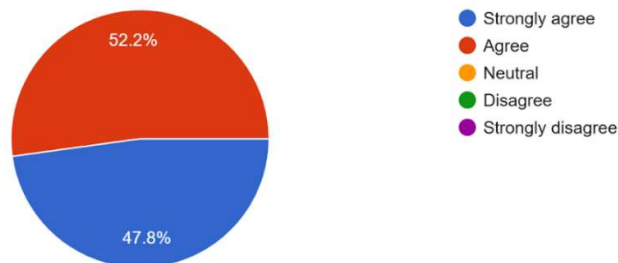
(Source: Google Form)

Respondents’ opinions from India on the above perception highlighted that 41.3% of respondents “strongly agreed” with the perception that if customers find out “unethical labor practices” exist within a brand, then they do not think twice to switch the brand despite its offering of affordable clothing. 58.7% of respondents agreed with the matter as well. However, Bangladeshi respondents, such as 40.5% “strongly disagreed” with this, and 48.6% of respondents disagreed. This indicates that even though a brand conducts “unethical labor practices”, if it can offer affordable clothing, Bangladeshi customers can go for it. The findings provide direct insights on how customers in both countries perceive clothing brands based on their “ethical labor practices”, which is the core of the third research objective.

### Question 10

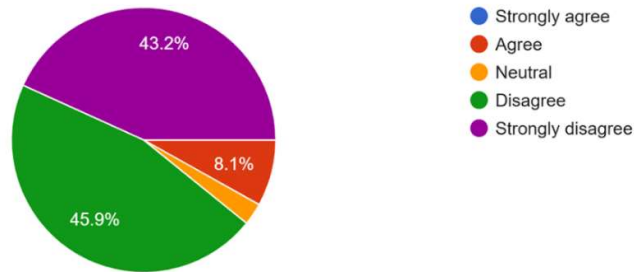
Q10: Do you agree that ethical labor practices comprise an important aspect of the decision to purchase?

46 responses



Q10: Do you agree that ethical labor practices comprise an important aspect of the decision to purchase?

37 responses



**Figure 4.13: Importance of “ethical labor practice” on purchase decision**

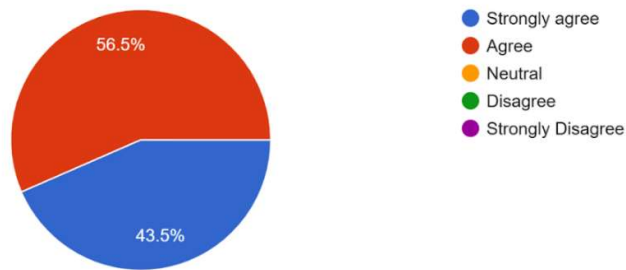
(Source: Google Form)

A large proportion of Indian respondents, such as 52.2%, agreed with the aspect that “ethical labor practice” comprises as an essential factor in purchase decision making. 47.8% of respondents “strongly agreed” with this also. In comparison to Bangladeshi respondents, it has been found out that 43.2% of respondents “strongly disagreed” with this matter, and 45.9% of them disagreed. A very small number of respondents, such as 8.1%, agreed with this perception that would be neglected, as the majority of individuals sticking around with disagreement. Based on the findings, it has been well understood that “ethical labor practices” are strongly correlated with buying clothes mostly in India than in Bangladesh. The clear divergence between both nations’ customers directly supported the analysis of how ethics influence the purchase behavior of consumers, thereby fulfilling the fourth research objective.

### Question 11

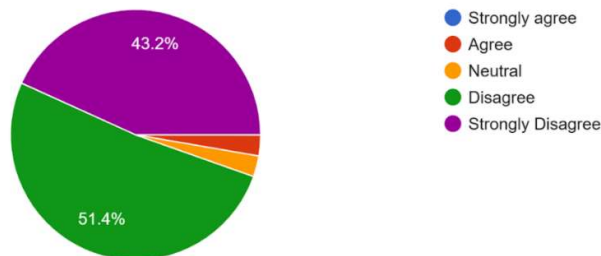
Q11: Do you agree to pay a higher price for a textile product that has been certified being ethical?

46 responses



Q11: Do you agree to pay a higher price for a textile product that has been certified being ethical?

37 responses



**Figure 4.14: Paying a high price for an ethical product**

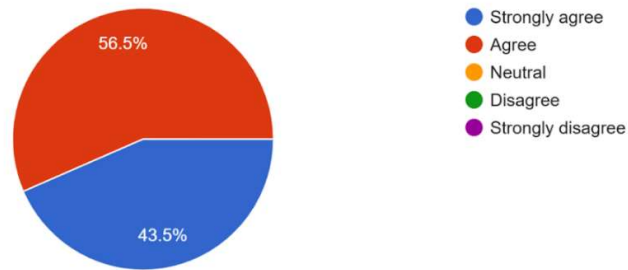
(Source: Google Form)

It has been identified from above that 56.5% of respondents from India agreed with the fact that they are ready to pay a high price for those certified ethical textile products. Moreover, 43.5% of respondents “strongly agreed” with this matter as well. Compared with the responses of Bangladeshi respondents, it has been observed that 43.2% of respondents “strongly disagreed” and 51.4% of respondents disagreed with this. These findings offered clear evidence of different purchase behaviours influenced by ethical considerations. This also reinforced how “ethical labor practices” impact the willingness of consumers for buying and paying premium prices, which is a direct fulfilment of the fourth research objective, focusing on the analysis of the relationship in both countries.

## Question 12

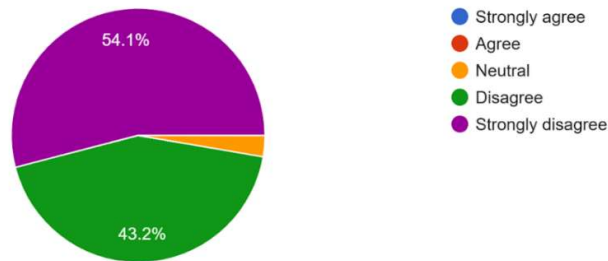
Q12: Do you agree that ethical considerations of the brand are more important than price?

46 responses



Q12: Do you agree that ethical considerations of the brand are more important than price?

37 responses



**Figure 4.15: Importance of ethical considerations by brands over price**

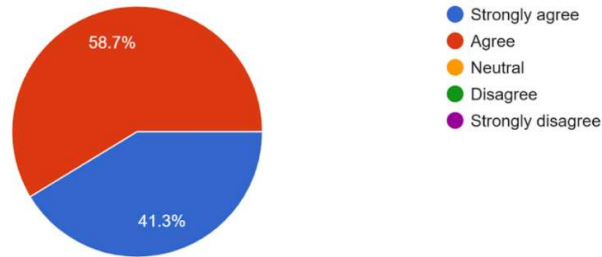
(Source: Google Form)

Responses from Indian respondents showcased that 43.5% of individuals “strongly agreed” with this matter, and 56.5% of respondents also agreed with this. On the other hand, focusing on Bangladeshi respondents, it has been found out that 54.1% of respondents “strongly disagreed” with this, and 43.2% of respondents disagreed with this. From this aspect, it can be stated that Bangladeshi customers do not pay much attention to ethical considerations, or it can be stated that customers are less influenced by labor ethics and are likely to favor cost or convenience. The findings supported the thorough analysis of how ethical practices influence or fail to influence the purchase decisions of customers, fulfilling the fourth objective’s aim.

### Question 13

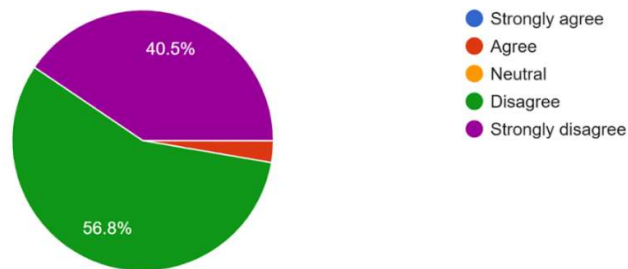
Q13: Do you agree that ethical considerations of the brand are more important than its brand image?

46 responses



Q13: Do you agree that ethical considerations of the brand are more important than its brand image?

37 responses



**Figure 4.16: Importance of ethical considerations over brand image**

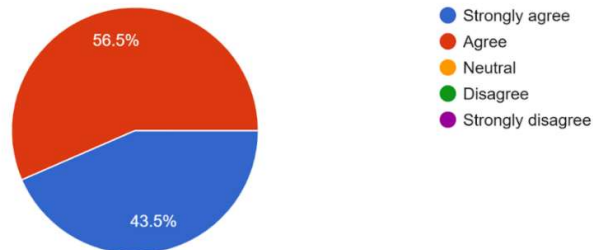
(Source: Google Form)

Indian respondents' opinion on the importance of ethical considerations over brand image, 58.7% of respondents agreed with the fact that maintenance of ethical perceptions is more important for a brand than the brand image. 41.3% of respondents "strongly agreed" with this fact eventually. Based on the Bangladeshi respondents, it has been observed that 40.5% of respondents "strongly disagreed" with this matter, whereas 56.8% disagreed. From this aspect, it can be stated that Indian customers are quite concerned and aware about the ethical practices of the textile brands rather than the brand image, but compared to Bangladesh, this aspect is clearly not observed. Based on the findings, it is clear that customer differences in both countries reflect the differing levels of value placed on the area of ethics in the purchase process. It also contributes directly to analysing the connection between "ethical labor practices" and "customer purchasing decisions", as addressed by the fourth research objective.

## Question 14

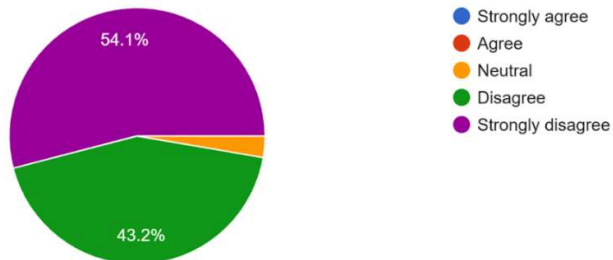
Q14: Do you agree on switching brand preference, if any other brand with a strong ethical standpoint operates within the market?

46 responses



Q14: Do you agree on switching brand preference, if any other brand with a strong ethical standpoint operates within the market?

37 responses



**Figure 4.17: Perceptions on switching brand preferences**

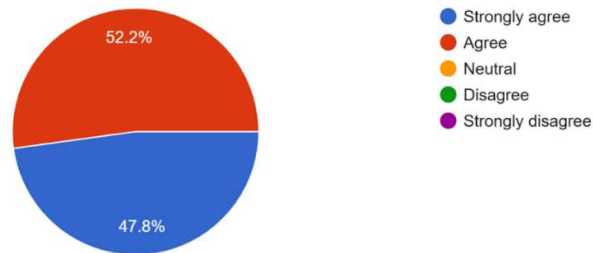
(Source: Google Form)

Based on the responses of Indian respondents, it has been found out that 56.5% of respondents agreed with the fact that individuals can switch a brand quickly if there is a clear existence of strong ethical standpoints. Additionally, 43.5% of respondents “strongly agreed” with the fact eventually. Focusing on the responses of Bangladeshi respondents, it has been observed that 54.1% of respondents “strongly disagreed” with the matter, and 43.2% of respondents agreed with this. The findings fulfilled the fourth objective by showcasing contrasts in the area of ethical responsiveness between Indian as well as “Bangladeshi textile consumers.”

## Question 15

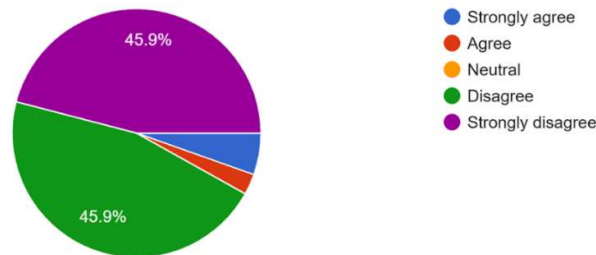
Q15: Do you agree that textile brands in your country resort to greenwashing to make ethical claims?

46 responses



Q15: Do you agree that textile brands in your country resort to greenwashing to make ethical claims?

37 responses



**Figure 4.18: Resort to greenwashing by brands**

(Source: Google Form)

As per above, 52.2% of respondents agreed with the fact, and 47.8% of respondents “strongly agreed” with the matter that not all textile brands in India actually implement ethical practices. Moreover, based on the responses of Bangladeshi respondents, it has been found out that 45.9% of respondents “strongly disagreed” with this, and an equal number of respondents disagreed eventually. The findings highlighted how trust within ethical claims affects choices of customers, and Indian customers' skepticism regarding fake ethical branding shows the strong link between “perceived genuine ethical practice” and “purchase decisions”, addressing the fourth research objective.

#### **SPSS analysis for India and Bangladesh**

#### **IV: Ethical labor practice**

**Q1: Do you agree on the importance of fair wages for textile workers?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Agree          | 8         | 17.4    | 17.4          | 17.4               |
|       | Strongly agree | 38        | 82.6    | 82.6          | 100.0              |
|       | Total          | 46        | 100.0   | 100.0         |                    |

**Q1: Do you agree on the importance of fair wages for textile workers?**

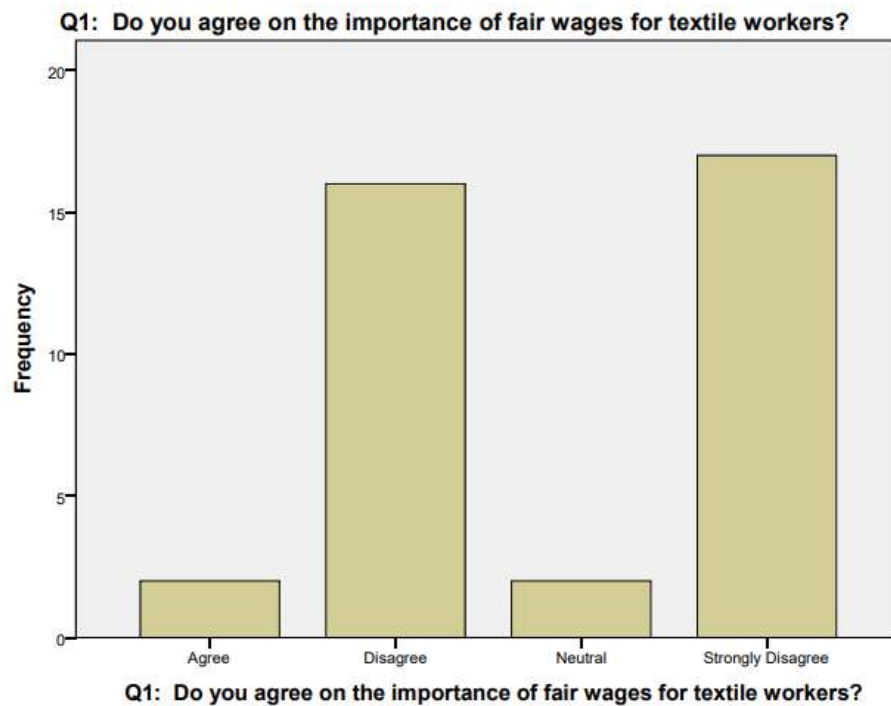
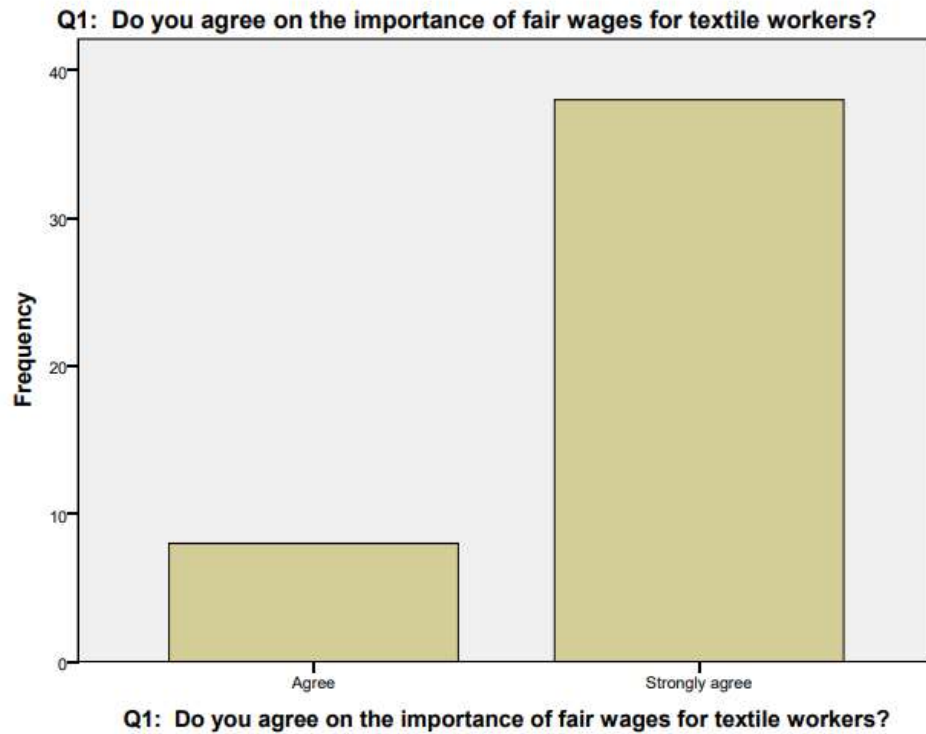
|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree             | 2         | 5.4     | 5.4           | 5.4                |
|       | Disagree          | 16        | 43.2    | 43.2          | 48.6               |
|       | Neutral           | 2         | 5.4     | 5.4           | 54.1               |
|       | Strongly Disagree | 17        | 45.9    | 45.9          | 100.0              |
|       | Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.1: Importance of fair wages**

(Source: SPSS)

The above tables indicate that 82.6% of Indian respondents “strongly agreed” with the fact, and 17.4% of respondents agreed with it. This perception validates that Indian respondents are more concerned about fair wages, such as adequate labor rights of textile workers, whereas for Bangladeshi respondents, 45.9% of them “strongly disagreed” on the matter, as well as 43.2% of respondents disagreed. The findings highlighted the comparative aspect of customer awareness across two countries, which is precisely the focus of RO1.





