Role of QR Codes in Environmental Consciousness of Apparel Consumption

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Abstract : This study explores the possible impact that QR codes play in helping individuals make more sustainable choices regarding apparel consumption. Data was collected via an online survey to ascertain individuals' knowledge, attitudes, and behaviors with regard to QR codes and how this impacts their decisions to purchase apparel. Results from 250 participants provide both qualitative and quantitative data that provide valuable information regarding consumers' use of QR codes and more sustainable purchases. Specifically, results indicate that QR codes are currently under-utilized in the apparel industry but have the potential to generate more environmentally conscious purchases. Also, results posit that while the cost of the item is the most influential factor in purchasing sustainable garments, other factors such as how, where, and what it is made of are in the middle, along with the company's story/inspiration for creation have an impact. Moreover, participants posit the use of QR codes could make them more informed and empowered consumers, and they would be more likely to make purchases that are better for the environment. Participants' qualitative responses provide useful incentives that could increase their future sustainable purchases. Finally, this study touches on the study's limitations, implications, and future direction of research.
Keywords : digital ID, QR codes, environmental consciousness, sustainability, fashion industry, apparel consumption
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