

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

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A: Design Flagship Methodological Innovation

Objective(s)

- Identification of barriers that prevent widespread consumers' acceptance of 'alternative textiles', and identification of potential successful strategies to alleviate these barriers.

Main (Key) Result

Completed experimental study

A study was recently concluded with 31 participants who evaluated samples of standard and alternative textiles after they were shown videos with information about the store (either discount or premium) where the textile was purchased and information about the textiles ingredients (organic, nettles, PLA, recycled and second hand). Participants' responses were measured explicitly (questionnaires) and implicitly (facial expressions, sweat response, and heart rate).

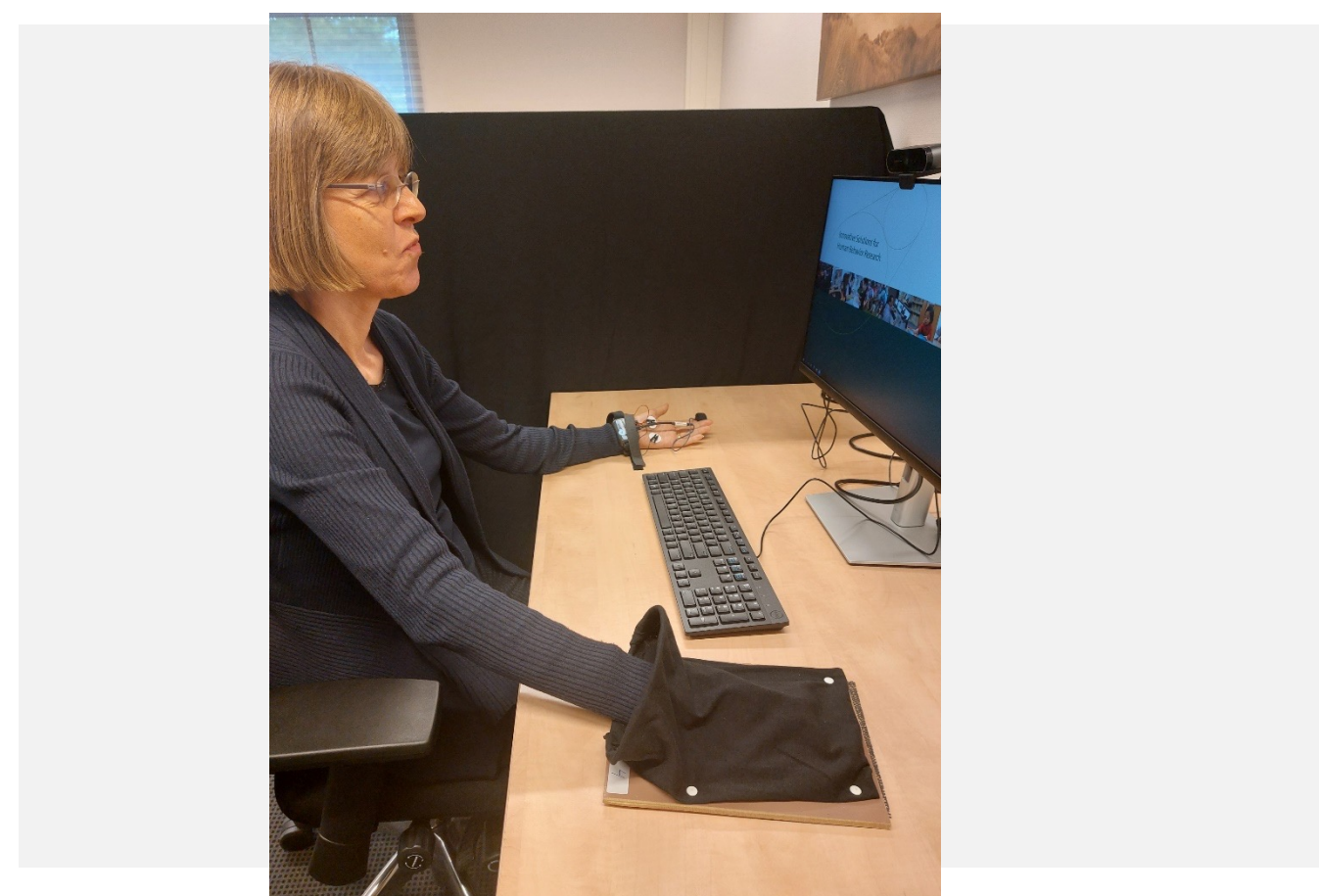


Figure 1. After being shown a video simulating the purchase and information of a textile, participants felt the piece of textile about which they just received information

