

- **Project Title:** Labeling of Texas Based Fiber Products for Environmental Attributes

Investigator: Gwendolyn Hustvedt

Department: Family & Consumer Sciences

Project Summary:

This study of value-based labeling for apparel products examined consumer willingness to pay for three credence attributes of fiber: origin, type and production method. Experimental auctions were conducted with student subjects in Texas and used socks made from cotton and PLA, a fiber manufactured from corn. Tobit regression analysis was performed using the attributes and subject demographics to determine consumer willingness to pay for the various attribute levels and to profile consumers with interest in the attributes. A key finding of this study is that consumers value information about the local origin of fibers. This study demonstrated that experimental auction techniques can be successfully used for apparel product development, which helped to secure funding from industry for a similar study focusing on social responsibility. The study also served to generate pilot data that assisted in securing federal funding for a similar study that will benefit Texas fiber producers by identifying product development and marketing methods that appeal to lifestyle of health and sustainability consumers.

Publication: Hustvedt, G. and Bernard, J. (Sep. 2008). "Consumer Willingness to Pay for Sustainable Apparel: The Influence of Labeling for Fiber Origin and Production Methods" International Journal of Consumer Sciences.

Presentations:

Hustvedt, G. (2008) Consumer willingness to pay for fiber origin and production methods. Graduate Seminar Series, Department of Food & Resource Economics, University of Delaware. March 2008.

External Grants Applied:

Hustvedt, G, Hanawa-Peterson, H. & Bernard, J. (2008-2010) Marketing of locally produced sustainable animal fiber products. U.S. Department of Agriculture, Cooperative State Research, Education, and Extension Service, Southern Region Sustainable Agriculture Research and Education program. Co-Principal Investigator. \$140,000

Hustvedt, G. Consumer willingness to pay for fair labor monitoring (2007-2008)
Corporate Responsibility Division Nike, Inc. Principal Investigator. \$4,800

Hustvedt, G. & Bernard, J. Texas branded fiber products: Consumer acceptance of
labeling alternatives.(2007) Texas Department of Agriculture Food and Fiber
Research Grant Program, Principal Investigator. \$80,000

External Grants Awarded:

Hustvedt, G, Hanawa-Peterson, H. & Bernard, J. (2008-2010) Marketing of locally
produced sustainable animal fiber products. U.S. Department of Agriculture,
Cooperative State Research, Education, and Extension Service, Southern Region
Sustainable Agriculture Research and Education program. Co-Principal Investigator.
\$140,000

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Student Number: 3