

Green Teen

A Website/Mobile Application
to Influence Choices

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to go to the
Green Teen Website



Research Question

Can a website/mobile application in early stages:

- teach people about measures of corporate environmentalism and
- influence their clothing buying preferences to increase the consideration of environmental impact?

Hypothesis

A website/mobile application focusing on measures of corporate environmentalism will be able to:

- Successfully teach about the measures
- Minimally affect people's buying preferences

I believe this because it's easier to impart knowledge than influence behavior. Even if people start to consider the impact of their purchase on the environment, it might not outweigh the other factors, such as style, cost, and access to brands, that influence why they purchase their clothes.

Rationale

A website/mobile application could help to inform consumers about companies' levels of environmental consideration and help them choose sustainable brands. This could help to reduce the impact that the fashion industry has on the environment which is currently 10% of the total carbon emissions.

Materials

- A 16 question electronic survey designed to assess knowledge about corporate environmental certifications and baseline personal clothing buying preferences
- A website/mobile application, created using a no-code application maker, designed to inform about corporate environmental certifications and introduce users to 8 clothing companies that have received some of these certifications
- Software to analyze data

Method

Prep 1: Create a 16 question survey

Prep 2: Create a website/mobile application (see QR code next to title)

Step 1: Invite 10 participants in each of 5 age ranges (11-20, 21-30, 31-40, 41-50, 50+) with a goal of 50 participants to complete the survey

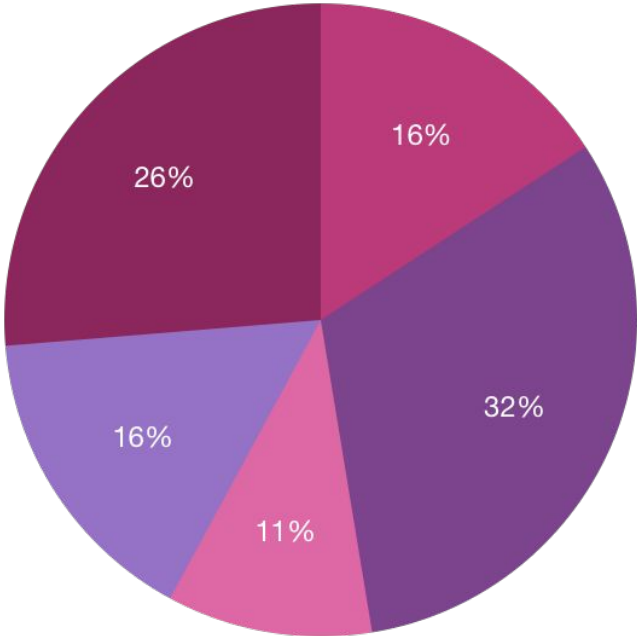
Step 2: Allow subjects to freely look through the website/mobile application for a maximum of 15 minutes

Step 3: Survey participants again with the same survey from Step 1

Study Participants: 78% response rate

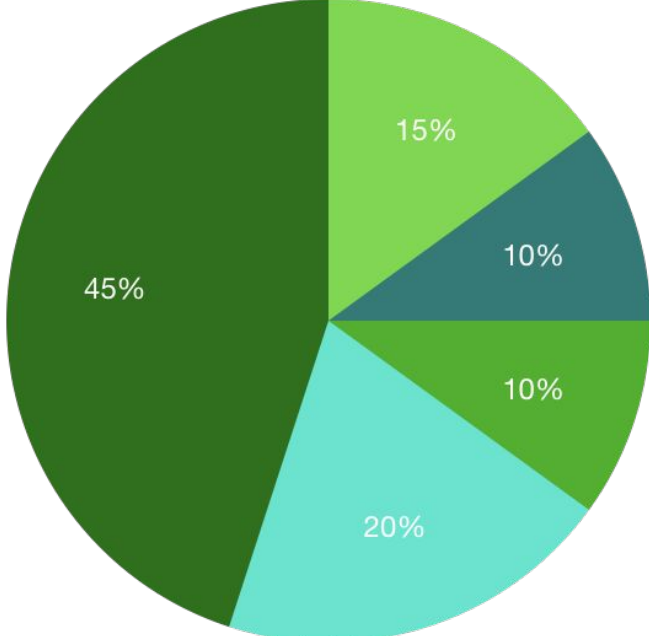
Age in Years of Female Participants
(n=19)