**Figure 4.19: Importance of fair wages**

(Source: SPSS)

**Q2. Do you agree with being aware of working conditions in your countryâ??s textile factory?**

|                | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Agree    | 25        | 54.3    | 54.3          | 54.3               |
| Strongly agree | 21        | 45.7    | 45.7          | 100.0              |
| Total          | 46        | 100.0   | 100.0         |                    |

**Q2. Do you agree with being aware of working conditions in your countryâ??s textile factory?**

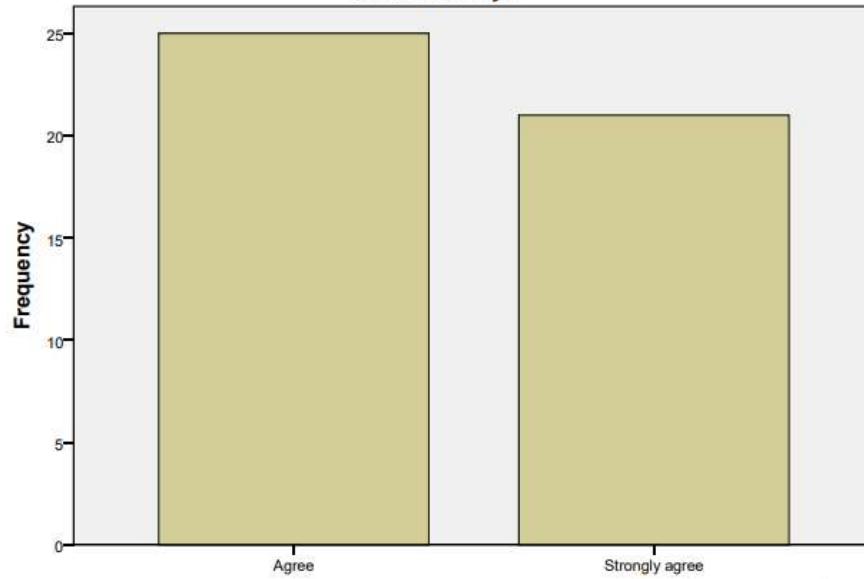
|                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid Agree       | 4         | 10.8    | 10.8          | 10.8               |
| Disagree          | 19        | 51.4    | 51.4          | 62.2               |
| Strongly Disagree | 14        | 37.8    | 37.8          | 100.0              |
| Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.2: Awareness regarding working conditions**

(Source: SPSS)

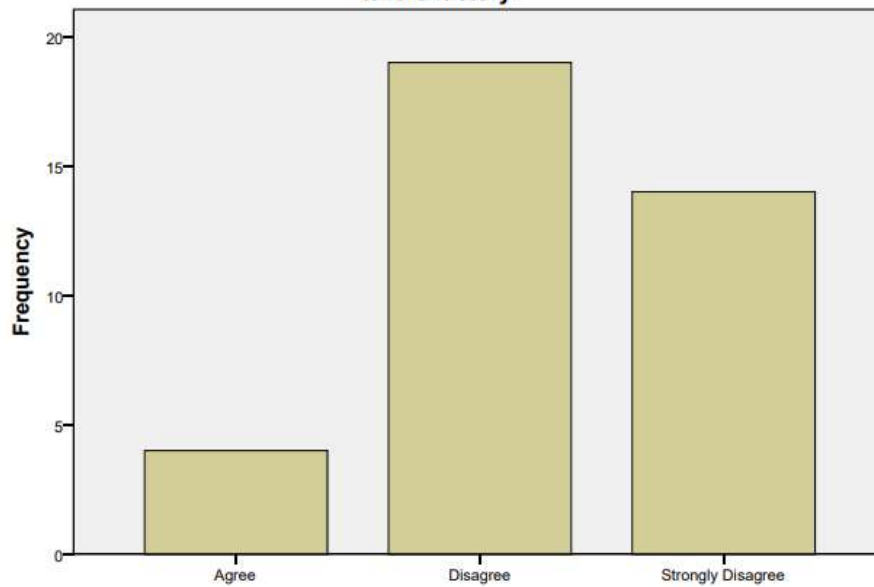
Based on the respondents of India, it has been observed that 54.3% of individuals agreed with the matter, and 45.7% of respondents “strongly agreed” with this. Focusing on Bangladeshi respondents, it is quite clear that 37.8% of individuals “strongly disagreed,” whereas 51.4% of respondents disagreed with this. The comparison of customer sentiment between India and Bangladesh directly contributes to RO1 by illustrating differences in the awareness level regarding “ethical labor practices”. The opposing trends between the two countries highlighted a gap in customer consciousness that is critical to achieve a nuanced understanding of regional perspectives on ethical issues within the textile industry.

**Q2. Do you agree with being aware of working conditions in your countryâ??s textile factory?**



**Q2. Do you agree with being aware of working conditions in your countryâ??s textile factory?**

**Q2. Do you agree with being aware of working conditions in your countryâ??s textile factory?**



**Q2. Do you agree with being aware of working conditions in your countryâ??s textile factory?**

**Figure 4.20: Awareness regarding working conditions**

(Source: SPSS)

**Q3: Do you agree that before making a purchase, you seek information on the labor practices of the brand?**

|                | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Agree    | 26        | 56.5    | 56.5          | 56.5               |
| Strongly agree | 20        | 43.5    | 43.5          | 100.0              |
| Total          | 46        | 100.0   | 100.0         |                    |

**Q3: Do you agree that before making a purchase, you seek information on the labor practices of the brand?**

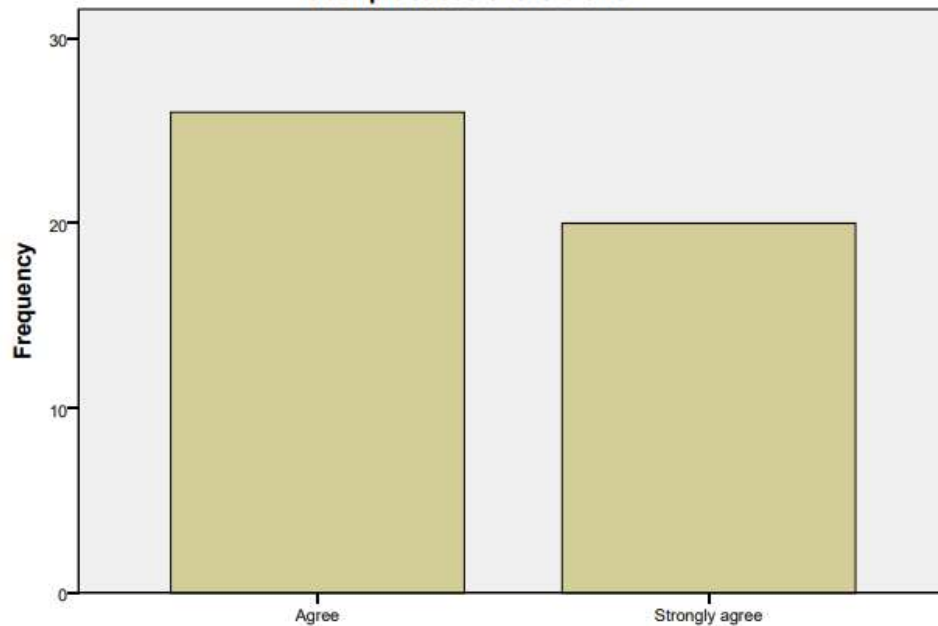
|                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid Agree       | 2         | 5.4     | 5.4           | 5.4                |
| Disagree          | 18        | 48.6    | 48.6          | 54.1               |
| Neutral           | 1         | 2.7     | 2.7           | 56.8               |
| Strongly disagree | 16        | 43.2    | 43.2          | 100.0              |
| Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.3: Seeking information on labor practices before making a purchase**

(Source: SPSS)

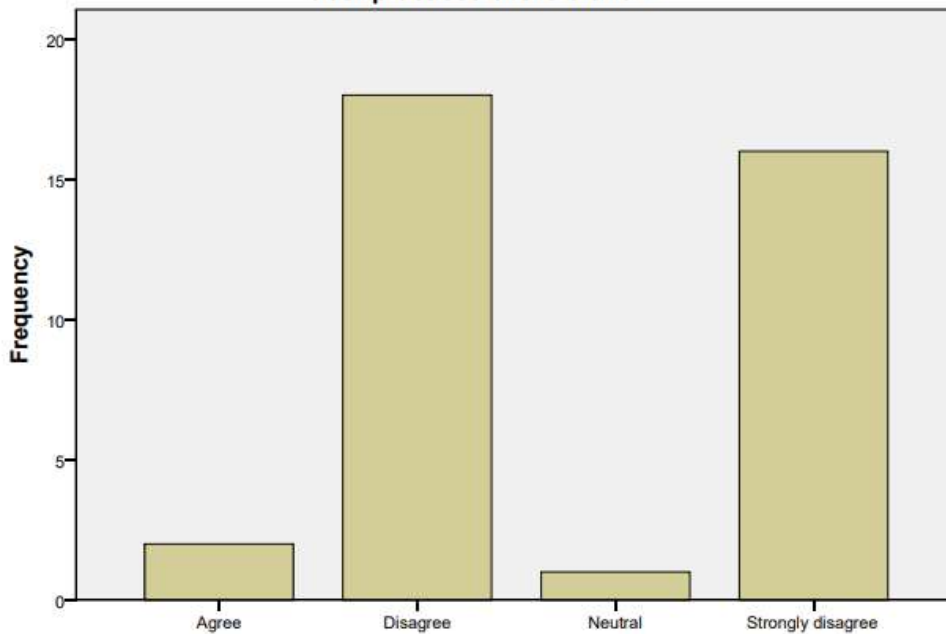
As per above, 43.5% of Indian respondents “strongly agreed” with the fact that before making a purchase, gathering information on labor practices of the brand is really essential for them, and 56.5% of respondents agreed with this. However, in the case of Bangladeshi respondents, it is clear that 43.2% of individuals “strongly disagreed” with this, and 48.6% of them disagreed. This contrast supported the RO1 by highlighting the comparative levels of customer awareness between the two countries.

**Q3: Do you agree that before making a purchase, you seek information on the labor practices of the brand?**



**Q3: Do you agree that before making a purchase, you seek information on the labor practices of the brand?**

**Q3: Do you agree that before making a purchase, you seek information on the labor practices of the brand?**



**Q3: Do you agree that before making a purchase, you seek information on the labor practices of the brand?**

**Figure 4.21: Seeking information on labor practices before making a purchase**

(Source: SPSS)

**Q4: Do you agree that the awareness of ethical labor practices has been enhanced in your country?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Agree          | 26        | 56.5    | 56.5          | 56.5               |
|       | Strongly agree | 20        | 43.5    | 43.5          | 100.0              |
|       | Total          | 46        | 100.0   | 100.0         |                    |

**Q4: Do you agree that the awareness of ethical labor practices has been enhanced in your country?**

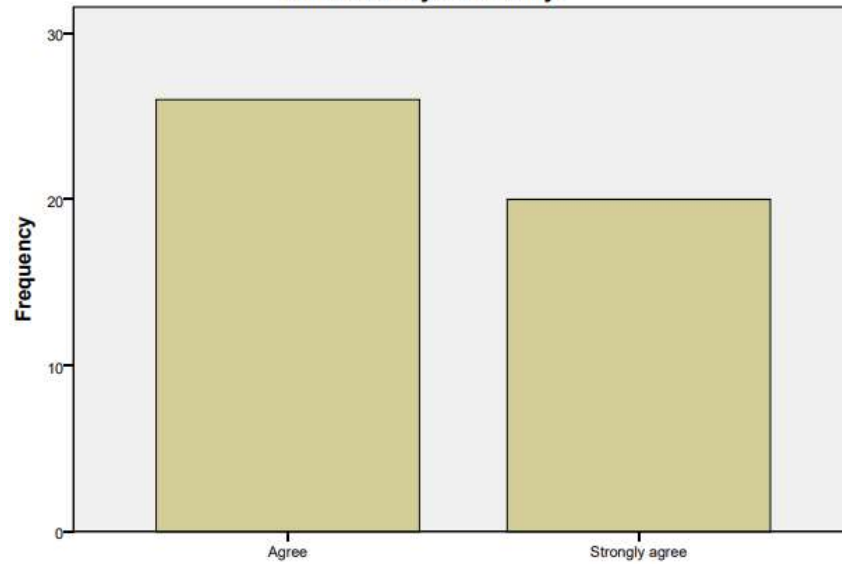
|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree             | 2         | 5.4     | 5.4           | 5.4                |
|       | Disagree          | 15        | 40.5    | 40.5          | 45.9               |
|       | Neutral           | 2         | 5.4     | 5.4           | 51.4               |
|       | Strongly Disagree | 18        | 48.6    | 48.6          | 100.0              |
|       | Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.4: Enhancement of awareness**

(Source: SPSS)

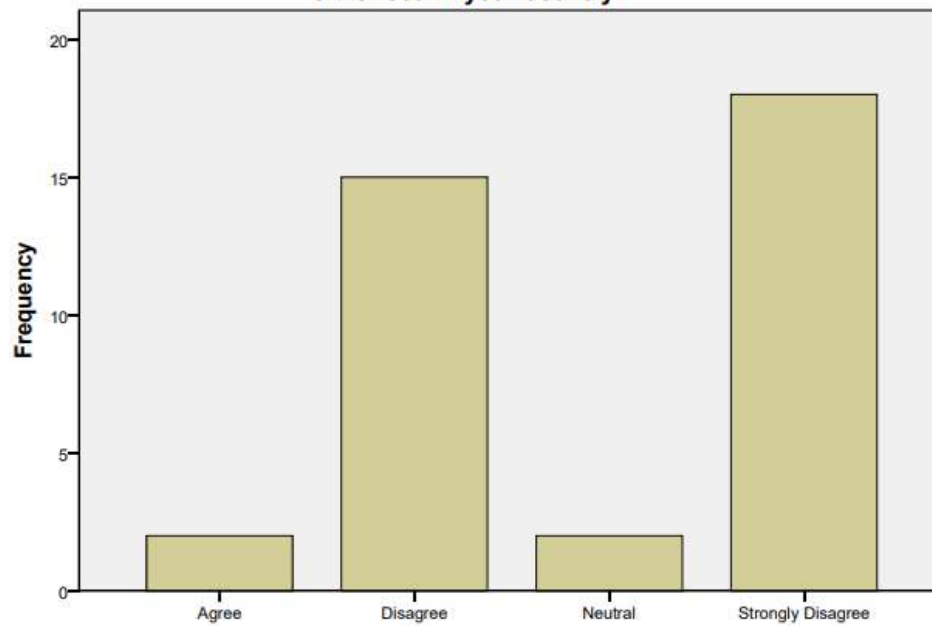
Indian respondents' opinions on enhancing awareness of "ethical labor practices", it has been observed that 56.5% of them agreed with the fact, and 43.5% of them "strongly agreed." Compared to Bangladesh, it has been found out that 48.6% of respondents "strongly disagreed" with this, and 40.5% of respondents disagreed. The findings highlighted a clear difference between the two nations in terms of "ethical labor practices", addressing the first research objective.