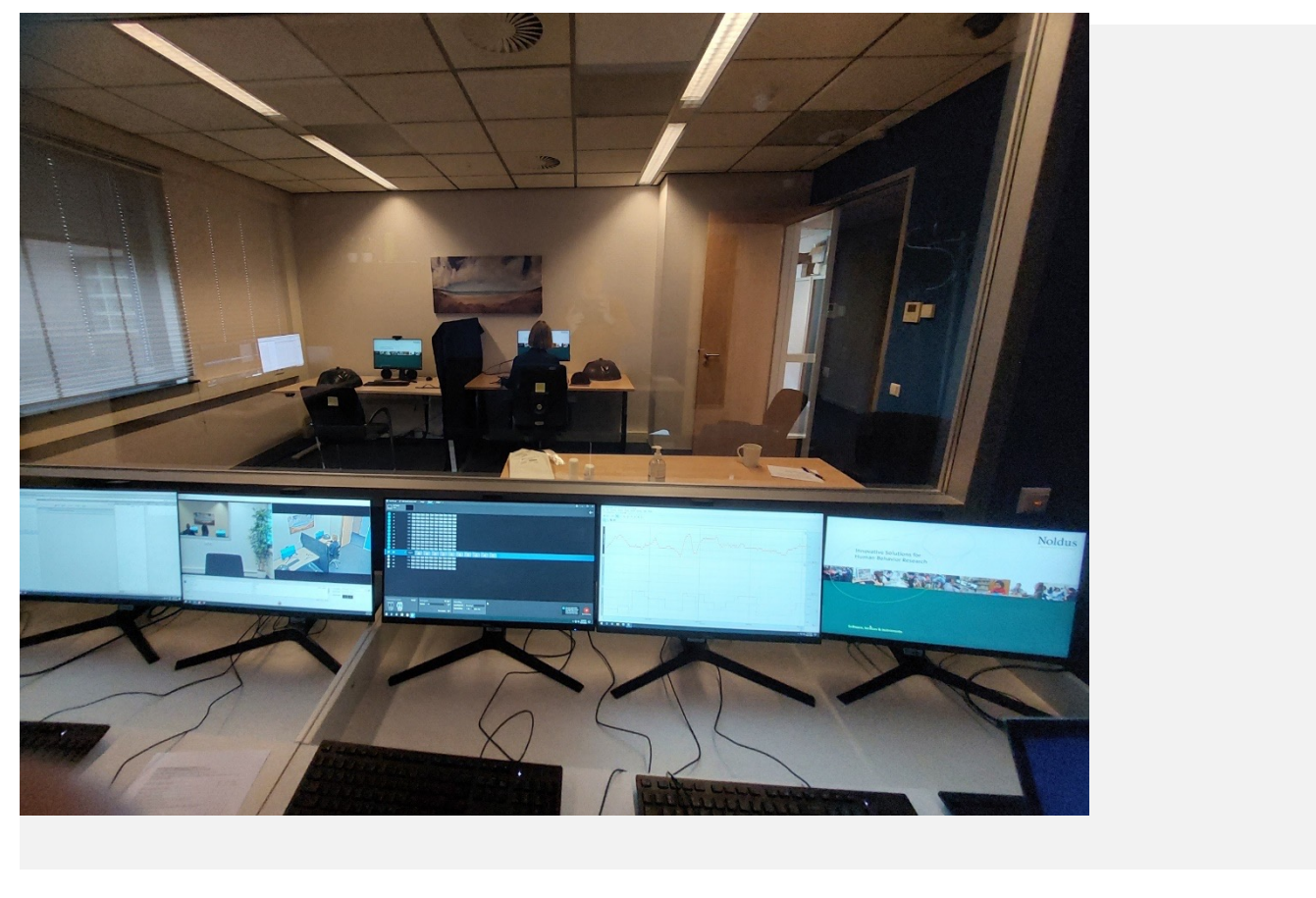


Figure 2. The video simulates a shopping experience while touching the textile takes the study from a hypothetical situation to real-life consequences

Readiness

Heading

Readiness is too early to say because the results still need to be analyzed.

Lessons learned

General impression

The study went well. Most participants found the topic of the study of interest, even though some participants became somewhat bored during the 1-hour experimental session.

Initial results of questionnaires

- Tactile sensations for the textile samples varied with the store where the textile was 'purchased' not with the type of textile.
- Other so-called 'credence attributes', such as sustainability and safety, and 'emotional attributes', such as disgust, varied with the type of textile.
 - More negative: used and recycled textile.
 - More positive: organic and textile from nettles.
 - More neutral: Textile with PLA

Next steps

Data analyses and reporting

The implicit data of the study will be analyzed in November and results will be reported in December.

