

Sustainable Cotton in the Textiles Industry

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Introduction

Research clarifies that textiles are among the top five leading causes of pollution, however, the industry is expected to surpass the leading industries. 8% of arable land has been abandoned due to the salinity of the soil from conventional cotton farming (Kooistra, 2006, p. 8). As a society with a blurred understanding of sustainable cotton practices and pedestrian cotton practices, the following review will elucidate the difference

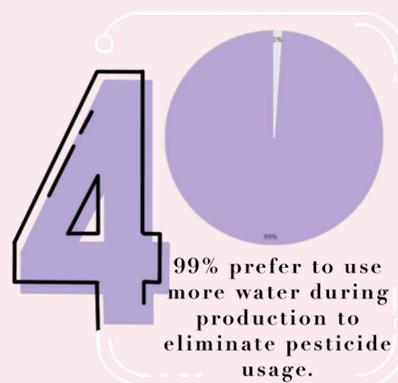
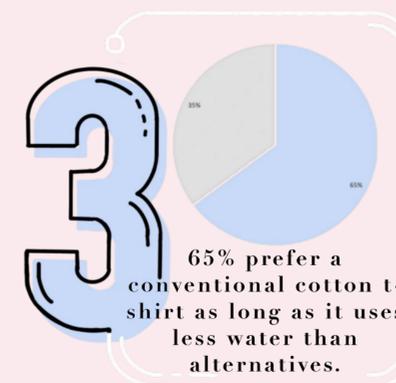
RQ: Do the effects of altering the cotton industry to be more sustainable truly outweigh the harm presently being made by cotton production?

Methods

We created a survey using Google Forms in order to understand consumer behavior regarding sustainable cotton consumption. We had 88 responses ranging in ages 16-64, of which over seventy percent state that they have an understanding of conventional and sustainable cotton.

Summary of Survey Results

Our survey results revealed that consumers believe they want to purchase more sustainable products. However, the latter question results reflect a favor towards conventional products.



Eighty-two percent of respondents state they would spend up to \$20 more on sustainable products. However, when asked about their willingness to sacrifice comfort, they do not want to change from their conventional products.

Concluding Remarks

From our results, consumers suggest they have an awareness of sustainable cotton products. However, the results of our survey suggest consumers do not understand the impacts of conventional cotton.

In regards to altering the cotton industry to be more sustainable, the results of consumer behavior proposes the industry is only a product of consumer consumption. The consumers carry the dollar in the textiles industry, thus consumers hold the power to create a more sustainable industry through their willingness to purchase products.

Future research should focus on developing educational resources to inform consumers about the dangers of the conventional cotton industry and. In an effort to increase the understanding of the benefits of sustainable cotton, research should contain consumers with textile education to make meaningful purchasing decisions.

References

Kooistra, K., & Termorshuizen, A. (2006) The sustainability of cotton: Consequences for man and environment. *Innovation Studies from Wageningen University*, 8.