**Q4: Do you agree that the awareness of ethical labor practices has been enhanced in your country?**



**Q4: Do you agree that the awareness of ethical labor practices has been enhanced in your country?**

**Q4: Do you agree that the awareness of ethical labor practices has been enhanced in your country?**



**Q4: Do you agree that the awareness of ethical labor practices has been enhanced in your country?**

**Figure 4.22: Enhancement of awareness**

(Source: SPSS)

**Q5: Do you agree that textile brands in your country give priority to ethical labor throughout their supply chain?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Agree          | 26        | 56.5    | 56.5          | 56.5               |
|       | Strongly agree | 20        | 43.5    | 43.5          | 100.0              |
|       | Total          | 46        | 100.0   | 100.0         |                    |

**Q5: Do you agree that textile brands in your country give priority to ethical labor throughout their supply chain?**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree             | 2         | 5.4     | 5.4           | 5.4                |
|       | Disagree          | 17        | 45.9    | 45.9          | 51.4               |
|       | Strongly disagree | 18        | 48.6    | 48.6          | 100.0              |
|       | Total             | 37        | 100.0   | 100.0         |                    |

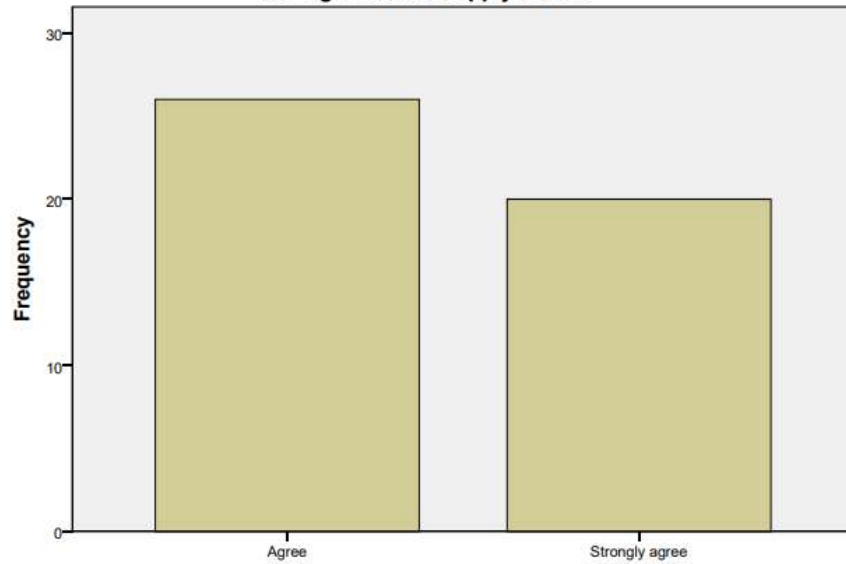
**Table 4.5: Giving priority to ethical labor**

(Source: SPSS)

In the case of the above survey question, 56.5% of Indian respondents agreed with the perception and 43.5% of them “strongly agreed”. On the other hand, from Bangladesh, 48.6% of individuals “strongly disagreed” with this, whereas 45.9% disagreed. The findings clearly addressed RO2 by analysing the perceived depth as well as visibility of “ethical labor integration” within the supply chain in both nations.

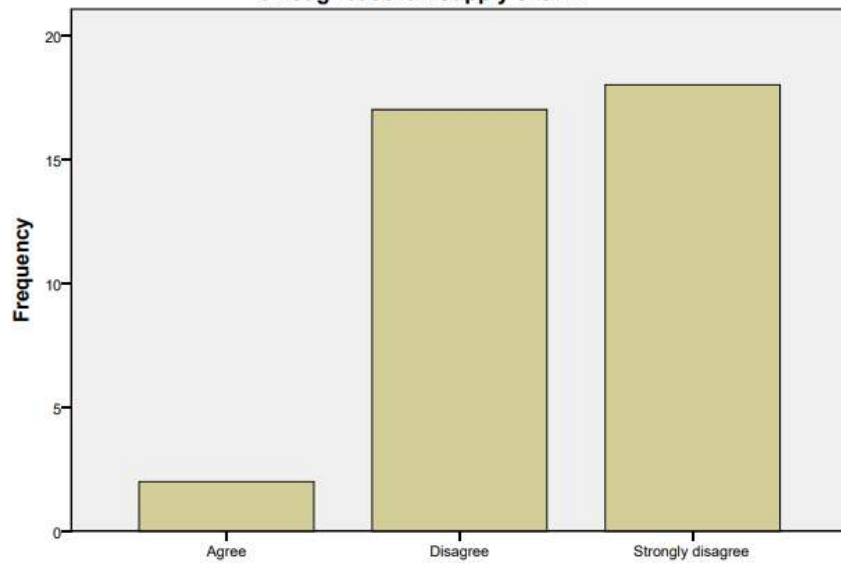


**Q5: Do you agree that textile brands in your country give priority to ethical labor throughout their supply chain?**



**Q5: Do you agree that textile brands in your country give priority to ethical labor throughout their supply chain?**

**Q5: Do you agree that textile brands in your country give priority to ethical labor throughout their supply chain?**



**Q5: Do you agree that textile brands in your country give priority to ethical labor throughout their supply chain?**

**Figure 4.23: Giving priority to ethical labor**

(Source: SPSS)

**Q6: Do you agree that sufficient strategies and approaches are undertaken by the textile industry to ensure fair treatment of labor and their safe working conditions?**

|                | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Agree    | 26        | 56.5    | 56.5          | 56.5               |
| Strongly agree | 20        | 43.5    | 43.5          | 100.0              |
| Total          | 46        | 100.0   | 100.0         |                    |

**Q6: Do you agree that sufficient strategies and approaches are undertaken by the textile industry to ensure fair treatment of labor and their safe working conditions?**

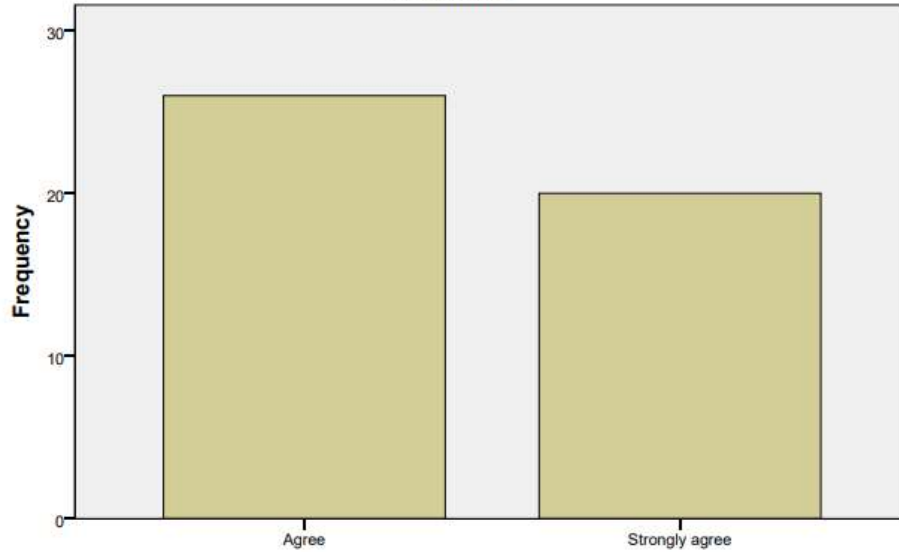
|                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid Agree       | 2         | 5.4     | 5.4           | 5.4                |
| Disagree          | 17        | 45.9    | 45.9          | 51.4               |
| Strongly disagree | 18        | 48.6    | 48.6          | 100.0              |
| Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.6: Undertaking sufficient approaches and strategies**

(Source: SPSS)

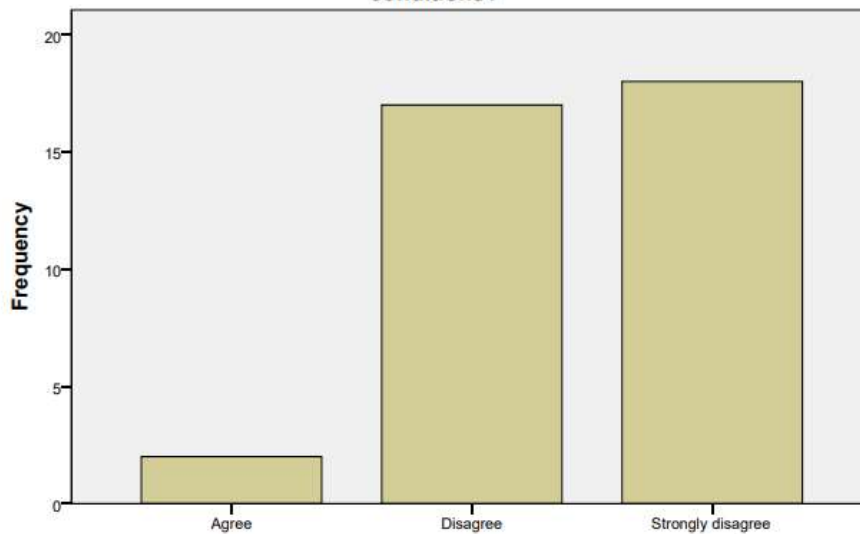
It has been observed from above tables that 56.5% of Indian respondents agreed with the fact, and 43.5% of them strongly agreed. Focusing on Bangladesh, it has been found out that 48.6% of respondents “strongly disagreed” with indicates that the textile industry of this nation is still not able to ensure fair treatment of laborers by implementing suitable strategies and approaches. Moreover, 45.9% of them disagreed with this fact as well. The existence of clear disparities in terms of acquiring fair labor practices in both nations helped to address RO2.

**Q6: Do you agree that sufficient strategies and approaches are undertaken by the textile industry to ensure fair treatment of labor and their safe working conditions?**



**Q6: Do you agree that sufficient strategies and approaches are undertaken by the textile industry to ensure fair treatment of labor and their safe working conditions?**

**Q6: Do you agree that sufficient strategies and approaches are undertaken by the textile industry to ensure fair treatment of labor and their safe working conditions?**



**Q6: Do you agree that sufficient strategies and approaches are undertaken by the textile industry to ensure fair treatment of labor and their safe working conditions?**

**Figure 4.24: Undertaking sufficient approaches and strategies**

(Source: SPSS)

**Q7: Do you agree that your country has an adequate regulatory system to prevent challenges like forced labor or child labor?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Agree          | 26        | 56.5    | 56.5          | 56.5               |
|       | Strongly agree | 20        | 43.5    | 43.5          | 100.0              |
|       | Total          | 46        | 100.0   | 100.0         |                    |

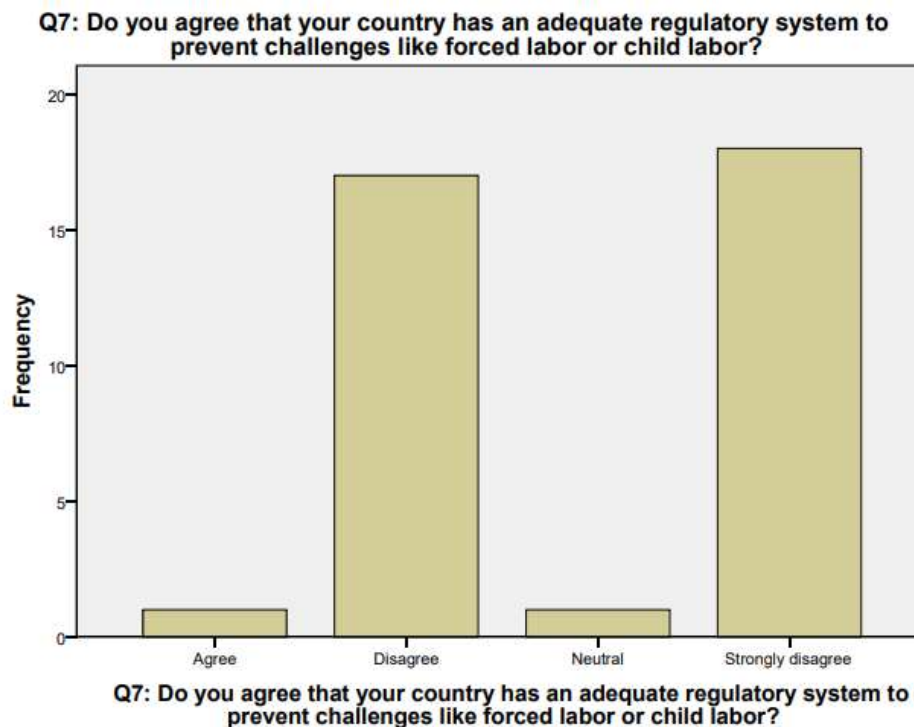
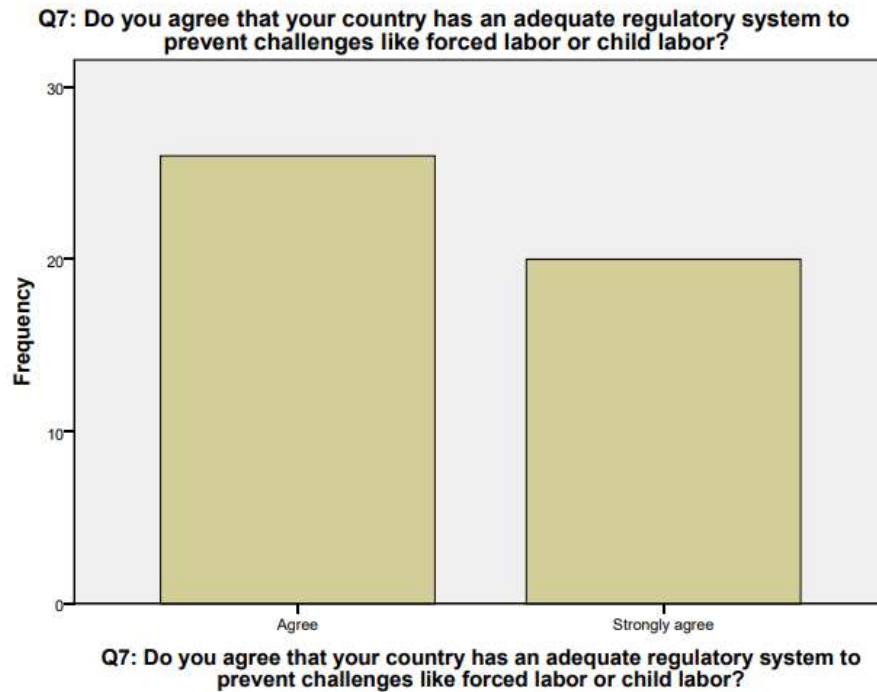
**Q7: Do you agree that your country has an adequate regulatory system to prevent challenges like forced labor or child labor?**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree             | 1         | 2.7     | 2.7           | 2.7                |
|       | Disagree          | 17        | 45.9    | 45.9          | 48.6               |
|       | Neutral           | 1         | 2.7     | 2.7           | 51.4               |
|       | Strongly disagree | 18        | 48.6    | 48.6          | 100.0              |
|       | Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.7: Presence of an adequate regulatory system**

(Source: SPSS)

Indian respondents' opinion on having an appropriate regulatory system for preventing challenges such as forced labor and others, 43.5% of individuals "strongly agreed" with the fact, and 56.5% of individuals agreed. In the case of Bangladesh, 48.6% of respondents "strongly disagreed" with this, and 45.9% of them disagreed eventually. This perception gap reflects that "ethical labor practices" are not adequately embedded within Bangladesh, whereas Indians take the lead on it, addressing RO2 as well.



