

TABLE OF CONTENT

TITLE PAGE	i
ABSTRACT	ii
ABSTRAKSI	iii
TABLE OF CONTENT	iv
Chapter 1: Introduction	1
1.1 Background	1
1.2 Scientific and Social Relevance	2
1.3 Problem Statement and Research Questions	3
1.4 Research Objectives	3
1.5 Research Structure	4
Chapter 2: Literature Study	5
2.1 Consumer Behavior	5
2.2 Ethical Fashion	7
2.3 Consumer Behavior towards Ethical Fashion	8
2.4 Hypothesis Formulation	9
2.4.1 Formulation of Hypothesis 1	9
2.4.2 Formulation of Hypothesis 2	10
2.4.3 Formulation of Hypothesis 3	10
2.4.4 Conceptual Model	11
Chapter 3: Research Methodology	12
3.1 Quantitative and Qualitative Research	12
3.2 Data Collection Method	12
3.3 Survey Design	13
3.4 Selecting Respondents	14
3.5 Analysis	14
3.6 Pilot Test	14
3.7 Researcher's Bias	15
Chapter 4: Research Outcome	16
4.1 Survey Result	16
4.2 Survey Reliability	16
4.3 Hypothesis Testing	17
4.3.1 Hypothesis 1	17
4.3.2 Hypothesis 2	18
4.3.3 Hypothesis 3	19
4.4 Result Summary	22
Chapter 5: Conclusion and Recommendation	24

5.1 Conclusion	24
5.2 Recommendation to the Fashion Industry	25
5.3 Recommendation to Future Researchers	25
5.4 Research Limitations	26
BIBLIOGRAPHY	27
Appendix 1: Online Survey	29
Appendix 2: Respondents Demographics	31
Appendix 3: Cronbach's Alpha	34
Appendix 4: Descriptive Statistics	35