



# A methodology to test strategies to increase consumer's willingness to wear alternative textiles

René A. de Wijk, WFBR Consumer Science & Health, Siet Sijtsema, Wageningen Economic Research. Betina Piqueras Fiszman, WUR Marketing and Consumer Behavior

## To which design flagship did you submit your proposal?

A: Design Flagship Methodological Innovation

## What are you exploring? With what objective?

- Identification of barriers that prevent widespread consumers' acceptance of 'alternative textiles', and identification of potential successful strategies to alleviate these barriers, will:
- 
- 1. Increase societal impact (directionality, policy, learning, pathway development) in the direction of a renewable carbon-based materials transition, and
- 2. Enhance the technical and societal maturity/readiness of specific options as part of a transition pathway to contribute to a renewable carbon-based materials transition.

## Why is this interesting scientifically?

- The idea is relevant for:
- 1. Strengthening the expertise and position of WUR in the academic field of sustainability transitions and societal acceptance.
- 2. Strengthening the expertise and position of WUR in the academic field of renewable (recyclable and reusable (carbon based) materials for textile.
- 3. The development, application and testing of methodologies and innovative fossil free and recyclable concepts to enhance trans-disciplinary collaboration (across consumer, economic and marketing sciences) and effectively link upstream research and societal actors involved in transition

## How is this relevant to the materials transition?

The study may identify successful strategies to increase consumer' acceptance of alternative textiles.

## What are the key activities or steps?

- Design & execute an experimental study consisting of the following elements & measurements.



## What are key deliverables?

1. Identification of 'alternative' textiles suitable for testing (e.g. used textiles, textiles made from rest – or side stream materials, type of clothing category e.g. upper wear such as jackets (June-July 2022)
2. Identification of potentially successful interventions (e.g different labels recycled from fishnets, clean second hand) to increase consumers' acceptance of 'alternative' textiles via different outlets such as 'kringloopwinkel' or shop selling both new and vintage clothes (June-July 2022)
3. Set-up, execution of study following previous innovative WUR studies developed for foods (September-October 2022)
4. Analysis and reporting November-December 2022).

## One what issues would you like to get input from others?

What are other areas where this methodology may be applicable?

## Extra??