**Figure 4.25: Presence of an adequate regulatory system**

(Source: SPSS)

## DV: Consumer perception

**Q8: Do you agree that the presence of certifications (like Fair Trade, SA8000) on the textile products relates to your perception of the brand's ethical positioning?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Agree          | 26        | 56.5    | 56.5          | 56.5               |
|       | Strongly agree | 20        | 43.5    | 43.5          | 100.0              |
|       | Total          | 46        | 100.0   | 100.0         |                    |

**Q8: Do you agree that the presence of certifications (like Fair Trade, SA8000) on the textile products relates to your perception of the brand's ethical positioning?**

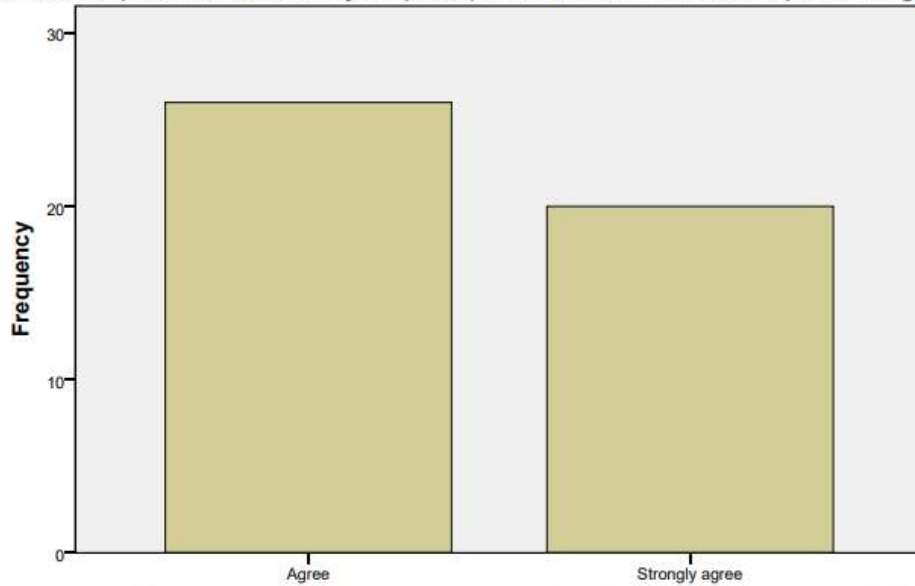
|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree             | 1         | 2.7     | 2.7           | 2.7                |
|       | Disagree          | 19        | 51.4    | 51.4          | 54.1               |
|       | Neutral           | 1         | 2.7     | 2.7           | 56.8               |
|       | Strongly disagree | 16        | 43.2    | 43.2          | 100.0              |
|       | Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.8: Importance of certification on textile products**

(Source: SPSS)

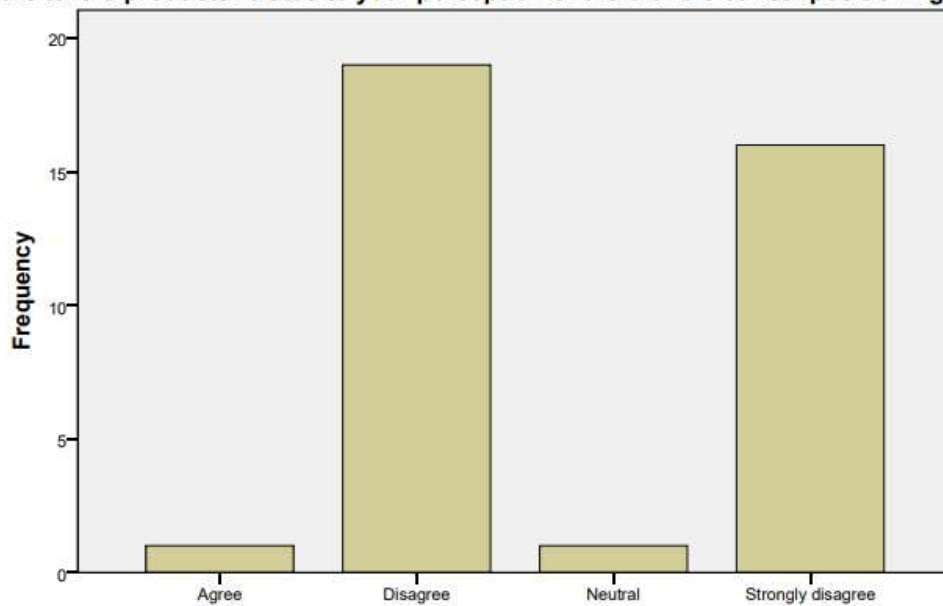
It is quite evident from the above tables that 43.5% of respondents in India “strongly agreed” with the fact, and 56.5% agreed with it. In the case of Bangladesh, 51.4% of respondents disagreed with this perception, and 43.2% of individuals “strongly disagreed”. From this aspect, it is clear enough that the presence of such ethical certifications like SA8000 and others induced Indian customers to believe that the textile brand is ethically well-positioned whereas it is totally different for Bangladeshi customers. Hence, the findings helped to address the third research objective (RO3) properly.

**Q8: Do you agree that the presence of certifications (like Fair Trade, SA8000) on the textile products relates to your perception of the brand's ethical positioning?**



**Q8: Do you agree that the presence of certifications (like Fair Trade, SA8000) on the textile products relates to your perception of the brand's ethical positioning?**

**Q8: Do you agree that the presence of certifications (like Fair Trade, SA8000) on the textile products relates to your perception of the brand's ethical positioning?**



**Q8: Do you agree that the presence of certifications (like Fair Trade, SA8000) on the textile products relates to your perception of the brand's ethical positioning?**

**Figure 4.26: Importance of certification on textile products**

(Source: SPSS)



**Q9: Do you agree that news of unethical labor practices by a brand negatively impacts your perception, even though they offer affordable clothing?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Agree          | 27        | 58.7    | 58.7          | 58.7               |
|       | Strongly agree | 19        | 41.3    | 41.3          | 100.0              |
|       | Total          | 46        | 100.0   | 100.0         |                    |

**Q9: Do you agree that news of unethical labor practices by a brand negatively impacts your perception, even though they offer affordable clothing?**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree             | 2         | 5.4     | 5.4           | 5.4                |
|       | Disagree          | 18        | 48.6    | 48.6          | 54.1               |
|       | Neutral           | 2         | 5.4     | 5.4           | 59.5               |
|       | Strongly disagree | 15        | 40.5    | 40.5          | 100.0              |
|       | Total             | 37        | 100.0   | 100.0         |                    |

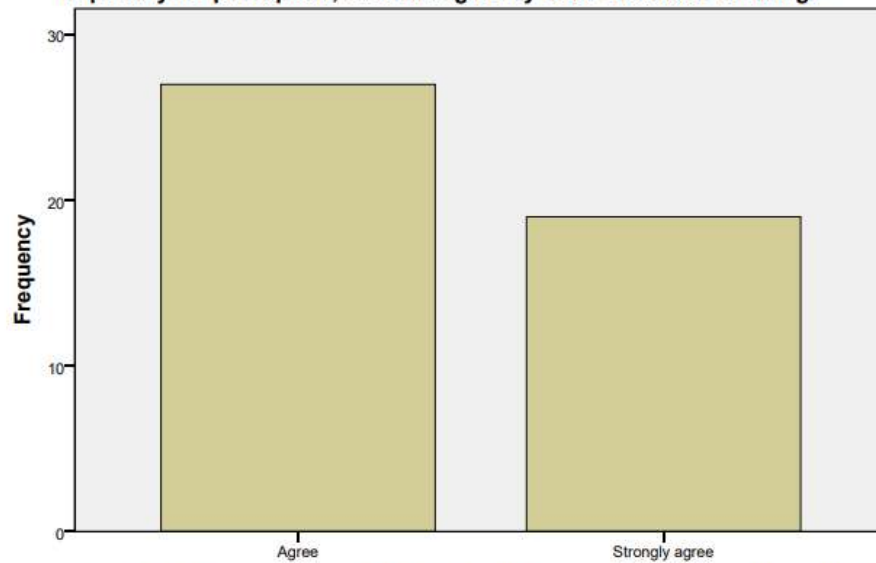
**Table 4.9: Impact of “unethical labor practices” on brand**

(Source: SPSS)

Based on the Indian respondents’ opinion on affecting the brand’s perceptions for the news of “unethical labor practices”, it seems to be clear that 58.7% of individuals agreed with the fact and 41.3% of respondents “strongly agreed.” In case of Bangladeshi respondents, 40.5% of individuals “strongly disagreed” with this, and 48.6% of individuals disagreed. The findings addressed the RO3 by demonstrating that “ethical labor practices” have a strong influence on consumer perceptions for India, as if they find the brand with unethical practices, they will never come back to it, even though there is an offering of affordable clothing. However, for Bangladeshi customers, these perceptions do not have any impact.

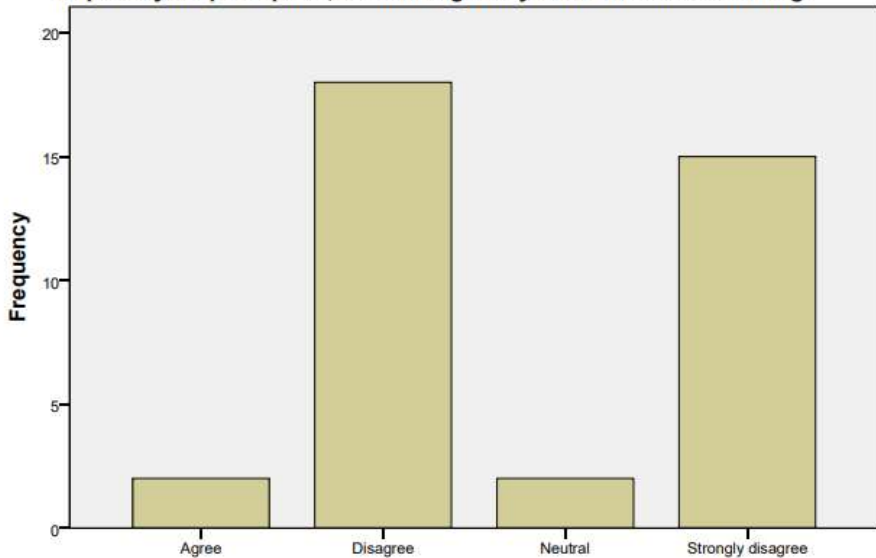


**Q9: Do you agree that news of unethical labor practices by a brand negatively impacts your perception, even though they offer affordable clothing?**



**Q9: Do you agree that news of unethical labor practices by a brand negatively impacts your perception, even though they offer affordable clothing?**

**Q9: Do you agree that news of unethical labor practices by a brand negatively impacts your perception, even though they offer affordable clothing?**



**Q9: Do you agree that news of unethical labor practices by a brand negatively impacts your perception, even though they offer affordable clothing?**

**Figure 4.27: Impact of “unethical labor practices” on brand**

(Source: SPSS)

**DV2: Purchasing decision**

**Q10: Do you agree that ethical labor practices comprise an important aspect of the decision to purchase?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Agree          | 24        | 52.2    | 52.2          | 52.2               |
|       | Strongly agree | 22        | 47.8    | 47.8          | 100.0              |
|       | Total          | 46        | 100.0   | 100.0         |                    |

**Q10: Do you agree that ethical labor practices comprise an important aspect of the decision to purchase?**

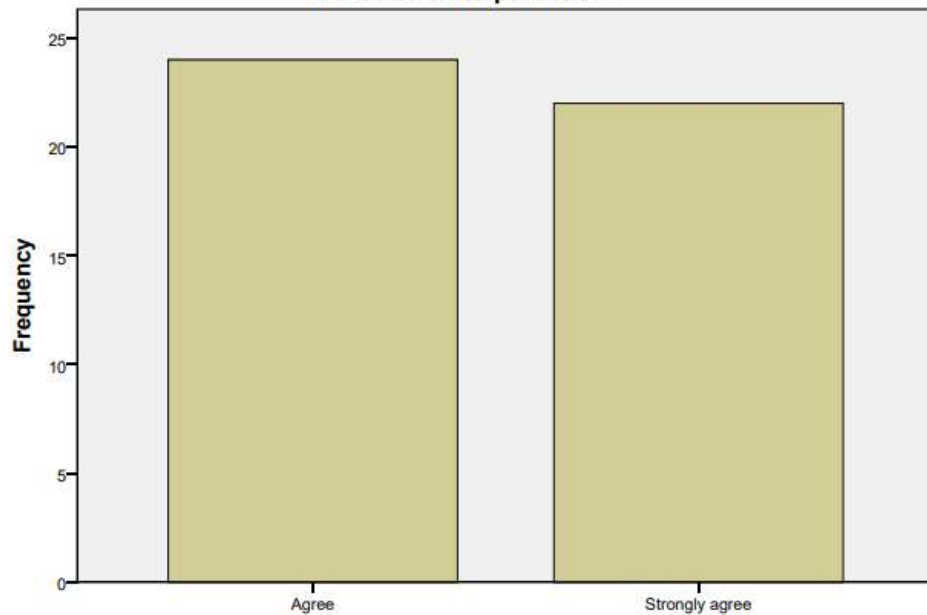
|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree             | 3         | 8.1     | 8.1           | 8.1                |
|       | Disagree          | 17        | 45.9    | 45.9          | 54.1               |
|       | Neutral           | 1         | 2.7     | 2.7           | 56.8               |
|       | Strongly disagree | 16        | 43.2    | 43.2          | 100.0              |
|       | Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.10: “Unethical labor practices” comprise an essential aspect**

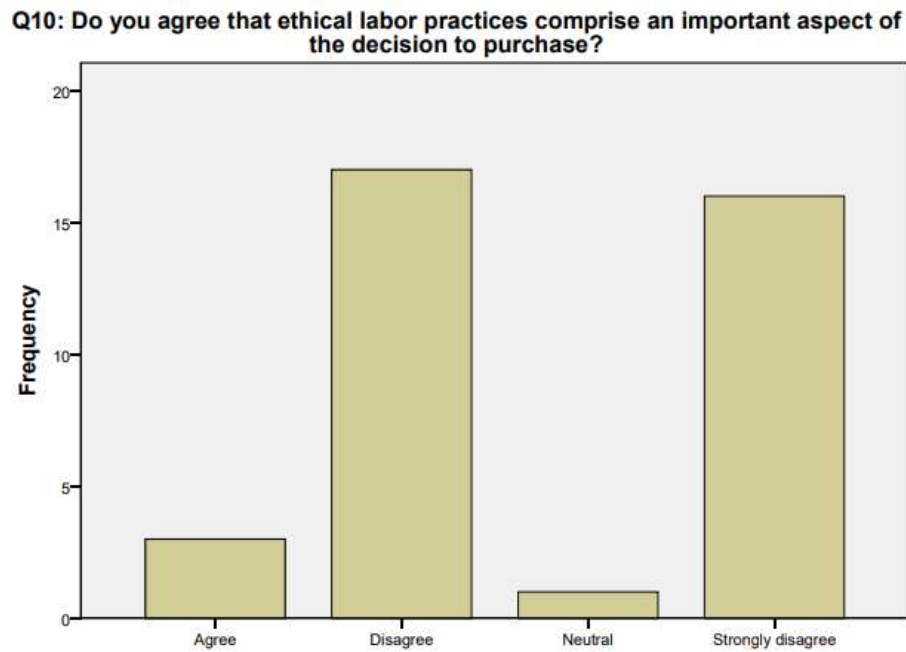
(Source: SPSS)

It has been identified from above tables that 47.8% of Indian respondents “strongly agreed” with the perception, and 52.2% of them agreed only. In Bangladesh, 43.2% of respondents “strongly disagreed” with the fact, and 45.9% of them seemed to disagree. From this aspect, it is clear enough that for Indian customers, “ethical labor practices” of a brand are always the main priority before selecting the brand and making a purchase from it. In Bangladesh, a lack of such stricter norms and regulations from the government has kept the consumers unaware in this case, and hence, these aspects do not matter to them before making purchase decisions. Hence, from these findings, the fourth research objective (RO4) has been well addressed.

