

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

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# To which design flagship did you submit your proposal?

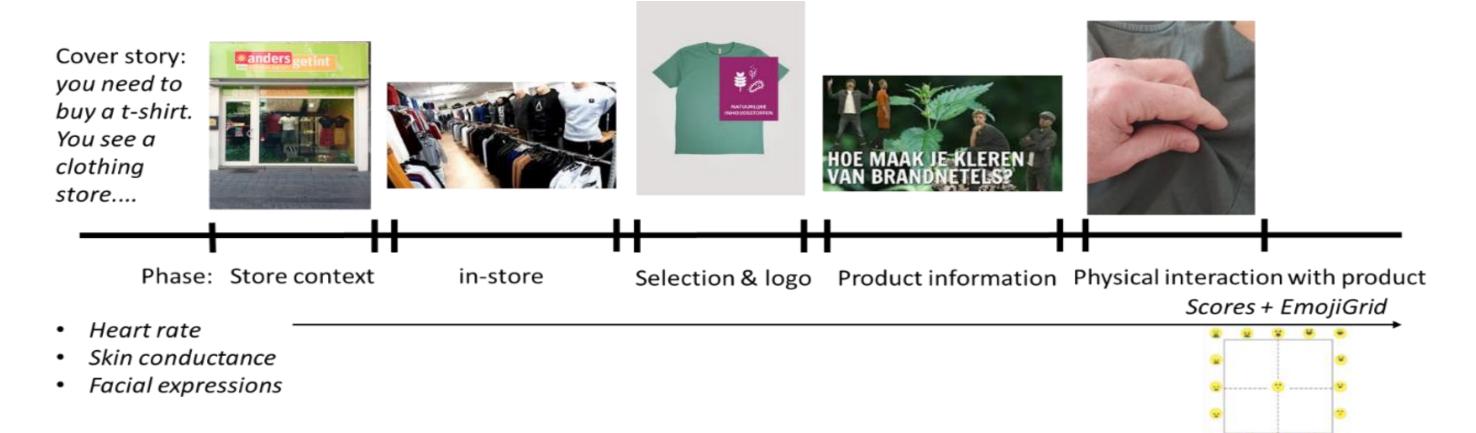
A: Design Flagship Methodological Innovation

## 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.

## What are the key activities or steps?

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



# Why is this interesting scientifically?

• The idea is relevant for:

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## What are key deliverables?

1.Identification of 'alternative' textiles suitable for testing (e.g. used

- 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 transdisciplinary collaboration (across consumer, economic and marketing sciences) and effectively link upstream research and societal actors involved in transition
- 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).

#### How is this relevant to the materials transition?

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

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

What are other areas where this methodology may be applicable?

#### Extra??



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