● 11-20 ● 21-30 ● 31-40 ● 41-50 ● 51 Plus



Age in Years of Male Participants
(n=20)

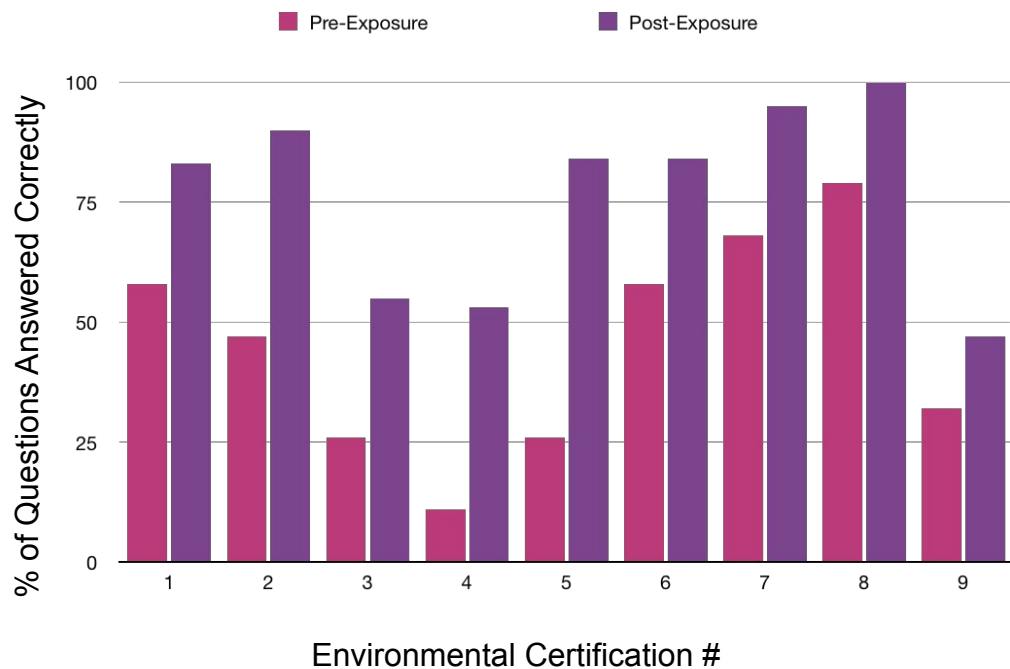
● 11-20 ● 21-30 ● 31-40 ● 41-50 ● 51 Plus