**Q10: Do you agree that ethical labor practices comprise an important aspect of the decision to purchase?**



**Q10: Do you agree that ethical labor practices comprise an important aspect of the decision to purchase?**



**Q10: Do you agree that ethical labor practices comprise an important aspect of the decision to purchase?**

**Figure 4.28: “Unethical labor practices” comprise an essential aspect**

(Source: SPSS)

**Q11: Do you agree to pay a higher price for a textile product that has been certified being ethical?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Agree          | 26        | 56.5    | 56.5          | 56.5               |
|       | Strongly agree | 20        | 43.5    | 43.5          | 100.0              |
|       | Total          | 46        | 100.0   | 100.0         |                    |

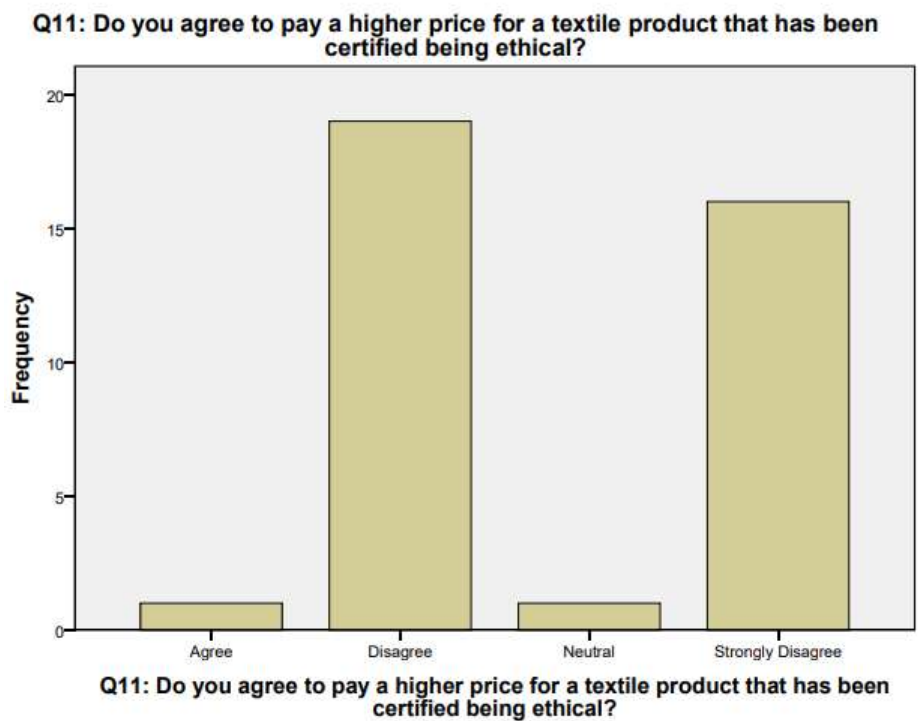
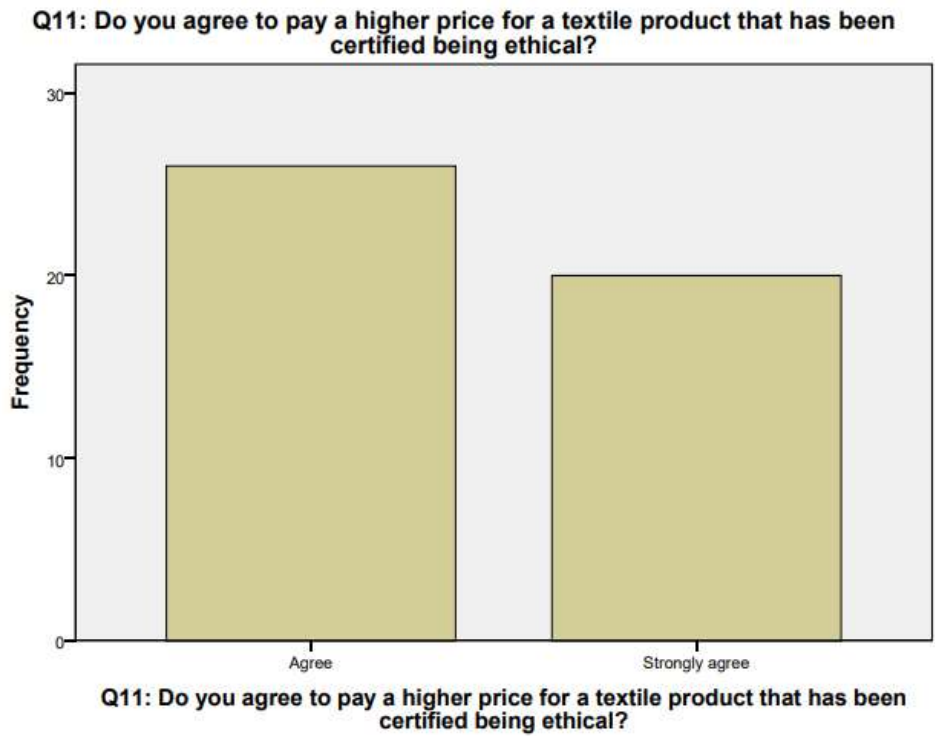
**Q11: Do you agree to pay a higher price for a textile product that has been certified being ethical?**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree             | 1         | 2.7     | 2.7           | 2.7                |
|       | Disagree          | 19        | 51.4    | 51.4          | 54.1               |
|       | Neutral           | 1         | 2.7     | 2.7           | 56.8               |
|       | Strongly Disagree | 16        | 43.2    | 43.2          | 100.0              |
|       | Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.11: Perception of paying a high price for “ethical textile products”**

(Source: SPSS)

As per above, 43.5% of Indian respondents “strongly agreed” with the fact that they are ready to pay a high price for “certified ethical textile products.” 56.5% of individuals agreed with the fact as well. Compared to Bangladesh, it has been observed that 43.2% of respondents “strongly disagreed” with the matter, and 51.4% of them disagreed with it. From the findings, it is clear enough that for Indian consumers, a positive connection between ethical practices and “consumer purchase decisions” is observed, whereas for Bangladesh, it is still missing, which helped to meet the perception of the fourth research objective (RO4) suitably.



**Figure 4.29: Perception of paying a high price for “ethical textile products”**

(Source: SPSS)

**Q12: Do you agree that ethical considerations of the brand are more important than price?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Agree          | 26        | 56.5    | 56.5          | 56.5               |
|       | Strongly agree | 20        | 43.5    | 43.5          | 100.0              |
|       | Total          | 46        | 100.0   | 100.0         |                    |

**Q12: Do you agree that ethical considerations of the brand are more important than price?**

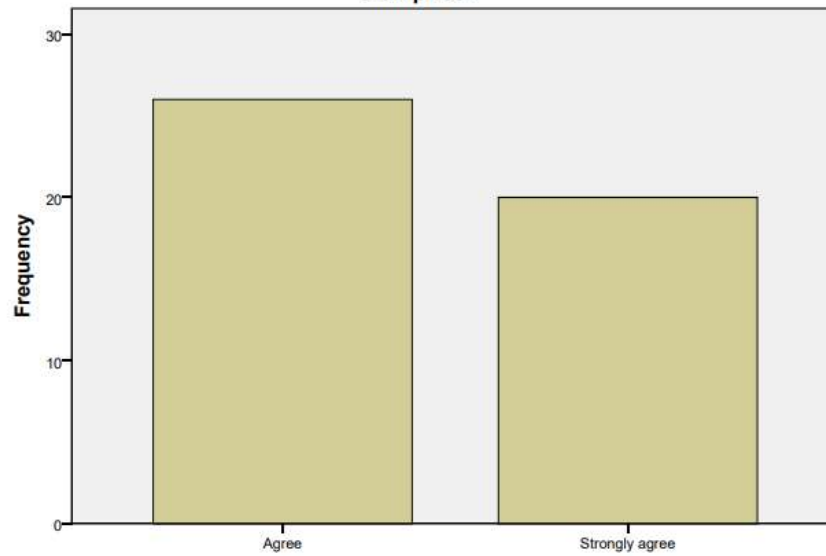
|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Disagree          | 16        | 43.2    | 43.2          | 43.2               |
|       | Neutral           | 1         | 2.7     | 2.7           | 45.9               |
|       | Strongly disagree | 20        | 54.1    | 54.1          | 100.0              |
|       | Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.12: Importance of ethical consideration of brands over price**

(Source: SPSS)

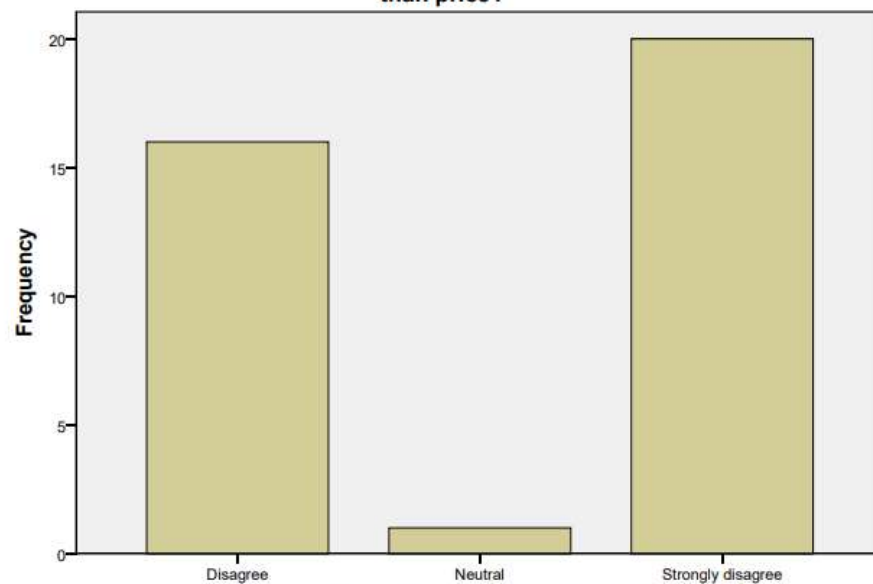
Based on the responses of Indian respondents, it has been observed that 56.5% of individuals agreed with the aforementioned fact, and 43.5% of them “strongly agreed” with this. In the case of Bangladesh, a majority of respondents, such as 54.1% “strongly disagreed” with this, and 43.2% of individuals disagreed. Hence, it is easy to understand that Indian customers are quite aware of ethical practices in the textile industry, and for them, ethical considerations are more essential than the price factor, although for Bangladesh, it is totally different. These adequate findings helped to address the fourth research objective (RO4) suitably.

**Q12: Do you agree that ethical considerations of the brand are more important than price?**



**Q12: Do you agree that ethical considerations of the brand are more important than price?**

**Q12: Do you agree that ethical considerations of the brand are more important than price?**



**Q12: Do you agree that ethical considerations of the brand are more important than price?**

**Figure 4.30: Importance of ethical consideration of brands over price**

(Source: SPSS)

**Q13: Do you agree that ethical considerations of the brand are more important than its brand image?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Agree          | 27        | 58.7    | 58.7          | 58.7               |
|       | Strongly agree | 19        | 41.3    | 41.3          | 100.0              |
|       | Total          | 46        | 100.0   | 100.0         |                    |

**Q13: Do you agree that ethical considerations of the brand are more important than its brand image?**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree             | 1         | 2.7     | 2.7           | 2.7                |
|       | Disagree          | 21        | 56.8    | 56.8          | 59.5               |
|       | Strongly disagree | 15        | 40.5    | 40.5          | 100.0              |
|       | Total             | 37        | 100.0   | 100.0         |                    |

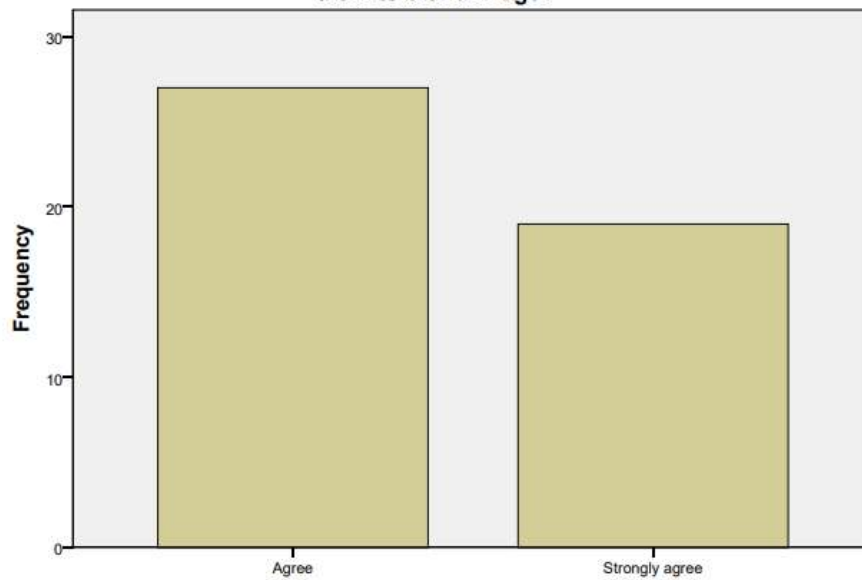
**Table 4.13: Importance of ethical considerations of brands compared to brand image**

(Source: SPSS)

It has been identified from the above tables that in India, 58.7% of respondents agreed with the fact that textile brands have to maintain ethical considerations more effectively to gain customers' attention, and rather than the brand image, ethical perceptions are most important to them at present. 41.3% of individuals "strongly agreed" with the fact as well. In Bangladesh, 40.5% of respondents "strongly disagreed" with this, and 56.8% of them disagreed only. The findings helped to evaluate that with the positive brand image, most of the textile brands are still not able to maintain ethical perceptions and hence, customers are more aware of it, addressing the RO4 as well.

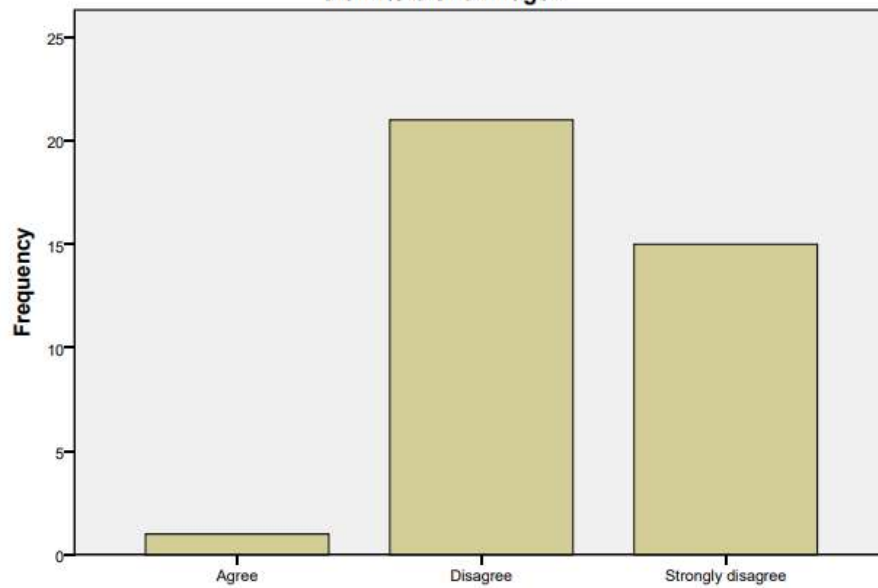


**Q13: Do you agree that ethical considerations of the brand are more important than its brand image?**



**Q13: Do you agree that ethical considerations of the brand are more important than its brand image?**

**Q13: Do you agree that ethical considerations of the brand are more important than its brand image?**



**Q13: Do you agree that ethical considerations of the brand are more important than its brand image?**

**Figure 4.31: Importance of ethical considerations of brands compared to brand image**

(Source: SPSS)

**Q14: Do you agree on switching brand preference, if any other brand with a strong ethical standpoint operates within the market?**

|                | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Agree    | 26        | 56.5    | 56.5          | 56.5               |
| Strongly agree | 20        | 43.5    | 43.5          | 100.0              |
| Total          | 46        | 100.0   | 100.0         |                    |

**Q14: Do you agree on switching brand preference, if any other brand with a strong ethical standpoint operates within the market?**

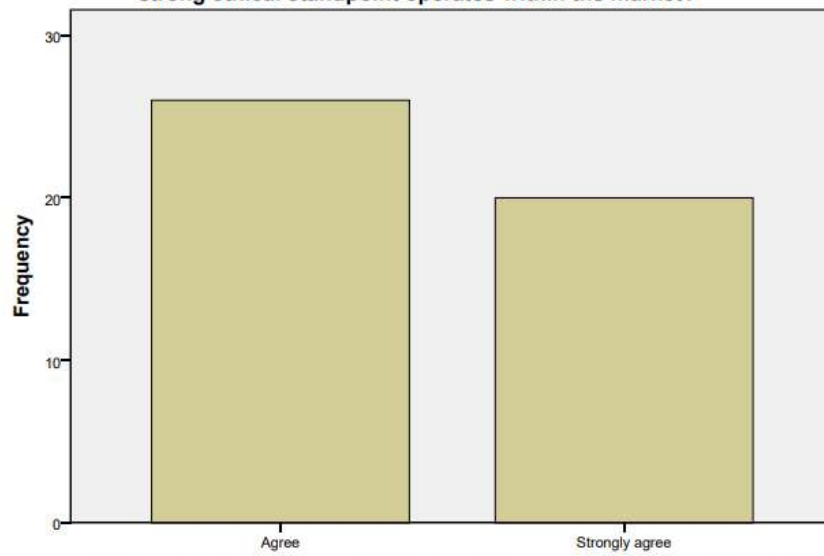
|                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid Disagree    | 16        | 43.2    | 43.2          | 43.2               |
| Neutral           | 1         | 2.7     | 2.7           | 45.9               |
| Strongly disagree | 20        | 54.1    | 54.1          | 100.0              |
| Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.14: Preference to switch brands**

