

## **Textile Firms Response to the Restriction of Nonylphenol and Its Ethoxylates: Looking from the Perspectives of Attitude and the Perceptions of Technical and Organizational Adaptabilities, Risks, Benefits, and Barriers**

**Authors :** Hien T. T. Ho, Tsunemi Watanabe

**Abstract :** The regulatory and market pressures on the restriction of nonylphenol and its ethoxylates in textile articles have confronted the textile manufacturers, particularly those in developing countries. This study aimed to examine the tentative behavior of the textile manufacturers in Vietnam from the perspectives of attitude and the perceptions of technical and organizational adaptabilities, risks, benefits, and barriers. Personal interviews were conducted with five technical specialists from four textile firms and one chemical supplier. The environmental regulatory and market situations regarding the chemical use in Vietnam were also described. The findings revealed two main opposing trends of chemical substitution depending on the market orientation of firms that governed the patterns of risk and benefit perception. The indirect influence of perceived adaptabilities on firm tentative behavior through perceived risks was elucidated, which initiated a conceptual model of firm's behavior combining the organizational-based and the rational-based relationships. The intermediary role of non-governmental textile and garment industrial/ trade associations is highlighted to strengthen private firm's informative capacity.

**Keywords :** firm behavior, institutional analysis, organizational adaptation, technical adaptation

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