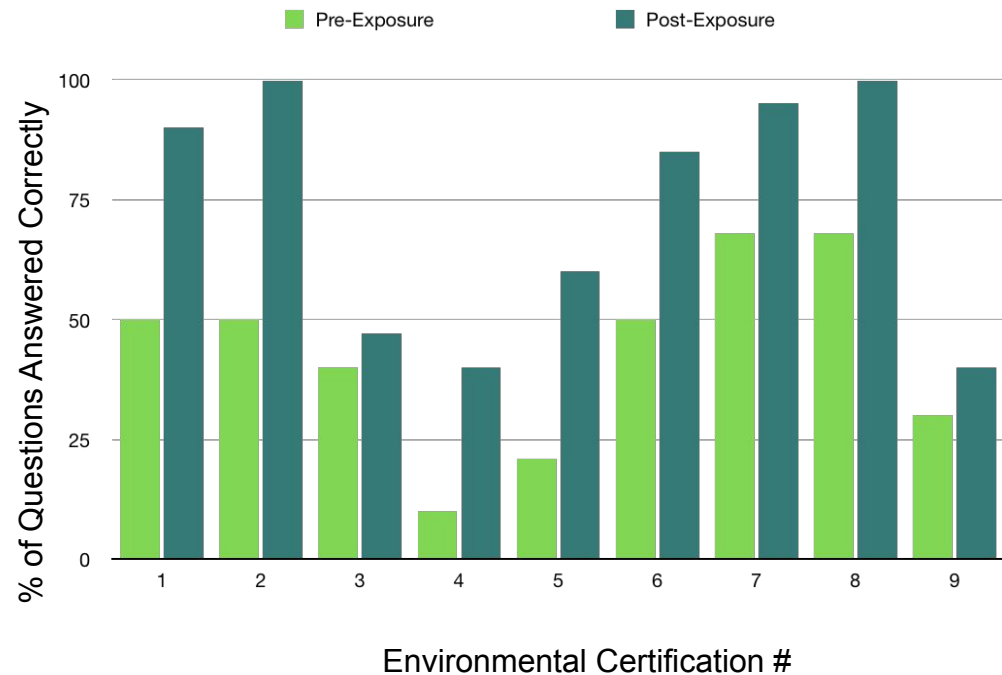
Graphs by Bergen Jacob

Results: Knowledge of Corporate Environmental Certifications

Knowledge of Corporate Environmental Certifications for Women

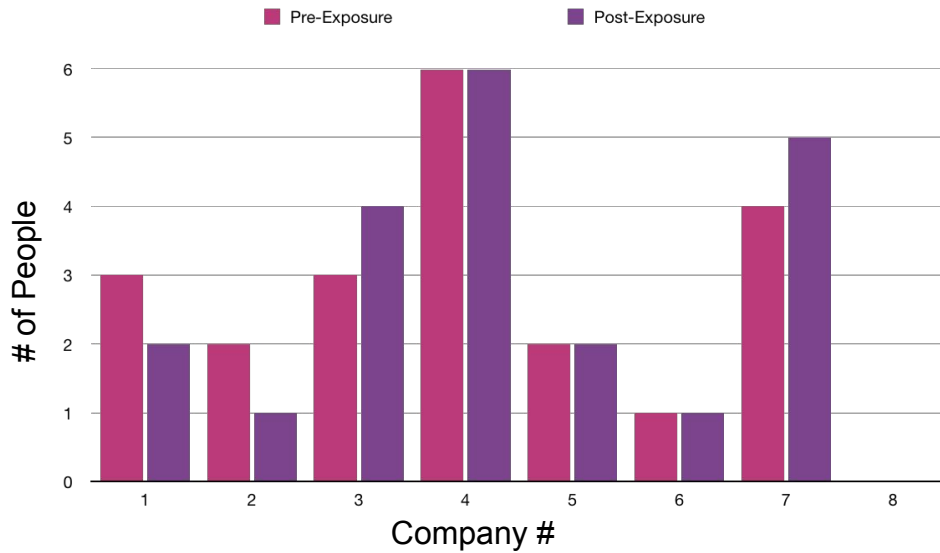


Knowledge of Corporate Environmental Certifications for Men

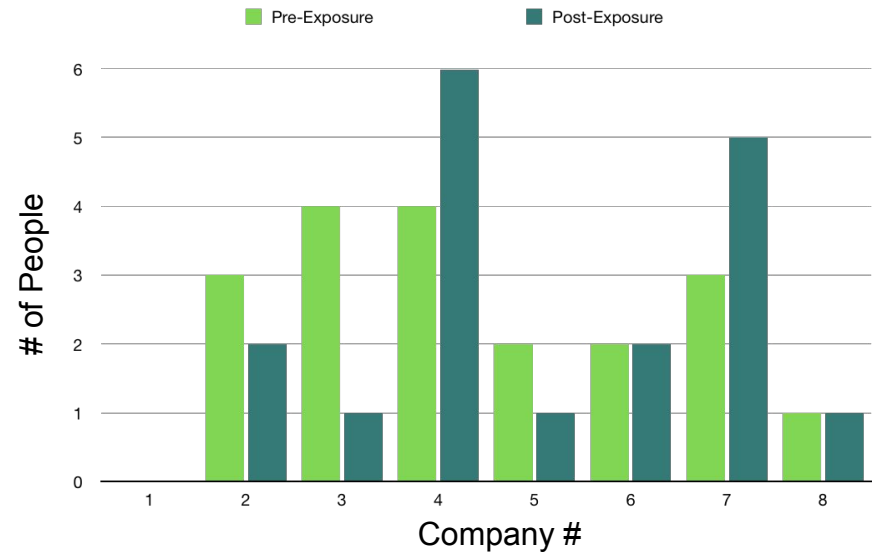


Results: Preferred Companies

Changes in 1st Choice Companies for Women

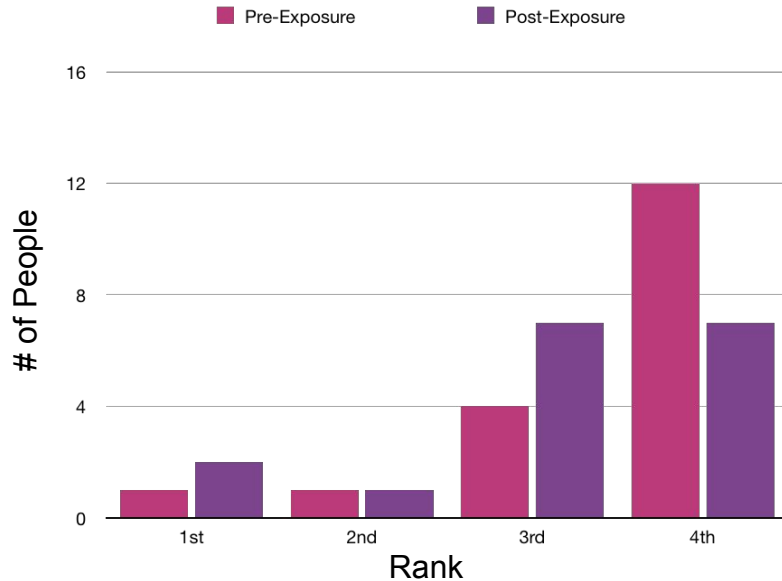


Changes in 1st Choice Companies for Men

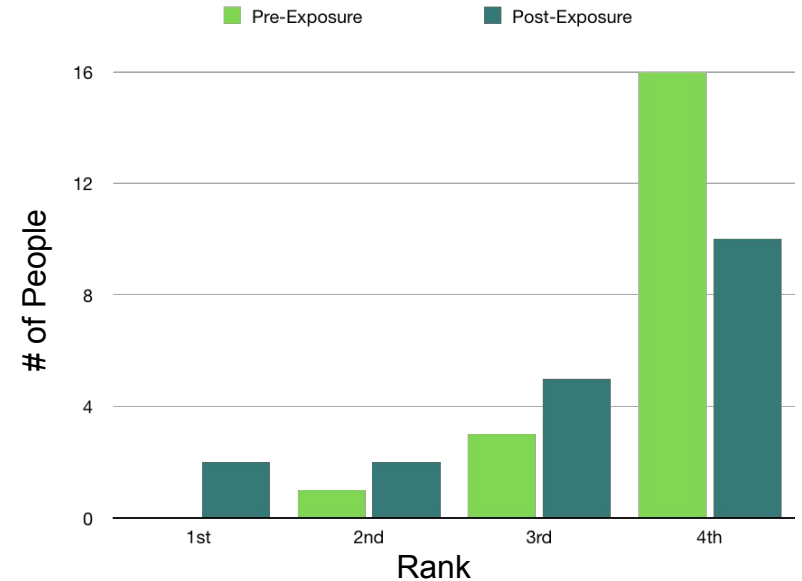


Rank of Environmental Impact Consideration Compared to Comfort, Style, and Expense

Changes in Consideration of Environmental Impact for Women



Changes in Consideration of Environmental Impact for Men



Conclusion

My hypothesis was correct. I found that a website/mobile application can:

- Successfully teach people about measures of corporate environmentalism.
- Have a small but measurable effect on people's clothing buying preferences and their consideration of environmental impact.

I did not expect that the website would have a greater effect on the men's consideration for environmental impact of clothing and buying preferences compared to the women's. I think this occurred because women had a higher baseline knowledge of fast fashion and environmental certifications. Since men had a lower baseline knowledge on the topics on the website, the information given may have been more novel for them and therefore made a greater impact.

Future Directions

If I were to explore this topic further, I would like to:

- Learn to code to create a higher functioning website/mobile application.
- Expand my website to include topics such as workers in the fashion industry, add additional clothing companies, and introduce lesser known brands that are paving the way in corporate environmentalism.
- Analyze my data further to see how a website/mobile application can influence people's buying preferences differently depending on age.