(Source: SPSS)

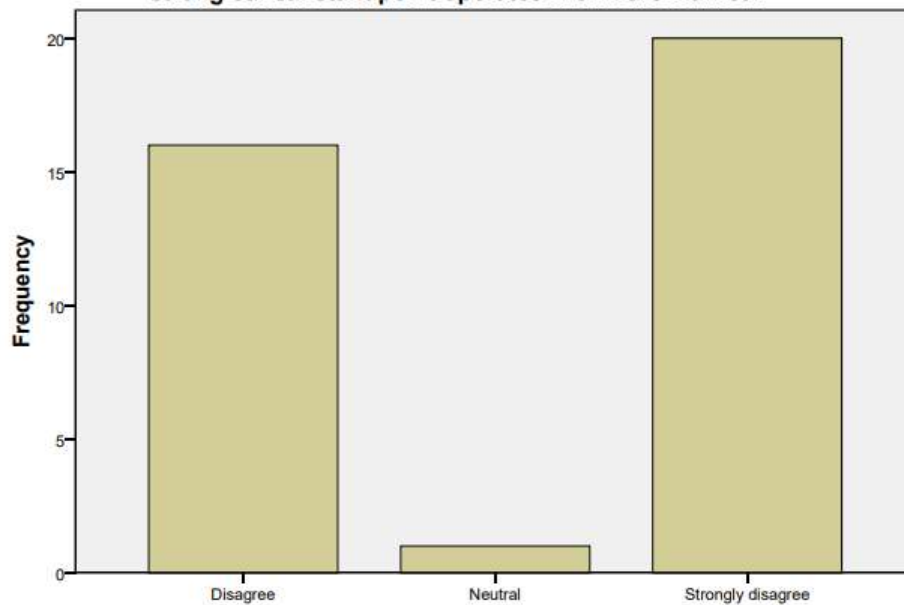
Indian respondents' opinions on switching brands if other brands in the market have a strong and ethical standpoint, 43.5% of individuals "strongly agreed" with this, and 56.5% of respondents agreed. On the other hand, in Bangladesh, 54.1% of respondents "strongly disagreed" with it, and 43.2% of them disagreed. The findings well addressed the fourth research objective (RO4) by demonstrating that ethical perceptions always come first for those customers who are aware enough about sustainability.

**Q14: Do you agree on switching brand preference, if any other brand with a strong ethical standpoint operates within the market?**



**Q14: Do you agree on switching brand preference, if any other brand with a strong ethical standpoint operates within the market?**

**Q14: Do you agree on switching brand preference, if any other brand with a strong ethical standpoint operates within the market?**



**Q14: Do you agree on switching brand preference, if any other brand with a strong ethical standpoint operates within the market?**

**Figure 4.32: Preference to switch brands**

(Source: SPSS)

**Q15: Do you agree that textile brands in your country resort to greenwashing to make ethical claims?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Agree          | 24        | 52.2    | 52.2          | 52.2               |
|       | Strongly agree | 22        | 47.8    | 47.8          | 100.0              |
|       | Total          | 46        | 100.0   | 100.0         |                    |

**Q15: Do you agree that textile brands in your country resort to greenwashing to make ethical claims?**

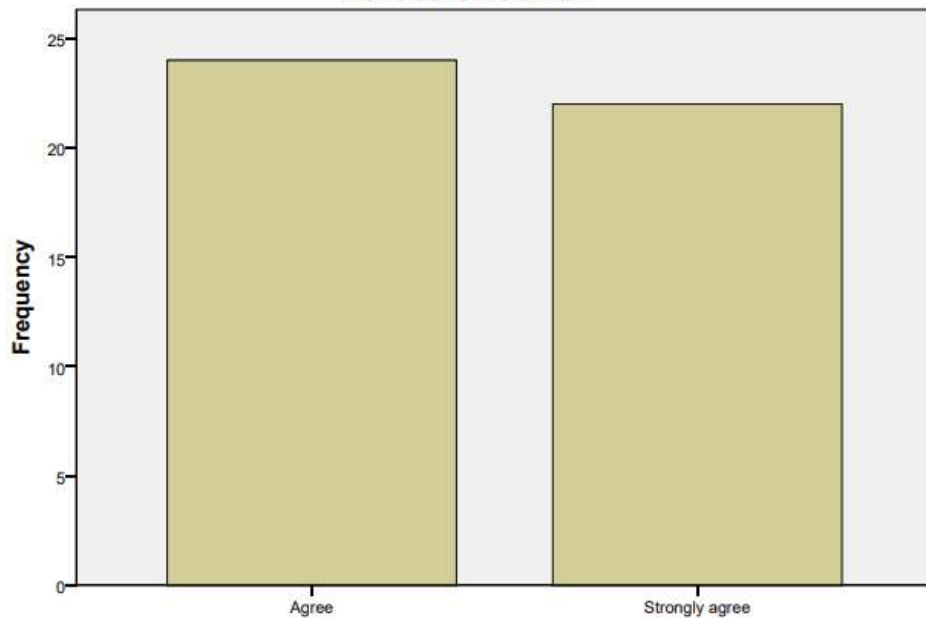
|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree             | 1         | 2.7     | 2.7           | 2.7                |
|       | Disagree          | 17        | 45.9    | 45.9          | 48.6               |
|       | Strongly agree    | 2         | 5.4     | 5.4           | 54.1               |
|       | Strongly disagree | 17        | 45.9    | 45.9          | 100.0              |
|       | Total             | 37        | 100.0   | 100.0         |                    |

**Table 4.15: Textile brands resort to greenwashing**

(Source: SPSS)

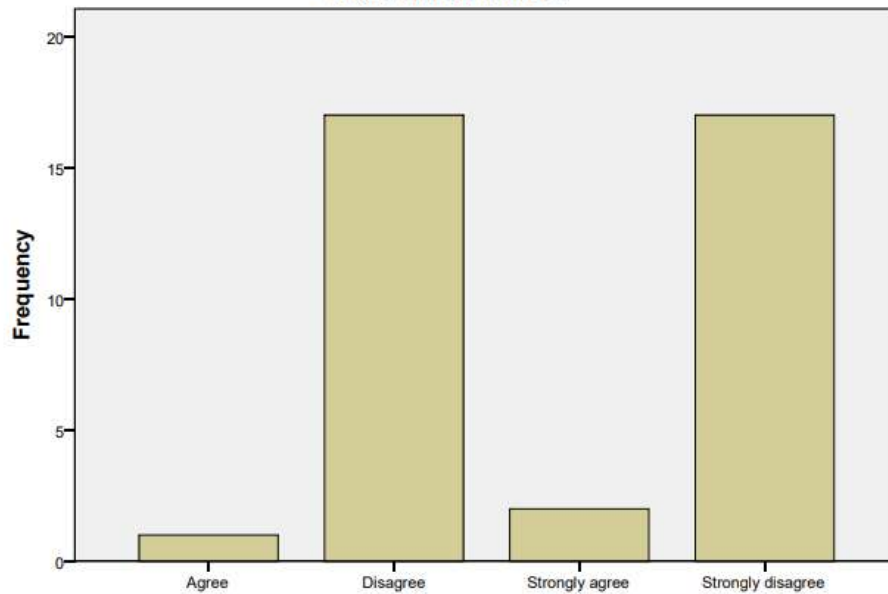
It has been identified from above that 47.8% of Indian respondents “strongly agreed” with the fact, and 52.2% of respondents agreed eventually. On the other hand, in Bangladesh, 45.9% of respondents “strongly disagreed” in this case, and an equal percentage of people disagreed with it as well. Hence, the fourth objective (RO4) has been well addressed here by evaluating that not all textile brands in India are able to maintain ethical perceptions with honesty, and there is a strong existence of greenwashing that needs to be mitigated to attract customers.

**Q15: Do you agree that textile brands in your country resort to greenwashing to make ethical claims?**



**Q15: Do you agree that textile brands in your country resort to greenwashing to make ethical claims?**

**Q15: Do you agree that textile brands in your country resort to greenwashing to make ethical claims?**



**Q15: Do you agree that textile brands in your country resort to greenwashing to make ethical claims?**

**Figure 4.33: Textile brands resort to greenwashing**

(Source: SPSS)

## One-way ANOVA test

### ANOVA

Consumer\_Perception\_and\_Purchasing\_decision

|                | Sum of Squares | df | Mean Square | F        | Sig. |
|----------------|----------------|----|-------------|----------|------|
| Between Groups | 10.627         | 4  | 2.657       | 2076.540 | .000 |
| Within Groups  | .052           | 41 | .001        |          |      |
| Total          | 10.679         | 45 |             |          |      |

### ANOVA

Consumer\_Perception\_and\_Purchasing\_decision

|                | Sum of Squares | df | Mean Square | F      | Sig. |
|----------------|----------------|----|-------------|--------|------|
| Between Groups | 9.174          | 10 | .917        | 10.275 | .000 |
| Within Groups  | 2.321          | 26 | .089        |        |      |
| Total          | 11.495         | 36 |             |        |      |

**Table 4.16: ANOVA test**

(Source: SPSS)

In the “one-way ANOVA test”, the “significance level” is mainly set at 0.05, and if the p-value that is Sig. value seems to be “less than or equal to the significance level”, then the result can be called “statistically significant” (Kim and Choi, 2021). From the above tables, it has been observed that Sig. Values for both variables are 0.000, which is less than 0.05. This indicates the perception of a “statistically significant” connection between consumer perception and purchasing decision. The findings also supported RO1 and RO4 by providing adequate quantitative evidence that “ethical labor practices” are not just a background issue, whereas they are directly responsible for impacting customer behavior in textile markets of India and Bangladesh.

## Correlations

**Correlations**

|   |                     | Ethical_Labor_Practices | Consumer_Perception_and_Purchasing_decision |
|---|---------------------|-------------------------|---|
| Ethical_Labor_Practices                     | Pearson Correlation | 1                       | .985**                                      |
|   | Sig. (2-tailed)     |                         | .000  |
|   | N                   | 46                      | 46  |
| Consumer_Perception_and_Purchasing_decision | Pearson Correlation | .985**                  | 1   |
|   | Sig. (2-tailed)     | .000                    |   |
|   | N                   | 46                      | 46  |

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

**Correlations**

|   |                     | Ethical_Labor_Practices | Consumer_Perception_and_Purchasing_decision |
|---|---------------------|-------------------------|---|
| Ethical_Labor_Practices                     | Pearson Correlation | 1                       | .856**                                      |
|   | Sig. (2-tailed)     |                         | .000  |
|   | N                   | 37                      | 37  |
| Consumer_Perception_and_Purchasing_decision | Pearson Correlation | .856**                  | 1   |
|   | Sig. (2-tailed)     | .000                    |   |
|   | N                   | 37                      | 37  |

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

**Table 4.17: Correlation test**

(Source: SPSS)

In case of correlation test, the range of the obtained value must be between -1 and +1, where “+1 suggests a positive correlation”, “0 indicates no correlation”, and “-1 suggests a negative correlation” (Viladrich *et al.*, 2017). From the above tables, it has been observed that correlation values obtained for “ethical labor practices”, “consumer perception and purchase decisions” are 0.985 and 0.856, which indicates all the values are quite close to +1. This suggests a positive correlation between variables. Therefore, it is evident that the presence of suitable “ethical labor practices” in textile firms helps to influence consumer perception as well as purchasing decisions effectively. These findings also addressed RO4 by delivering the fact that customers are more likely to buy from textile firms that adopt “ethical labor standards.”

### Regression test

In terms of addressing the multiple requisition analysis, this tool has been able to evaluate the key impact of several ethical and labour-based factors in terms of addressing consumer purchasing and buying behaviour, especially in the textile industry for both countries of India as well as Bangladesh.

The regression analysis focuses on a country like India, a statistically significant and strong relationship between consumer perception and buying decisions as well as ethical labour practices. For instance, the R-square value has represented 0.97, indicating about 97.1% variances in customer behaviour by ethical labour practices, addressing a high predictive model. Apart from this, "the standardized beta coefficient ( $\beta = 0.985$ ), also showcases strong and positive influences, reflecting high consumer perception, which can also improve with ethical labour practices. Therefore, consumers' buying can also increase, especially from ethically sourced products or textiles as well. The coefficient value of beta is 1.085 and along with its value 0.000 has supported the overall conclusion of ethical practices being a key aspect to shaping consumer purchase decisions among Indian customers.

| Model Summary |                   |          |                   |                            |                   |          |     |
|---------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |
|               |                   |          |                   |                            | R Square Change   | F Change | df1 |
| 1             | .985 <sup>a</sup> | .971     | .970              | .08409                     | .971              | 1466.365 | 1   |

**Table 4.18: Model summary**

(Source: SPSS)

| Coefficients <sup>a</sup> |                         |                             |            |                           |      |
|---------------------------|-------------------------|-----------------------------|------------|---------------------------|------|
| Model                     |                         | Unstandardized Coefficients |            | Standardized Coefficients | Sig. |
|                           |                         | B                           | Std. Error | Beta                      |      |
| 1                         | (Constant)              | -.436                       | .128       |                           | .001 |
|                           | Ethical_Labor_Practices | 1.085                       | .028       | .985                      | .000 |

a. Dependent Variable: Consumer\_Perception\_and\_Purchasing\_decision

**Table 4.19: Coefficient**

(Source: SPSS)



Bangladesh education analysis data has also represented a strong and significant relationship between customer processes and ethical labour decisions. For instance, the R-value of about 0.732 indicates a 73.2% variance especially in customer behaviour explaining the key perception of ethical labour practices addressing the level of predictability. Apart from this, the "standardized beta coefficient" ( $\beta = 0.856$ ) has confirmed a positive and strong influence on indicating high awareness about ethical practices that can increase purchase decisions. Apart from this, the F-value of 95.751 with the P-value of 0.002 also supports the overall significance of this model. The ethical labour practices of B-value 0.769 indicate that ethical source also has a key impact on customers of Bangladesh and their purchasing choice, although the influence of ethical practices on customers is lower comparatively than in India.

| Model Summary |                   |          |                   |                            |                   |          |     |
|---------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |
|               |                   |          |                   |                            | R Square Change   | F Change | df1 |
| 1             | .856 <sup>a</sup> | .732     | .725              | .29650                     | .732              | 95.751   | 1   |

**Table 4.20: Model summary**

(Source: SPSS)

| Coefficients <sup>a</sup> |                         |                             |            |                           |       |      |
|---------------------------|-------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |                         | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |                         | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)              | .356                        | .141       |                           | 2.532 | .016 |
|                           | Ethical_Labor_Practices | .769                        | .079       | .856                      | 9.785 | .000 |

a. Dependent Variable: Consumer\_Perception\_and\_Purchasing\_decision

**Table 4.21: Coefficient**

(Source: SPSS)

## **Chapter 5: Discussion**

### **5.1 Introduction**

Analysis of the conducted research may not be fruitful if it is not discussed in the context of the study's purpose. This chapter presents insights from the research analysis and makes the researcher's work comprehensible, indicating whether the conduct has been successful or not. Relating or measuring the engagement of the research analysis to each set of objectives may show the intensity of the research to draw meaningful conclusions at the end.

### **5.2 Engagement with Objectives**

The results indicate there is a very wide gap between consumer awareness of ethical labour practices in India and Bangladesh. The respondents in India recorded a special degree of awareness, with the majority stating that they want to know about labour practices regarding textiles before buying them. As it is observed, the awareness rate of Indian respondents is considerably high; most of the participants agree to inquire about labour practices in case of making a purchase. Bangladeshi respondents, in their turn, were very little involved in the research of the labour conditions, which was a sign of little awareness. The above-mentioned finding has a connection to the literature established by Hamid and Roy (2025), which claims that ethical consumerism is highly marked among more urban, educated, and higher digital exposure. This represents a consumer group that is better represented in the Indian sample.

The difference in the responses of the consumers in India is that, along with showing a higher level of knowledge about fair wages and factory conditions, there was also a growing trend of awareness. It implies effective outreach activity or more direct media penetration. This is unlike in Bangladesh, where most respondents did not agree that awareness was on the rise. It is clear that the impact of social-political and media forces on developing consumer awareness (Herath, 2024). There was also an awareness gap due to cultural and economic differences as far as the data was concerned. A greater preoccupation of Indian consumers with fair wages goes in line with the notion of Gutterman (2024), which is based on social justice. In the meantime, the withdrawal of the Bangladeshi respondents can be explained either by economic compulsion or the normalisation of the practices of exploitation. This country is highly dependent on the textile industry and relies on it to feed the population and to provide exports (Ovi and Shova, 2023).

Thus, the findings support Objective 1 by clearly demonstrating divergent levels of ethical awareness between the two nations. It seems that India is in the state of a gradual transition to a more ethically aware consumer clientele, whereas Bangladesh is lagging in this aspect. The perception of Greiff (2025), implies that an improvement in Bangladesh requires enhanced ethical awareness campaigns to address the knowledge-action gap by means of educational opportunities, NGO collaboration and media advocacy.

The trends that are being displayed through Chapter 4 indicate that the culture of ethical labour is more intact within the textile supply chain in India than in Bangladesh. The Indian respondents were always aware that brands paid enough attention to fair wages and working safety and that viable plans, like external inspection, supplier codes of conduct and third-party certification, already exist. They also grew in confidence as they felt that government regulation works: respondents by a large margin concurred that proper regulation does an effective job of restricting forced or child labour. This vision recalls the evaluation by Barua et al. (2021), regarding the multi-level regulated landscape in India, with state regulators and international buyers becoming attentive to factory compliance.

Bangladesh consumers, on the other hand, gave the lowest report of any indication of ethical commitments being honoured by the brands. The majority did not agree that companies spend money on worker-centred programmes or that the state authorities fight against mistreatment. These sentiments coincide with those of Ivanov (2021), who notes that there is extensive subcontracting and cookies that make traceability difficult in Bangladesh. Unless wages, safety measures or grievance systems are made visible, then people would not believe factory floors follow ethical working standards, which is supported by (Davidov, 2021).

The results also show that there is a disparity in the perception of supply-chain transparency tools. Indian consumers perceive certification such as SA8000 or GOTS as a reliable indication that ethics are not just limited to first-tier suppliers, indicating even partial trickle-down. Bangladesh population in the textile industry, however, raise doubts on the relevance or authenticity of such labels and this suggests the absence of certificate penetration in local retail communication. Baroi and Alam (2025), in terms of the impact of manufacturing costs, opined. In Bangladesh, economic survival prevails over social compliance in many instances; hence, it becomes extremely difficult for the brands to maintain labour reforms at all levels. The outcome of the analysis does not audit activities in a factory or trace materials along the entire chain. It also fails to capture the experiences of the informal home-based workers, who do not

fall within the area of formal certification. The research meets Objective 2 partially, as it convincingly measures perceived embedding of ethical labour, but cannot fully verify on-ground implementation entirely.

The accuracy of insightful indications that relate to ethical labour practices portrays analysis as a decisive aspect that Indian consumers use in understanding textile brands. Most participants from India reported that knowing a firm treats workers fairly enhances the firm's credibility and signals overall product quality. As opined by Ranjekar and Roy (2023), infrastructure is significantly important, as once poor working conditions made headlines, people revert from showing brand esteem, frequently in tandem with severe judgment. In the Indian market, therefore, the ethical reputation is sort of a minimum requirement rather than a supplementary element. This point of view correlates with the previous literature of Bennett (2022), where transparency and fairness are described as a part of brand value and ethics through labels and certifications.

The consumers in Bangladesh provided a more complex profile. There is a large number who are indifferent to labour revelations when low prices are at stake or a local work advantage is at stake. However, Syed *et al.*, (2024), depicted that worker welfare does matter when it comes to brand evaluation, but not as consistently. Such types of individuals were prone to state trust in third-party verification and self-values as motivating factors to positively deal with ethically well-regarded labels. The presence of both perspectives made Chowdhury (2023) think that the Bangladesh market is still at a turning point: on the one hand, ethics hints might not be sufficient to influence all people, on the other, they are gradually finding their niche.

In both nations, there was a concern among respondents regarding ethical claims. Indian consumers were the more vocal critics, often citing previous instances where lofty promises masked routine malpractice. Bangladeshi participants were less outspoken, yet still acknowledged the possibility of exaggerated marketing. As opined by Bhardwaj *et al.*, (2025), Indian customers regard ethics as the core of brand measurement, whereas Bangladeshi customers compare ethics with the cost and the social and economic necessities. As a result, the research analysis satisfies Objective 3 by entailing how ethical labour considerations demonstrate consumer perceptions in both India and Bangladesh.

The results indicate a high correlation between the ethical treatment of workers and the buying behaviour of Indian consumers. Factors like coverage of the ethical price, safety and transparency of sourcing explicitly affect the purchasing behaviour. The results indicate a high

correlation between the ethical treatment of workers and the buying behaviour of Indian consumers. Factors like coverage of the ethical price, safety and transparency of sourcing explicitly affect the purchasing behaviour. As supported by Chatterjee *et al.*, (2022), the population of India revealed that these factors do not just exist, but they are considered seriously in their brand choices.

It is common to find the respondents claiming that they would pay higher prices for ethical products and that they had abandoned the brands that performed unethical acts. This behaviour is resonating with some level of awareness of compatibility between ethical values and consumer behaviour. This relates to the review of Bharadwaj and Yameen (2021), who proposed that ethical labour practices go a long way to improve the brand image and consequently, it shapes consumer purchase decisions. The relationship between ethics and buying behaviour was not all that consistent in Bangladesh. Having the option to be affordable and keeping the practice accessible is what motivated many participants. Fahim *et al.*, (2022). demonstrated that they might continue to buy a product even though the brand is linked to unethical labour practices, provided that the goods are not too expensive. Nevertheless, a smaller group also appreciated the role of ethics and claimed they were ready to pay a higher price to purchase responsible brands. This implies that eligible labour affects purchasing in Bangladesh, yet it is consistent with higher economic pressures.

The other remarkable point is that the Indian respondents would tend to give more attention to ethics ahead of other issues, such as price or brand image, indicating greater internalisation of the societal responsibility (Gurnani and Gupta, 2024). Conversely, most Bangladesh consumers regarded ethical assertions to be peripheral, but not insignificant. Hence, it meets the intention of Objective 4 by providing a clear, evidence-based analysis of how ethical labour practices impact consumer purchasing decisions in both countries.

## **Chapter 6: Conclusion and Recommendations**

### **6.1. Conclusion**

From the above research paper, it can be concluded that sustainable and ethical labour practices can certainly have a significant influence on consumer perception and purchasing decisions. For both India and Bangladesh, it can be observed that the labourers work for long hours with unfair payouts. In several cases, it has been noticed that consumers have shown intent to pay more for sustainably and ethically manufactured products whereas transparency and trust have also played its part in influencing the purchasing decisions of the consumers in an effective manner. Incorporation of triple bottom line theory has also proved to be quite effective in terms of taking care of the planet, people as well as profit in a simultaneous manner. Considering the methodology used in this research paper, it can be seen that the use of positivism philosophy has been prioritised for supporting quantitative research. Further, it is also observed that a deductive approach has been implemented with an aim to test the hypotheses with the help of survey data. In the case of data collection, primary quantitative data have been prioritised where a survey of 83 respondents have been conducted with an aim to gather real-life insights and opinions of consumers regarding ethical labour practices. Further, SPSS has been used for analysing the data so that the same can be interpreted in the best possible ways. In terms of ethics and integrity, proper compliances have been maintained so that the collected data can be protected from any kind of theft and breaches.

### **6.2. Linking with Objectives**

***To understand comparative consumer awareness regarding ethical labour practices in the textile industry in India and Bangladesh***

This objective of the dissertation can be linked with 2.3 of the literature review as it discusses consumer perception and ethical labour awareness in the textile industry. In this point, it can be observed that consumers are well aware of the ethical gaps within the textile organisations which further drives their perceptions quite significantly.

***To analyse the extent to which ethical labour practice is embedded within the supply chain of the Indian and Bangladeshi textile industry***

As far as this objective of the research paper is concerned, the same can be linked with 2.2 of the literature review. In this particular point, ethical labour has been portrayed as a foundation for sustainable supply chains in the textile industry of both India and Bangladesh.

***To evaluate the influence of ethical labour practice on consumer perception of the textile industry in India and Bangladesh***

This objective as well, can be linked with 2.3 of the literature review section as it illustrates consumer perception and ethical labour awareness in the textile industry. This point has also addressed some of the crucial sub-points such as awareness among consumers, perception drivers and bridging ethical awareness and action gaps quite effectively.

***To analyse the relation between ethical labour practices and consumer purchasing decisions in Indian and Bangladeshi textile markets***

2.4 of the literature review can be linked with this particular objective as this point has discussed the impact of ethical labour practices in influencing the purchasing decisions of the consumers in the market. Here, a proper comparison between ethical considerations and other factors such as price, quality and brand image have also been discussed.

### **6.3. Future Scope**

As far as the future scope of this research paper is concerned, it can be stated that the use of qualitative data can be more beneficial in gathering a wide range of data and information regarding the ethical labour practices. In this case, conducting an interview will certainly prove to be quite beneficial in gathering real-time information along with personal opinions and perceptions of the respondents. Moreover, the parameter of secondary data collection also needs to be prioritised in future so that readily available information and data can be accessed in an effective way, hence saving both time and capital at the same time.

### **6.4. Limitations**

As far as the first limitation of this research project is concerned, it can be observed that the number of respondents from Bangladesh are less than that of India (43 Indian and 37 Bangladeshi) whereas both should have been equal for making an appropriate comparison. Further, this research paper has aimed to involve the working personnels in both the countries in which it was not possible to involve all of them due to lack of resources. Considering the total number of working people in the textile industries of India and Bangladesh, the numbers

43 and 37 respectively are really unrealistic considering the importance and context of this research paper. Though it has also been tried to explore the different states and districts of both India and Bangladesh so that diversity can be maintained in a proper way, the number of respondents have been quite less. Further, lack of resources, time and language barriers have also turned out to be some of the crucial limitations for this research paper which hindered the data collection process quite effectively. On the other hand, differences in economic and social potential of both India and Bangladesh makes it unjustified to compare the ethical labour practices in both the countries. Another limitation in this research is that it does not take the initiatives by both the countries for ethical labour practices into consideration which would have made the comparison more viable and reasonable.

## **6.5. Recommendations**

### **6.5.1. Considering qualitative data in this research**

Gathering qualitative data in this research will certainly prove to be beneficial in widening the range of the entire process while accessing the personal views and opinions of the respondents in an interactive way at the same time.

### **6.5.2. Analysing the initiatives by both India and Bangladesh for better comparison**

Analysing the initiatives by both India and Bangladesh will certainly help in understanding the differences and similarities between both countries while it comes to being ethical in labour practices. This factor will also help in identifying the shortcomings and strengths in the strategies of both the nations in the best possible ways.



## Reference List

Agu, E.E., Iyelolu, T.V., Idemudia, C. and Ijomah, T.I., 2024. Exploring the relationship between sustainable business practices and increased brand loyalty. *International Journal of Management & Entrepreneurship Research*, 6(8), pp.2463-2475.

Ahmad, A.F. and Karadas, G., 2021. Managers' perceptions regarding the effect of leadership on organizational performance: Mediating role of green supply chain management practices. *Sage Open*, 11(2), p.21582440211018686. Available at: <https://journals.sagepub.com/doi/pdf/10.1177/21582440211018686> [Accessed on: 26 May 2025]

Barakat, B., Milhem, M., Naji, G.M.A., Alzoraiki, M., Muda, H.B., Ateeq, A. and Abro, Z., 2023. Assessing the impact of green training on sustainable business advantage: exploring the mediating role of green supply chain practices. *Sustainability*, 15(19), p.14144. Available at: <https://www.mdpi.com/2071-1050/15/19/14144> [Accessed on: 26 May 2025]

Barua, U., Wiersma, J.W.F. and Ansary, M.A., 2021. Can rana plaza happen again in Bangladesh?. *Safety science*, 135, p.105103.

Bennett, E.A., 2022. The efficacy of voluntary standards, sustainability certifications, and ethical labels. In *Research handbook on global governance, business and human rights* (pp. 177-204). Edward Elgar Publishing.

Bharadwaj, S. and Yameen, M., 2021. Analyzing the mediating effect of organizational identification on the relationship between CSR employer branding and employee retention. *Management Research Review*, 44(5), pp.718-737.

Birze, A., Regehr, K. and Regehr, C., 2023. Workplace trauma in a digital age: the impact of video evidence of violent crime on criminal justice professionals. *Journal of interpersonal violence*, 38(1-2), pp.1654-1689.

Braccini, A.M. and Margherita, E.G., 2018. Exploring organizational sustainability of industry 4.0 under the triple bottom line: The case of a manufacturing company. *Sustainability*, 11(1), p.36.

Chaity, H.B.S. and Xueyuan, L., 2022. Impact of the women empowerment initiatives on socio-economic aspects of female RMG workers [online]

Chatterjee, S., Sreen, N., Rana, J., Dhir, A. and Sadarangani, P.H., 2022. Impact of ethical certifications and product involvement on consumers decision to purchase ethical products at price premiums in an emerging market context. *International Review on Public and Nonprofit Marketing*, 19(4), pp.737-762.

Chinweze, U.C., Onyejegbu, D.C., Ogbuke, M.U., John, D.J., Antai, G.O. and Agboti, C.I., 2024. The Legal Framework for Occupational Health and Safety in the Manufacturing Sector: Assessing Compliance and Enforcement Mechanisms in Nigeria. *Pakistan Journal of Criminology* 16 (4), pp.1437-1450.

Chirieleison, C. and Rizzi, F., 2023. SA8000 Standard. In *Encyclopedia of Sustainable Management* (pp. 2843-2850). Cham: Springer International Publishing.

Conradson, H.E., Hayden, K.A., Russell-Mayhew, S., Raffin Bouchal, S. and King-Shier, K., 2022. Positive psychological well-being in women with obesity: A scoping review of qualitative and quantitative primary research. *Obesity Science & Practice*, 8(6), pp.691-714. Available at: <https://onlinelibrary.wiley.com/doi/pdf/10.1002/osp4.605> [Accessed on: 26 May 2025]

Conway, E., 2018. Sustainability, the triple bottom line and corporate social responsibility. *Contemporary issues in accounting: The current developments in accounting beyond the numbers*, pp.15-35.

Dao, L.T., Minh, T.Q. and Le Hai, D., 2021. of global value chains: the case of. Upgrading the Global Garment Industry: Internationalization, Capabilities and Sustainability, p.209.

Db-business-ethics.org (2025) *Have working conditions for workers in the Bangladesh textile industry truly improved?* Available at: <https://www.db-business-ethics.org/blog-dbbe/item/have-working-conditions-for-workers-in-the-bangladesh-textile-industry-truly-improved> [Accessed on: 26 May 2025]

Delice, S., 2022. Critiques of appropriation and transnational labour ethics. *Fashion Theory*, 26(4), pp.475-491.

Economicsobservatory.com (2025) *What's happening in Bangladesh's garment industry?* Available at: <https://www.economicsobservatory.com/whats-happening-in-bangladeshs-garment-industry> [Accessed on: 26 May 2025]

Fibre to Fashion (2021). *94% Indian consumers willing to pay brands more for ethical products*. [Online]. Available at: <https://www.fibre2fashion.com/news/textile-news/94-indian-consumers-willing-to-pay-brands-more-for-ethical-products-276809-newsdetails.htm>

(Accessed 03 June 2025)

Gonçalves, I., Mendes, D.A., Caldeira, S., Jesus, É. and Nunes, E., 2023. The primary nursing care model and inpatients' nursing-sensitive outcomes: a systematic review and narrative synthesis of quantitative studies. *International Journal of Environmental Research and Public Health*, 20(3), p.2391. Available at: <https://www.mdpi.com/1660-4601/20/3/2391/pdf>

[Accessed on: 26 May 2025]

Gutterman, A.S., 2024. Rights at Work: Labor Practices and Human Rights. Available at SSRN 4840453.

Hamid, F. and Roy, T., 2025. Unveiling Sociocultural Barriers to Breast Cancer Awareness Among the South Asian Population: Case Study of Bangladesh and West Bengal, India. *JMIR Human Factors*, 12(1), p.e53969.

Han, X. (2021, December). How Does AI Engage in Education? A Quantitative Research on AI Curriculum and Instruction in Public Primary Schools. In *Proceedings of the 2021 4th International Conference on Education Technology Management* (pp. 15-19). Available at: <https://dl.acm.org/doi/abs/10.1145/3510309.3510312> [Accessed on: 26 May 2025]

Hasan, M.M., Cai, L., Ji, X. and Ocran, F.M., 2022. Eco-friendly clothing market: a study of willingness to purchase organic cotton clothing in Bangladesh. *Sustainability*, 14(8), p.4827.

Heiss, E.M. and Liu, Y., 2022. Use of primary literature in the classroom: quantitative and instrumental analysis topics. In *Active learning in the analytical chemistry curriculum* (pp. 107-120). American Chemical Society. Available at: <https://pubs.acs.org/doi/abs/10.1021/bk-2022-1409.ch007> [Accessed on: 26 May 2025]

Ho, Y.H., Alam, S.S., Ahsan, M.N. and Lin, C.Y., 2023. Consumers' intention toward buying ethically produced products in Bangladesh. *International Journal of Emerging Markets*, 18(12), pp.5798-5817.

Hopp, T. and Fisher, J., 2021. A psychological model of transparent communication effectiveness. *Corporate Communications: An International Journal*, 26(2), pp.403-419.

Howland, D. (2023). *Nike faces lawsuit over greenwashing claims*. [Online]. Available at: <https://www.retaildive.com/news/nike-faces-lawsuit-greenwashing-claims/650282/> (Accessed 03 June 2025)

Ilo.org (2025) *Insights into working conditions in India's garment industry* Available at: <https://www.ilo.org/publications/insights-working-conditions-indias-garment-industry> [Accessed on: 26 May 2025]

Islam, A. and Ahmed, T., 2024. The challenges in the export of ready-made garments: a study on Chinese and Bangladeshi enterprises.

Islam, M.S., 2021. Ready-made garments exports earning and its contribution to economic growth in Bangladesh. *GeoJournal*, 86(3), pp.1301-1309.

Karim, F., 2020. Awareness level of fashion consumers toward ethical purchasing behavior in Bangladesh.

Khan, T., Emon, M.M.H. and Siam, S.A.J., 2024. Impact of Green Supply Chain Practices on Sustainable Development in Bangladesh. *Available at SSRN 4958443*. Available at: <https://papers.ssrn.com/sol3/Delivery.cfm?abstractid=4958443> [Accessed on: 26 May 2025]

Kim, J.H. and Choi, I., 2021. Choosing the level of significance: a decision-theoretic approach. *Abacus*, 57(1), pp.27-71. Available at: <https://onlinelibrary.wiley.com/doi/am-pdf/10.1111/abac.12172> [Accessed on: 26 May 2025]

Kwan, D., Cysneiros, L.M. and do Prado Leite, J.C.S., 2021, September. Towards achieving trust through transparency and ethics. In *2021 IEEE 29th International Requirements Engineering Conference (RE)* (pp. 82-93). IEEE.

Lee, C., Lim, S. and Ha, B., 2021. Green supply chain management and its impact on consumer purchase decision as a marketing strategy: Applying the theory of planned behavior. *Sustainability*, 13(19), p.10971. Available at: <https://www.mdpi.com/2071-1050/13/19/10971> [Accessed on: 26 May 2025]

Lin, W.L., 2024. The role of corporate social responsibility and corporate social irresponsibility in shaping corporate reputation: An analysis of competitive action and innovation strategies. *Corporate Social Responsibility and Environmental Management*, 31(2), pp.1451-1468.

Mahmud, S., 2023. Understanding the Perception and Purchase Intention of Bangladeshi Consumers.

Majer, J.M., Henscher, H.A., Reuber, P., Fischer-Kreer, D. and Fischer, D., 2022. The effects of visual sustainability labels on consumer perception and behavior: A systematic review of the empirical literature. *Sustainable Production and Consumption*, 33, pp.1-14. Available at: <https://www.sciencedirect.com/science/article/pii/S2352550922001580> [Accessed on: 26 May 2025]

MCCIB (2025). *THE BANGLADESH LABOUR ACT, 2006*. [Online]. Available at: [https://mccibd.org/wp-content/uploads/2021/09/Bangladesh-Labour-Act-2006\\_English-Upto-2018.pdf](https://mccibd.org/wp-content/uploads/2021/09/Bangladesh-Labour-Act-2006_English-Upto-2018.pdf) (Accessed 03 June 2025)

Miller, N.C., Kumar, S., Pearce, K.L. and Baldock, K.L., 2021. The outcomes of nature-based learning for primary school aged children: a systematic review of quantitative research. *Environmental education research*, 27(8), pp.1115-1140. Available at: <https://www.tandfonline.com/doi/abs/10.1080/13504622.2021.1921117> [Accessed on: 26 May 2025]

Mohammed, A., Al-Swidi, A.K., Al-Hakimi, M.A. and Ferraris, A., 2025. From greenwashing to brand avoidance: the roles of perceived risk, trust and negative word-of-mouth. *International Journal of Bank Marketing*.

Mulyani, O. and Hermina, N., 2023. The influence of digital marketing and brand awareness on increasing brand image and its impact on purchasing decisions. *Prisma Sains: Jurnal Pengkajian Ilmu dan Pembelajaran Matematika dan IPA IKIP Mataram*, 11(1), pp.132-145.

Nayak, S., Pereira, V., Kazmi, B.A. and Budhwar, P., 2024. To buy or not to buy? Exploring ethical consumerism in an emerging market—India. *Journal of Business Ethics*, 191(4), pp.811-835.

NCIB (2025). *Labour Laws in India*. [Online]. Available at: [https://ncib.in/pdf/ncib\\_pdf/Labour%20Act.pdf](https://ncib.in/pdf/ncib_pdf/Labour%20Act.pdf) (Accessed 03 June 2025)

Ovi, F.I. and Shova, R.J., 2023. The factual demand and the possibility of self-reliant in cotton cultivation in Bangladesh. *Applied Sciences Research Periodicals*, 1(1), pp.19-35.

Patra, S., 2022. An Analysis of the Unorganised Sector Workers and Their Rights. Issue 6 Indian JL & Legal Rsch., 4, p.1.

PIB (2025). *Consumer awareness is key to a sustainable and secure digital experience: Shri Pralhad Joshi.* [Online]. Available at: <https://www.pib.gov.in/PressReleaseIframePage.aspx?PRID=2112470> (Accessed 03 June 2025)

Pib.gov.in (2025) *How Make in India is Shaping the Future of Textiles and Apparel Industry* Available at: [https://www.pib.gov.in/PressReleasePage.aspx?PRID=2117470#:~:text=Overview%20of%20India's%20Textile%20Industry,MSME\)%20clusters%20in%20the%20country.](https://www.pib.gov.in/PressReleasePage.aspx?PRID=2117470#:~:text=Overview%20of%20India's%20Textile%20Industry,MSME)%20clusters%20in%20the%20country.) [Accessed on: 26 May 2025]

Purwoko, P., Judijanto, L., Abidin, Z. and Antesty, S., 2023. Sustainability practices in MSMEs: A quantitative analysis of the impact of green supply chain management, consumer awareness, and regulatory compliance on market performance. *West Science Interdisciplinary Studies*, 1(10), pp.1039-1048. Available at: <https://pdfs.semanticscholar.org/8310/3c56e2da4e93056a60dee4859191df60255e.pdf> [Accessed on: 26 May 2025]

Pwc.com (2025) Consumers willing to pay 9.7% sustainability premium, even as cost-of-living and inflationary concerns weigh: PwC 2024 Voice of the Consumer Survey Available at: <https://www.pwc.com/gx/en/news-room/press-releases/2024/pwc-2024-voice-of-consumer-survey.html> [Accessed on: 26 May 2025]

Rahman, O., Fung, B.C. and Kharb, D., 2021. Factors influencing consumer choice: a study of apparel and sustainable cues from Canadian and Indian consumers' perspectives. *International Journal of Fashion Design, Technology and Education*, 14(2), pp.151-161.

Raihan, S., 2024. Informal institutions, the RMG sector, and the present challenge of export diversification in Bangladesh. *Is the Bangladesh Paradox Sustainable*, pp.101-136.

Rijal, S. and Saranani, F., 2023. The Role of Blockchain Technology in Increasing Economic Transparency and Public Trust. *Technology and Society Perspectives (TACIT)*, 1(2), pp.56-67.

Rounaghi, M.M., Jarrar, H. and Dana, L.P., 2021. Implementation of strategic cost management in manufacturing companies: overcoming costs stickiness and increasing corporate sustainability. *Future Business Journal*, 7, pp.1-8.

Saini, N., Malik, K. and Sharma, S., 2023. Transformation of supply chain management to green supply chain management: Certain investigations for research and applications. *Cleaner Materials*, 7, p.100172. Available at: <https://www.sciencedirect.com/science/article/pii/S2772397623000059> [Accessed on: 26 May 2025]

Sankaran, K., 2024. Democracy, universalism and informal employment: The Committee on Freedom of Association and South Asia. 70 years of the ILO Committee on Freedom of Association: A Reliable Compass in Any Weather.

Saxena, S.B., 2022. Developing country responses to demands for improved labour standards: Case studies from the garment and textiles industry in Asia. In *Handbook on globalisation and labour standards* (pp. 258-273). Edward Elgar Publishing.

Sobuj, M., Khan, A.M., Habib, M.A. and Islam, M.M., 2021. Factors influencing eco-friendly apparel purchase behavior of Bangladeshi young consumers: case study. *Research Journal of Textile and Apparel*, 25(2), pp.139-157.

Statista, 2024. Garment industry's share of total exports Bangladesh 2012-2021. <https://www.statista.com/statistics/987683/bangladesh-garment-share-total-exports/>

Steleżuk, A. and Wolanin, M., 2023. Primary research using quantitative methods in social sciences. *Zeszyty Naukowe Wyższej Szkoły Technicznej w Katowicach*, 16. Available at: [https://yadda.icm.edu.pl/baztech/element/bwmeta1.element.baztech-b63658a6-7d0f-431b-9fb8-b2362c11f5c1/c/stelezuk\\_wolanin\\_primary\\_research\\_16\\_2023.pdf](https://yadda.icm.edu.pl/baztech/element/bwmeta1.element.baztech-b63658a6-7d0f-431b-9fb8-b2362c11f5c1/c/stelezuk_wolanin_primary_research_16_2023.pdf) [Accessed on: 26 May 2025]

Takacs, F., Brunner, D. and Frankenberger, K., 2022. Barriers to a circular economy in small- and medium-sized enterprises and their integration in a sustainable strategic management framework. *Journal of Cleaner Production*, 362, p.132227.

Uddin, M.J., Azmat, F., Fujimoto, Y. and Hossain, F., 2023. Exploitation in Bangladeshi ready-made garments supply chain: a case of irresponsible capitalism?. *The International Journal of Logistics Management*, 34(1), pp.164-188.

Van Wijk, J., Zietsma, C., Dorado, S., De Bakker, F.G. and Martí, I., 2019. Social innovation: Integrating micro, meso, and macro level insights from institutional theory. *Business & society*, 58(5), pp.887-918.

Viladrich, C., Angulo-Brunet, A. and Doval, E., 2017. A journey around alpha and omega to estimate internal consistency reliability. *Anales de psicología*, 33(3), pp.755-782. Available at: <https://revistas.um.es/analesps/article/download/analesps.33.3.268401/217611/> [Accessed on: 26 May 2025]

Wang, J., Zhu, L., Feng, L. and Feng, J., 2023. A meta-analysis of sustainable supply chain management and firm performance: Some new findings on sustainable supply chain management. *Sustainable Production and Consumption*, 38, pp.312-330. Available at: <https://www.sciencedirect.com/science/article/pii/S2352550923000878> [Accessed on: 26 May 2025]

Wang, M., Kumar, V., Ruan, X., Saad, M., Garza-Reyes, J.A. and Kumar, A., 2022. Sustainability concerns on consumers' attitude towards short food supply chains: An empirical investigation. *Operations Management Research*, 15(1), pp.76-92. Available at: <https://link.springer.com/content/pdf/10.1007/s12063-021-00188-x.pdf> [Accessed on: 26 May 2025]

Herath Bandara, S., 2024. Unveiling the Prospects, Impacts, and Constraints of Women's Microfinancing Initiatives in South Asia: A Systematic Review. *Social Sciences*, 13(8), pp.10-3390.

Ovi, F.I. and Shova, R.J., 2023. The factual demand and the possibility of self-reliant in cotton cultivation in Bangladesh. *Applied Sciences Research Periodicals*, 1(1), pp.19-35.

Greiff, J., 2025. Bridging Knowledge Systems: The Role of Local Knowledge in Enhancing Anticipatory Action Programs.

Davidov, G., 2021. Compliance with and Enforcement of Labour Laws. *Soziales Recht*, 11(3), pp.111-127.

Baroi, R.A. and Alam, T., 2025. The impact of manufacturing costs paid by global clothing brands on the safety and well-being of workers in the Bangladesh garment industry.



Chowdhury, M.A., 2023. Global Market Expansion of Bangladeshi Garment Products: Challenges, Strategies and Economic Implications.

Bhardwaj, S., Chopra, R., Lim, W.M. and Kumar, S., 2025. Is green the new gold? Green branding and its state-of-the-art. *Marketing Intelligence & Planning*.

Gurnani, K. and Gupta, N., 2024. Factors affecting consumer behaviour in Indian fashion retail industry: A study of recent trends and preferences. *International Journal for Multidisciplinary Research*, 20(12), pp.58-61.

Fahim, A.Y., Al Mamun, A., Hossain, A., Chakma, T. and Hassan, E.M., 2022. Unpacking Brand Imperialism in Bangladesh: Emerging Market Perspective. *International Journal of Financial, Accounting, and Management*, 4(2), pp.219-239.

Ranjekar, G. and Roy, D., 2023. Rise of quick commerce in India: business models and infrastructure requirements. Centre for Transportation and Logistics.

Syed, R.F., Mahmud, K.T. and Karim, R., 2024. Do Labour Welfare Policies Matter for Workers? Evidence from the Garment Supply Chain Industry in Bangladesh. *The Indian Journal of Labour Economics*, 67(1), pp.237-253.

## **Appendices**

### **Appendix 1: Survey questionnaire**

#### **Demographic questions**

**1. What is your age?**

- 18-30
- 31-40
- 41-50
- 51-60
- Above 60

**2. What is your gender?**

- Male
- Female
- Prefer not to say

**3. What is your nationality?**

- Indian
- Bangladeshi
- None of the above

#### **Contextual questions**

**1. Do you agree on the importance of fair wages for textile workers**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**2. Do you agree with being aware of working conditions in your country's textile factory?**

- Strongly agree
- Agree

- Neutral
- Disagree
- Strongly Disagree

3. Do you agree that before making a purchase, you seek information on the labour practices of the brand?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

4. Do you agree that the awareness of ethical labour practices has been enhanced in your country?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5. Do you agree that textile brands in your country give priority to ethical labour throughout their supply chain?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. Do you agree that sufficient strategies and approaches are undertaken by the textile industry to ensure fair treatment of labour and their safe working conditions?

- Strongly agree
- Agree
- Neutral
- Disagree

- Strongly Disagree

7. Do you agree that your country has an adequate regulatory system to prevent challenges like forced labour or child labour?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. Do you agree that the presence of certifications (like Fair Trade, SA8000) on the textile products relates to your perception of the brand's ethical positioning?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

9. Do you agree that news of unethical labour practices by a brand negatively impacts your perception, even though they offer affordable clothing?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. Do you agree that ethical labour practices comprise an important aspect of the decision to purchase?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. Do you agree to pay a higher price for a textile product that has been certified being ethical?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. Do you agree that ethical considerations of the brand are more important than price?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. Do you agree that ethical considerations of the brand are more important than its brand image?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. Do you agree on switching brand preference, if any other brand with a strong ethical standpoint operates within the market?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. Do you agree that textile brands in your country resort to greenwashing to make ethical claims?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree