

**How Sustainability Initiatives Influence Consumer Perceptions:
Case Study on Levi Strauss & Co.'s Waste<Less Jeans Collection**

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ABSTRACT

Corporate social responsibility initiatives have been integrated into many business models and practices across various industries. One company engaged in sustainability initiatives is Levi Strauss & Co. (Levi's), an American clothing company known for its iconic brand of denim jeans. Levi's has grown its brand portfolio with its sustainability initiatives, which include the newly launched product line called the Waste<Less Jeans Collection, a line of denim that incorporates post-consumer waste as materials in the jeans. This step towards sustainable product innovation is a pioneering approach in the industry, however there is no research on how consumers react to and perceive the Collection. To determine how Levi's Waste<Less Jeans Collection impacts consumer perceptions, I surveyed consumers with questions in the following categories: 1) Level of environmental consciousness; 2) Consumer attitudes; 3) Consumer purchasing behavior; 4) Knowledge of Levi's Waste<Less Jeans Collection; 5) Perception of the initiative and the company; 6) Demographics. Results indicate that consumers react positively to the Waste<Less Jeans Collection, however the study also shows that Levi's does not effectively communicate or market the initiative to consumers. This study suggests that forward thinking and environmentally conscious companies like Levi's, need to gain a clear understanding of their potential consumer base, their expectations, and how to effectively communicate and market their sustainability initiatives.

KEYWORDS

corporate social responsibility, consumer behavior, eco-friendly products, green marketing, environmental consciousness, branding

INTRODUCTION

In recent decades, companies have sought to increase their corporate accountability and make contributions to society and the environment (Isa 2012). Many businesses recognize that their corporate actions are either directly the cause of or are indirectly related to global environmental and social issues, such as climate change and child labor (Werther and Chandler 2005). These issues, along with external pressures such as compliance regulations and changing consumer preferences, have made companies realize that they must engage in corporate social responsibility (CSR), which is a company's moral obligation to implement practices that benefit stakeholders, society, and the environment (Pomering and Johnson 2009). Corporations are socially obligated to meet the demands of their stakeholders, who are individuals or groups of people who have a general interest in the company or who can be affected by company decisions (Coombs 2012). Consumers, in particular, are important stakeholders who expect and pressure firms to go beyond their own economic interests and engage in "responsible" activities, such as participating in philanthropic events or mitigating their greenhouse gas emissions (Öberseder et al. 2013). Since consumers drive product sales and influence financial performance, meeting their expectations is an imperative responsibility (Hamilton and Tschopp 2012). However, while many corporations are trying to satisfy their consumers, they are faced with the challenge of understanding consumer expectations concerning products and perceptions of their company.

Due to this change in social expectations, corporations in industries like apparel have begun to integrate CSR and sustainability into their business models and practices (Fletcher 2008). The apparel industry specifically creates many negative environmental impacts, including the intensive use of chemical products and natural resources for the creation textiles and clothing (Worley et al. 2010). Consumers are becoming increasingly aware of these environmental issues and are pressuring apparel companies to become accountable for their actions and demonstrate that through corporate transparency (Gupta and Pirsch 2008). Several companies in the industry have begun incorporating sustainable practices into the design, production, and use of fashion and textiles (Fletcher 2008). For example, apparel companies are beginning to adopt "green" practices such as using organic fibers and utilizing clean technologies in their production process (Caniato et al. 2012). One company involved in these sustainable practices is Levi Strauss & Co. (Levi's), an American clothing company known for its iconic brand of denim jeans. As a global player in

the apparel industry, one of the current challenges for Levi's is determining how to effectively integrate sustainability throughout the company in a way that drives brand value.

One of Levi's stated goals is to grow its brand portfolio and to reduce the environmental impacts of its products through leadership in "sustainable product innovation" (Levi's 2012). In 2012, the company launched several innovative sustainability initiatives such as the Care for our Planet tags, which educates consumers on how to use their clothes responsibly, and the Water<Less Jeans Collection, a product line that uses a minimal amount of water in the manufacturing process. Levi's recently launched a new product line called the Waste<Less Jeans Collection (Waste<Less), which is a collection of denim that incorporates post-consumer waste – recycled plastic bottles and food trays, as materials in the jeans. Each pair of jeans is created using a minimum of 20 percent post-consumer recycled content (Levi's 2012). This pioneering approach towards sustainable product innovation allows Levi's to reduce the environmental impacts of their products, while evolving its brand portfolio. Yet, despite the company's efforts in reducing their environmental impacts, Levi's is unsure of what consumers think of this and how they perceive these resulting products.

In the spring of 2013, Levi's Vice President of Social and Environmental Sustainability, Michael Kobori recognized that the company is unaware of how certain sustainability initiatives like Waste<Less have impacted consumers' perceptions. When companies implement sustainability initiatives, potential benefits usually include enhanced brand image, increased cost savings, and better employee and consumer engagement (Kumar and Christodoulou 2013). For Waste<Less, consumers may have responded positively to the Collection and may have become more appreciative of Levi's efforts in mitigating the environmental impacts of their products (Beckmann 2007). On the other hand, consumers may see the initiative as "greenwashing," in which a company spends more money and time claiming to be sustainable than actually implementing practices to minimize their impact or is not effectively implementing sustainability initiatives (Lee et al. 2012). Levi's lacks the information needed to determine if the Collection has improved their brand image or if it has made consumers believe that Levi's is greenwashing, which could damage the company's image and negatively affect performance (Font et al. 2012). In addition, while Levi's has branded their products like Waste<Less as sustainable and innovative, instead of applauding the company for its sustainable product lines, many consumers, for instance, may dislike the idea of using plastic as materials for their clothes. For

companies like Levi's, integrating sustainability has become an important strategic policy (Beckmann 2007), yet it is unclear how consumers perceive specific sustainability initiatives.

As Levi's continues to develop its brand portfolio with various sustainability initiatives, the company can benefit by gaining a better understanding its potential consumer base, consumer expectations of the company, and reactions towards previously introduced sustainable products. This study documented how Levi's Waste<Less Jeans Collection is perceived by consumers and how this in turn affects consumer perception of the company. I assessed how consumers reacted to Waste<Less, and the effectiveness of Levi's communication and marketing of the Collection. My findings suggest ways in which environmentally conscious companies like Levi's, can better carry out sustainability initiatives based on a deeper understanding of consumer perceptions of their products.

METHODS

Study system

To determine how Levi's Waste<Less Jeans Collection impacts consumer perceptions, I surveyed 124 consumers who have purchased Levi's products, are familiar with them, or are potential consumers. Respondents who took the survey were 18 years old or older, and of any gender, income level, and residential location.

Survey content

My survey included twenty-four questions structured around six categories (Appendix I). The data from the first two categories focused on consumers' environmental knowledge, level of concern for the environment, and consumer perceptions of sustainability initiatives. The next category focused on the characteristics consumers look for when purchasing a product. The data here provided information on whether perceived corporate sustainability practices influenced consumer's purchasing behavior. The fourth category focused on consumer knowledge of Levi's and its products, which I used as an indicator of how loyal the consumer was to the brand, and to understand how Levi's consumers are learning about the company's new product lines. The fifth

category included questions about each respondent's thoughts concerning Waste<Less Jeans. Consumers were able to describe some of their opinions on the Waste<Less marketing ad and answer why they thought Levi's created this Collection. These responses were qualitative, providing insight to how consumers reacted to Levi's campaigns. A few additional questions also tested whether learning about the collection influenced their future purchases at Levi's. This data could suggest that sustainability initiatives could impact a company's financial performance. My last category examined consumer demographics such as age, gender, income, level of education, and place of origin.

Data collection

To create and distribute my survey, I used the Qualtrics survey platform. My survey questions were formatted as multiple choice, yes or no, rank-order, text entry, or a slider. I distributed my survey link to my connections via Facebook, LinkedIn, and email. In addition, I asked respondents to send the survey to their contacts as well. I also offered a \$50 gift card, which respondents could win in a raffle, as an incentive to take my survey. I collected data from 124 survey respondents from mid-January 2014 to mid-February 2014.

Data analysis

Overview

To test whether the Waste<Less Jeans Collection influenced consumer perceptions and behaviors, I used both Qualtrics and R-Commander to analyze my data and perform several statistical tests. My survey incorporated testable variables such as income level, level of concern for environmental and social issues, and factors in purchasing behavior. I used Qualtrics and Excel to calculate different proportions and percentages for many questions. These numbers provided a clear way to analyze my data, see how the data responses were distributed, and allowed me to identify any apparent patterns. Then to consider possible relationships between the different variables, I ran chi-squared tests in R-Commander. I ran chi-squared tests because I wanted to test whether certain variables influenced other variables. For example, I performed a chi-squared test

for perception of the company and future Levi's purchases. The chi-square test results allowed me to determine whether an association exists between the different tested variables.

Proportions and percentages

In Qualtrics and Excel, I calculated several percentages in each of the six categories to obtain an overall summary of my survey results. For example, I calculated the percentage of young adults (ages 18-24) who took my survey. When I calculated all my percentages, I used Excel to create pie charts and bar graphs, which visually displayed my results.

Consumer perception & future purchasing behavior of Levi's products

To test if there is a relationship between perception and purchasing behavior, I coded the survey response data into a 3 by 2 contingency table. My x-variable was perception (positive or neutral). There were no negative perceptions of Levi's, so this category was omitted from the contingency table. The y-variable was likelihood of future Levi's purchases (likely to purchase less, likely to purchase the same, or likely to purchase more). I used these variables and conducted a chi-squared test, which gave me a p-value. Based off this p-value I determined whether there was a strong correlation between the two variables.

Consumer perception & future purchasing behavior of Waste<Less

To test whether perception of the Collection resulted in more purchases of Waste<Less products, I coded the survey data into a 3 by 2 contingency table. My x-variable was perception (positive or neutral). There were no negative perceptions of Levi's, so this category was omitted from the contingency table. The y-variable was likelihood of buying a pair of Waste<Less Jeans (not likely to buy, somewhat likely to buy, or likely to buy). I used these variables and conducted a chi-squared test, which would allow me to determine whether there was a strong correlation between the two variables.

Consumer perception & Knowledge of Waste<Less

To test if there is a relationship between knowledge and purchasing behavior, I coded the relevant survey data into a 2 by 2 contingency table. For my x-variable I had the perception of the company, which was split into positive and neutral. There were no negative perceptions of Levi's, so this category was omitted from the contingency table. My y-variable was knowledge, which was split into having previous knowledge of the Collection and having no previous knowledge. I conducted a chi-squared and then analyzed whether hearing about the Collection for the first time, positively impact respondents' perception of the company.

Consumer perception & age distribution

To test if there is a relationship between perception and age distribution, I coded the survey response data into a 2 by 2 contingency table. My x-variable was perception (positive or neutral). There were no negative perceptions of Levi's, so this category was omitted from the contingency table. The y-variable of the table was age distribution of respondents (young adults, ages 18-24 or older adults, ages 25+). I used these variables and conducted a chi-squared test, which gave me a p-value. Based off this p-value I determined whether there was a strong correlation between the two variables.

Knowledge of Waste<Less & age distribution

To test if there is a relationship between knowledge and age distribution, I coded the survey response data into a 2 by 2 contingency table. My x-variable was knowledge, which was split into having previous knowledge of the Collection and having no previous knowledge. The y-variable was age distribution of respondents (young adults, ages 18-24 or older adults, ages 25+). I used these variables and conducted a chi-squared test, which gave me a p-value. Based off this p-value I determined whether there was a strong correlation between the two variables.

Response to Levi's marketing campaign

Another question in my survey asked respondents to describe their immediate reactions to an advertisement on the Waste<Less Jeans Collection. Since the survey results for this question were all qualitative responses, I placed each response into one of five categories: those who thought the ad was cool/interesting; those who were off-put; those who were confused those who were indifferent; and those who believed the ad conveyed an environmental message. By organizing each of the responses into these categories, I could determine and analyze how consumer reacted to the advertisement and how effective Levi's was in marketing this sustainability initiative.

Overall perception of Levi Strauss & Co.

One survey question asked respondents to elaborate on their perceptions of the company. The survey results for this question were all qualitative responses, which I used to further analyze how the Collection impacted perceptions of the company.

RESULTS

Demographics

Of the 124 survey respondents, 38% were male and 62% were female (Figure 1).

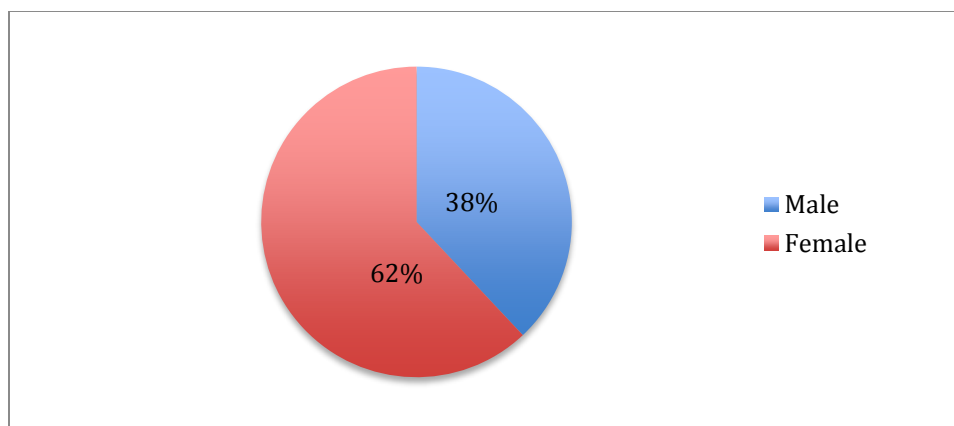


Figure 1. Gender distribution of the sampled population.

The age distribution of the sample population consisted of a large portion of young adults (85%) between the ages of 18-24 (Figure 2).

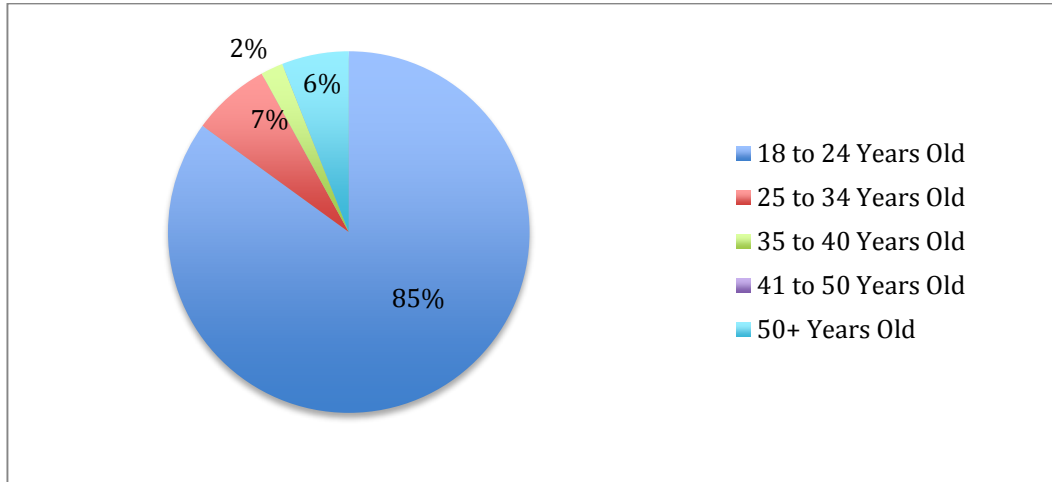


Figure 2. Age distribution of the sampled population.

Environmental concerns

I found that 42% of respondents ranked Climate Change as the issue of greatest concern, and 46% of respondents ranked Pesticide Use as the least concerning issue (Figure 3).

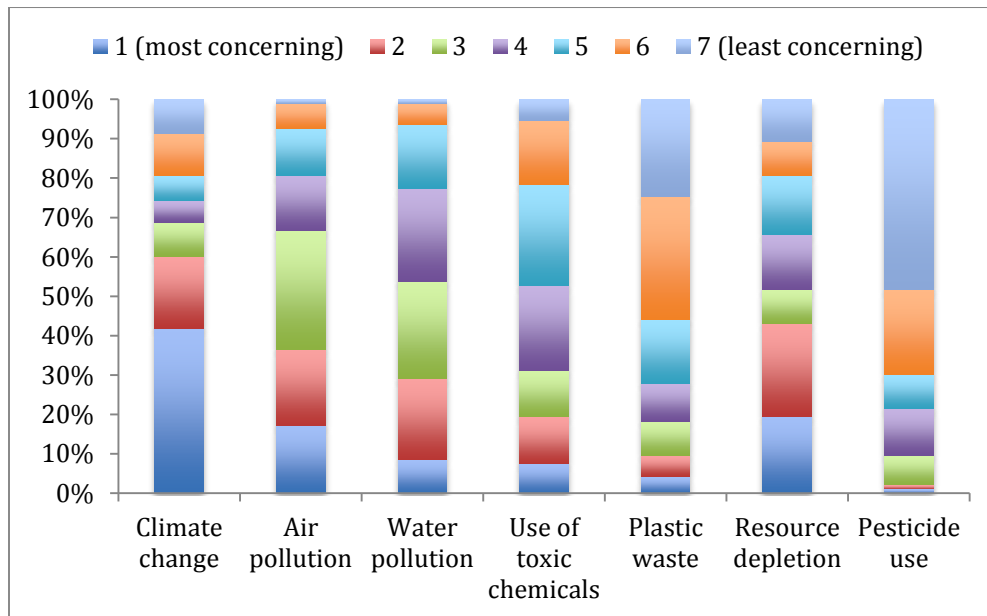


Figure 3. Rankings of environmental concerns.

Purchasing behavior

Cost affected purchasing decisions more than any other factor, while Where it was made and Environmental impacts associated with the product were the least influential factors (Figure 4).

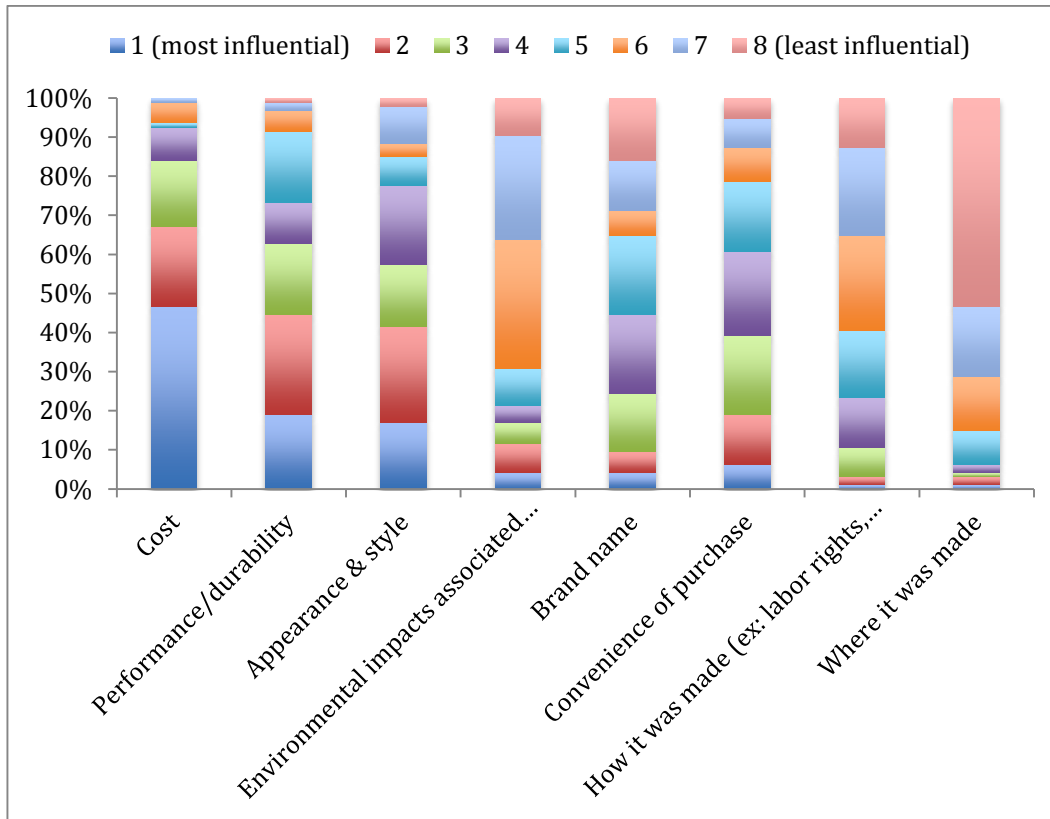


Figure 4. Rankings of factors influencing purchasing behavior.

When asked to consider environmental factors for purchasing decisions, I found that the environmental impacts associated with the product was ranked as the most influential factor, while packaging of the product was ranked as the least influential factor (Figure 5).

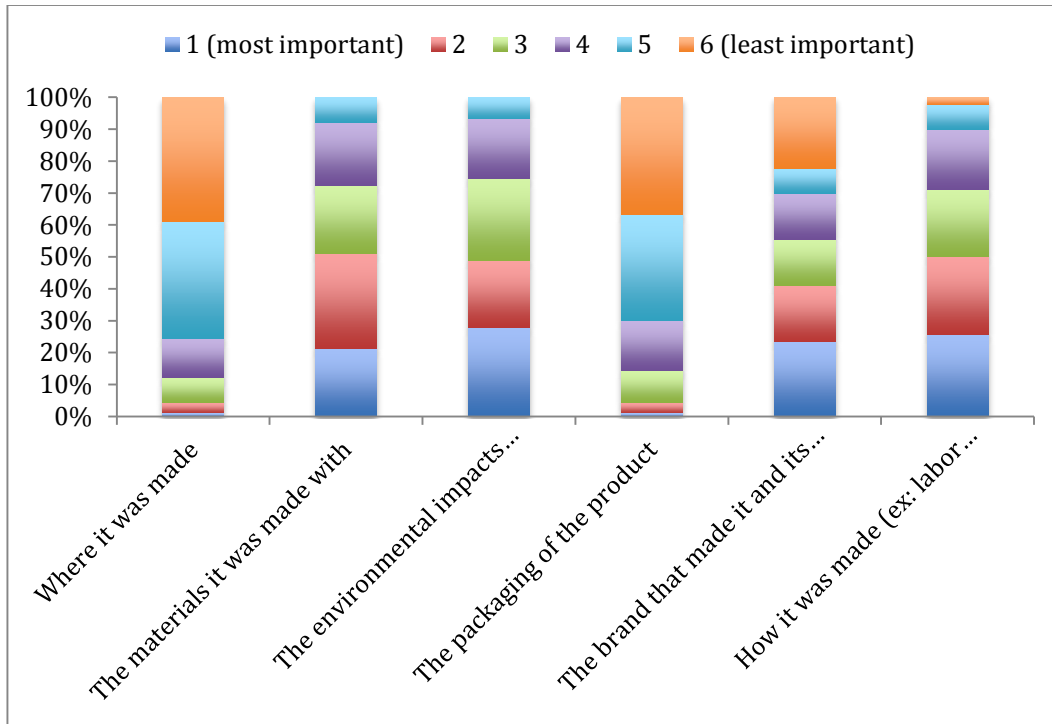


Figure 5. Rankings of sustainability factors influencing purchasing behavior.

Consumer attitudes toward sustainability initiatives

79% of consumers believe companies engage in sustainability initiatives because it makes the company look better and 73% believed that it was good for the environment (Figure 6).

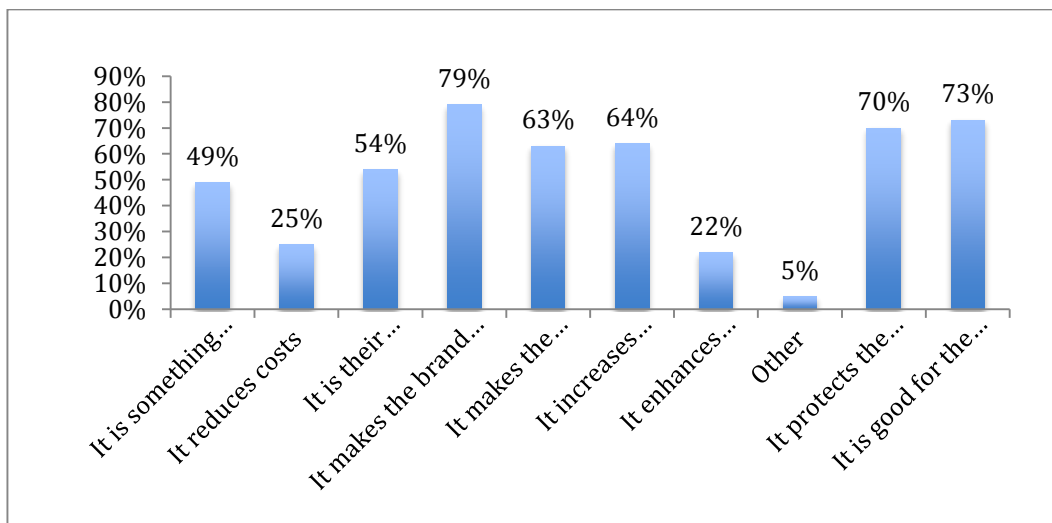


Figure 6. Reasons for sustainability initiatives.

Knowledge of and responses to Levi's Waste<Less Jeans Collection

I found that 45% of respondents had never purchased a Levi's product. Only 4% purchase products from Levi's more than 3 times year and are likely to be frequent buyers (Figure 7).

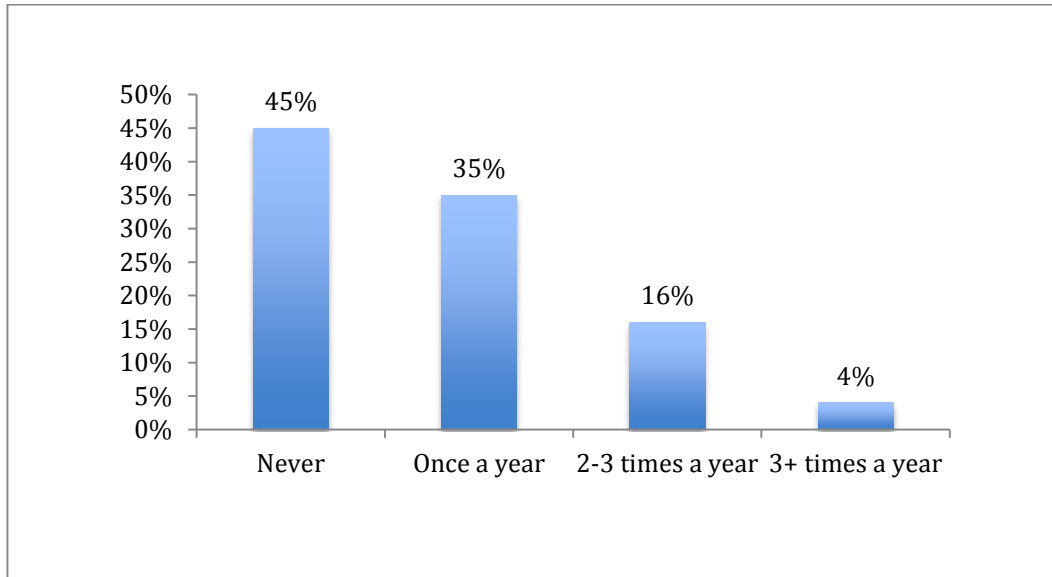


Figure 7. Distribution of purchases from Levi Strauss & Co.

My results showed that 75% have never heard of Levi's Waste<Less Jeans Collection before and 25% are somewhat familiar with it (Figure 8).

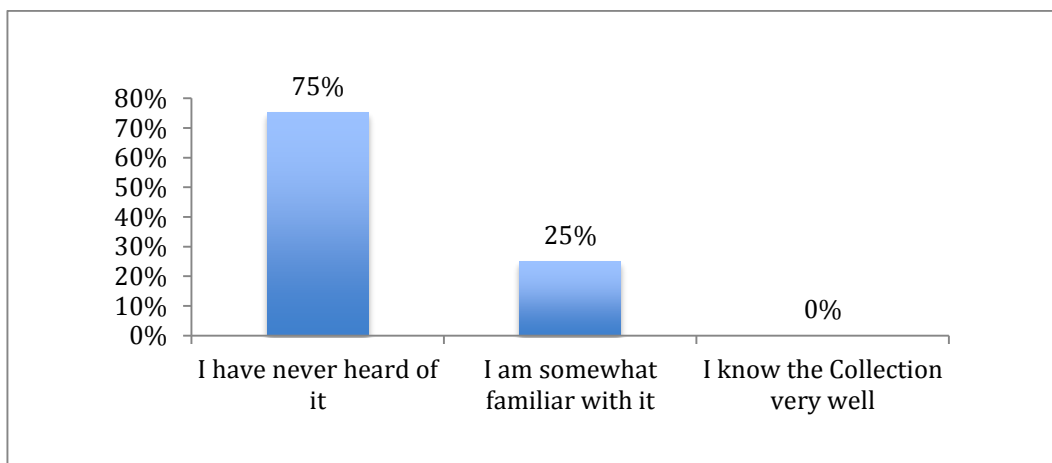


Figure 8. Knowledge distribution of the Waste<Less Jeans Collection.

After learning about the Waste<Less Jeans Collection, 66% of respondents stated that would be likely to purchase the same amount of Levi's products (Figure 9).

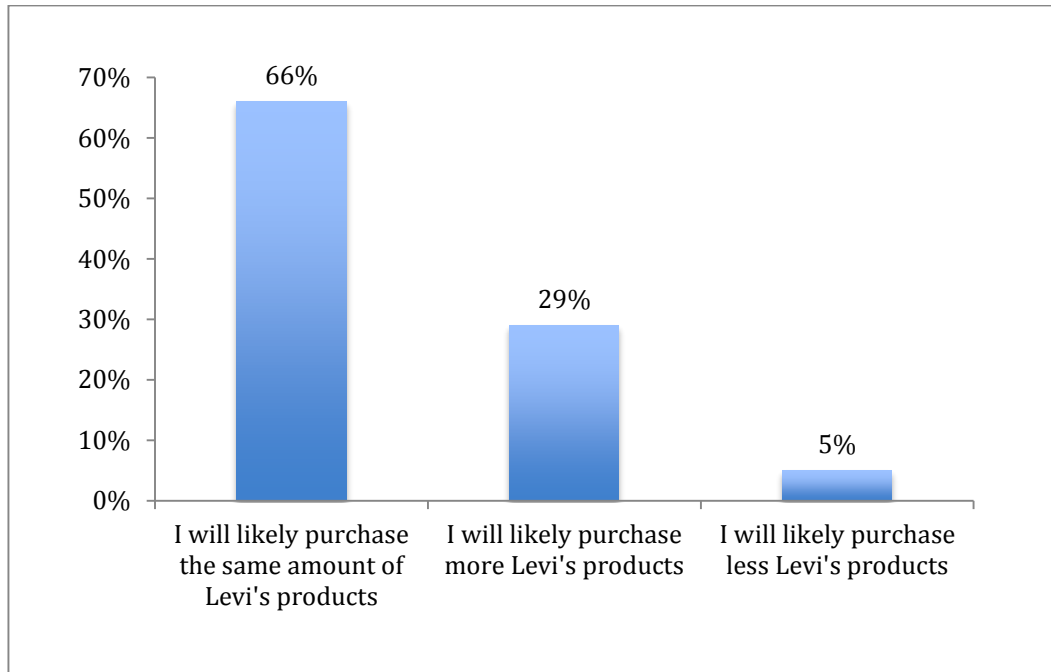


Figure 9. Likelihood of purchasing future Levi Strauss & Co. products.

I found that 41% of respondents believed that the strongest reasons why Levi's created the Waste<Less Jeans Collection were to make the brand look better and to differentiate their product (Figure 10).

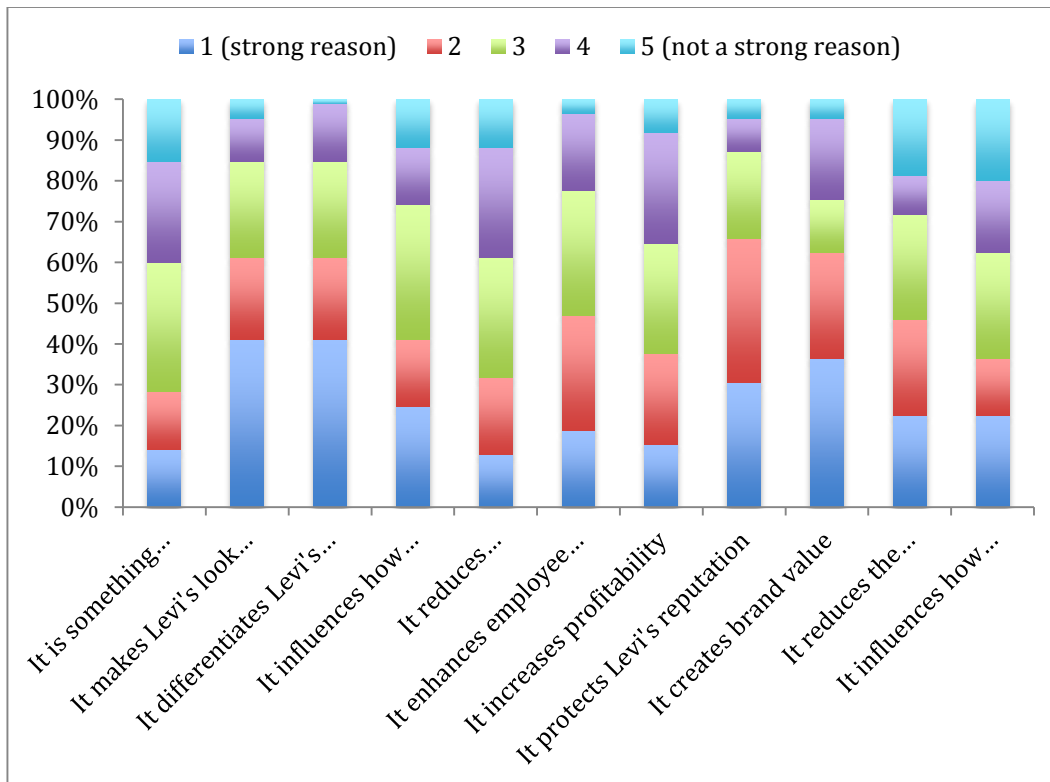


Figure 10. Reasons for the Waste<Less Jeans Collection.

Data analysis

Consumer perception & future purchasing behavior of Levi's products

To test for an association between consumer perception and future purchasing behavior of Levi's products, I performed a chi-square test. The p-value between the two variables is 0.0001753 (Table 1). This value is less than the statistically significant level of 0.05 (5%), which makes the value statistically significant. This means that there is a strong correlation between the two variables.

Table 1. Contingency table between perception and future purchasing of Levi products.

	Less	Same	More
Positive	2	49	25
Neutral	5	17	0

Note: X-squared = 17.2978, df = 2, p-value = 0.0001753

Consumer perception & future purchasing of Waste<Less

To test for an association between consumer perception and future purchasing of Waste<Less Jeans, I performed a chi-square test. The p-value between is two variables is 0.01351 (Table 2). This value is statistically significant and shows that there is a strong correlation between the two variables.

Table 2. Contingency table between perception and future purchasing of Waste<Less.

	Not Likely	Somewhat	Likely
Positive	23	40	13
Neutral	13	9	0
X-squared = 8.0918, df = 2, p-value = 0.01749			

Knowledge of the collection & perception of Levi's

To test for an association between knowledge and overall perception of Levi's, I performed a chi-square test. The p-value between is two variables is 0.1148 (Table 3). This value is statistically insignificant and shows that there is a weak correlation between the two variables.

Table 3. Contingency table between perception and knowledge of Waste<Less.

	Never heard of it	Heard of it
Positive	64	13
Neutral	20	3
Note: X-squared = 2.4867, df = 1, p-value = 0.1148		

Consumer perception & age distribution

To test for an association between knowledge and overall perception of Levi's, I performed a chi-square test. The p-value between is two variables is 0.7152 (Table 4). This value is statistically insignificant and shows that there is a very weak correlation between the two variables.

Table 4. Contingency table between perception and age distribution.

	No	Yes
Positive	64	13
Neutral	19	3
Note: X-squared = 0.1331, df = 1, p-value = 0.7152		

Knowledge of Waste<Less & age distribution

To test for an association between knowledge and overall perception of Levi's, I performed a chi-square test. The p-value between is two variables is 0.2721 (Table 5). This value is statistically insignificant and shows that there is a weak correlation between the two variables.

Table 5. Contingency table between knowledge and age distribution.

	Young Adult (18-24)	Adult (25+)
Never heard of it	16	5
Heard of it	68	11
Note: X-squared = 1.2063, df = 1, p-value = 0.2721		

Response to Levi's marketing campaign

Since the survey results for this question were all qualitative responses, I placed each response into one of five categories: those who thought the ad was cool/interesting, those who were off-put, those who were confused, those who believed the ad conveyed an environmental message, and those who were indifferent. Each response was placed in the categories based on key words in the responses such as "want to learn more", "bit harsh", "confusing", "recycled materials," and "don't care." Based on the responses 40% of respondents thought the ad was cool or confusing (Figure 11).

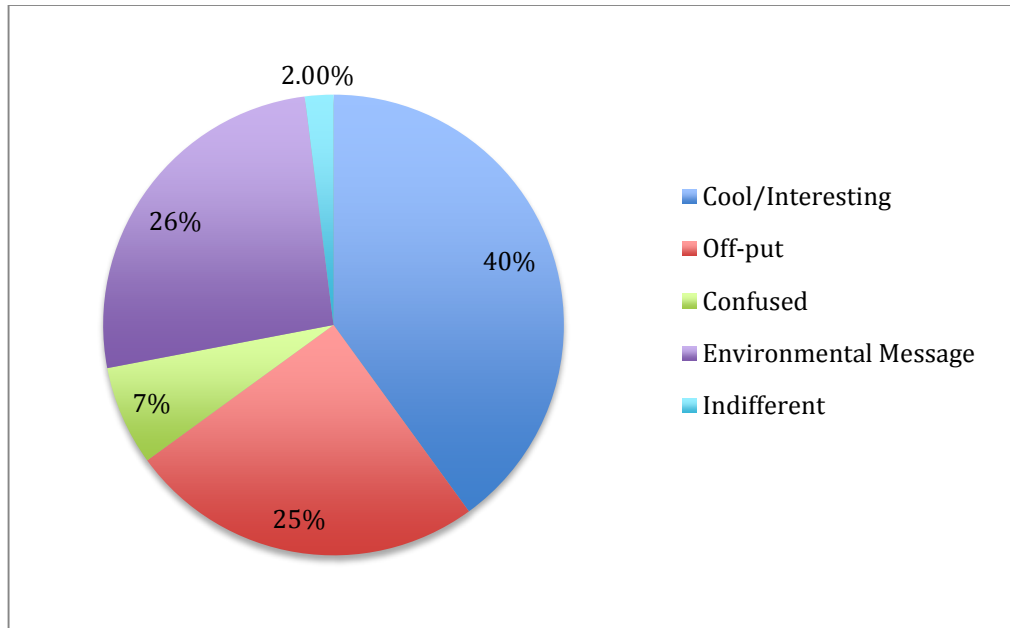


Figure 11. Response to the Waste<Less marketing ad.

Overall perception of Levi's

After hearing about the Collection, my results showed that 81% of respondents have more positive thoughts about Levi's (Figure 12).

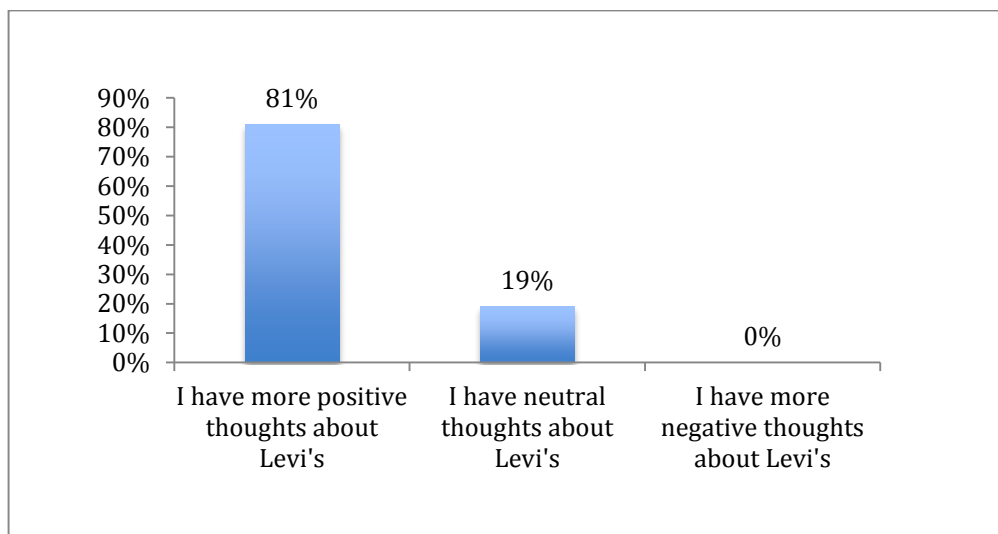


Figure 12. Respondents' opinions about Levi Strauss & Co.

DISCUSSION

As many companies focus their time, energy, and capital towards sustainability initiatives and CSR campaigns, the direct impact these have on consumers' perception and behavior remains unclear in many industries. This study showed some possible consumer reactions towards these initiatives using Levi's Waste<Less Jeans Collection as a case study. I found that the Waste<Less initiative influenced a majority of consumers to view Levi's in a more positive way. However, most consumers were initially unaware of what sustainability initiatives Levi's was involved. The varying responses to the Waste<Less ad suggest that the overall purpose and message of the campaign is also unclear to many consumers, which suggests that marketing the sustainability initiative could be improved. It is evident that Levi's needs to identify more effective marketing approaches for their campaigns, so that they can reach more consumers. In addition, although this study demonstrates that sustainability and CSR initiatives can encourage more positive consumer perceptions, sustainability initiatives may not influence consumers to purchase more sustainable products. Regardless of the investments companies make in CSR activities, companies may receive minimal benefits, which companies should consider when creating new sustainability initiatives.

Demographics

The age group of my sample population proved to be a key factor to address when marketing to customers. Most survey respondents who were young adults, ages 18-25, had very little or no exposure to the campaign, suggesting that Levi's needs to better market their new products. Effectively marketing to this segment can increase profits and expand Levi's customer base (Kumar and Christodouloupoulou 2013). A key point for Levi's to consider is to organize a sustainability campaign that caters to young adults, as they are potential customers.

Consumer perception

Sustainability and CSR campaigns have the ability to create several positive impacts for the brand, such as improved consumer perceptions. CSR efforts can impact attitudes, purchase

intentions, consumer–company identification, loyalty, and satisfaction (Obsersder et al., 2013). In Levi's case, survey results showed that the Waste<Less Jeans Collection positively impacted consumers' perceptions of the company. A majority of consumers also indicated that they were more likely to purchase Levi's products in the future. Most consumers exposed to the Waste<Less Jeans had favorable perceptions of the company, which also presented potential financial opportunities. These positive associations may also boost the company's reputation (Obsersder et al., 2013). In addition, most respondents who never had heard of the Collection before were interested in learning more about the Waste<Less Jeans. CSR campaigns could therefore lead to more consumers who may be interested in Levi's future initiatives. Implementation of CSR initiatives can help nurture consumers' loyalty in the company and may result in more favorable relationships with consumers.

Purchasing behavior

Though respondents may react positively to a sustainability initiative, this does not guarantee that CSR will strongly influence a consumer's purchasing decision (Becker-Olsen 2006). Most respondents indicated that cost and performance were the biggest factors influencing their purchasing decisions, which suggests that traditional criteria such as price, quality, and brand familiarity are still the most important choice criteria (Arıkan and Güner 2013). In contrast, the environmental impact associated with a product was ranked as one of the lower factors influencing purchasing decisions, and only a small segment of consumers use CSR as a purchase criterion (Mohr et al., 2001). In Levi's case, consumers may only differentiate a pair of Waste<Less Jeans from another traditional pair of jeans by the brand name, cost, or fit, instead of its environmental implications. Most consumers are unwilling to compromise core product attributes such as price and quality for attributes like environmental impact (Beckmann 2007). Therefore, since sustainability attributes are usually not taken into account in purchasing decisions, the product may not appeal to potential consumers.

Knowledge of the Collection

Levi's continues to create CSR campaigns, yet consumers appear unaware of these initiatives and are unsure of the reasons behind these actions. After exposure to the Waste<Less Jeans advertisement, approximately half of the respondents included words like "confused" and "off-putting" in their responses. This poor communication could cause consumers to misunderstand the campaign, which could result in diminished attitudes of perceptions of corporate credibility, corporate position, and purchase intention (Becker-Olsen 2006). In addition, the majority of respondents indicated that they would have liked to learn more about sustainability initiatives through tags on the product (Appendix II, Figure 5). An issue for Levi's is that consumers who are not part of the primary customer base will be less likely to hear or learn about their sustainability initiatives if marketed solely on product tags. Transparency denotes both the business's CSR activity and the firm's ability to gain recognition from internal and external stakeholders (Burke and Logsdon 1996). Levi's marketed this Collection through a video, billboard, tags on the product, and signs in stores, however my study shows that most respondents have never heard of the Collection. This presents a problem for Levi's because it's marketing and advertising has ineffectively reached a broad customer base.

Communicating CSR to consumers

Since many respondents had never heard of the Collection or were confused about the messaging, properly communicating these CSR initiatives to consumers appears to be an important objective for companies to consider. Awareness of CSR activities tends to be generally low, but a comprehensive communication program can raise the level of awareness (Obsersder et al., 2013). Levi's marketing and sustainability departments need to understand the potential reactions to CSR and how they perceive CSR in general, as this might affect marketing activities (Kumar and Christodouloupoulou 2013). Another factor to consider is that Levi's may have also chosen not to market this product to prevent negative perceptions like greenwashing, which could have produced more detrimental effects than positive ones (Obsersder et al., 2013). Companies might lose credibility with their customers if their CSR engagement is not perceived as genuine (Lombart and

Louis 2014). To prevent negative perceptions, Levi's should consider creating campaigns that appear genuine and convey a clear message about their sustainability efforts.

Limitations

The population sample may limit the level of inference of my findings. Though the study surveyed a sufficient sample, a majority of the respondents were young adults, aged 18-24 years old. Since Levi's is an older retail company, young adults might not be Levi's main customer base. However, this study provides insight to what young adults, who may also be potential employees and shareholders, think about sustainability initiatives. Next, when observing the demographics of the respondents, the majority of the survey respondents reside in California. Those living in California may be more concerned with environmental issues, which may have biased the results. In addition, though respondents indicated they are more likely to purchase more of Levi's products, they might not actually intend to do so. There is a discrepancy between a consumer's intent to buy and a consumer's realistic purchase choice. Lastly, since this case focused on one specific product and company in the apparel company, the findings here may not be applicable to other products or companies in different industries. For example, respondents may have reacted differently to food, which has a more personal implication compared to clothing. It may not be appropriate to use the findings in this specific study as inference for other products.

Future Direction

Additional data could be gathered to further support the findings presented in this study. Future studies can survey a larger and more diverse range of respondents, which can provide a better representation of the customer base. In addition, data on the company's sales and profit margins could have been useful for determining whether the Collection made a financial impact on the company. Qualitative interviews may also have given a better depiction of consumer perceptions. It would have been useful to interview respondents before they had no exposure to the company and then interview them again after they have learned about the Collection. This information may have provided more valuable information on why respondents reacted to the Collection in a certain way.

Broader Implications and Conclusions

In today's marketplace, companies are constantly seeking to enhance their relationships with consumers. Sustainability initiatives provide a unique opportunity to connect companies and consumers in a meaningful way (Lee et al., 2012). This case study documents a concrete example of how a sustainability initiative can positively influence consumers' perceptions of a company. Yet, it suggests that if companies do not properly communicate their CSR campaigns, consumers may be unclear as to why the company created the initiative. Market research and a clearer understanding of consumer perception and behavior can help companies create more favorable CSR campaigns (Beckman 2007). CSR endeavors should also be consistent with firms' operating objectives and should be an expression of their business values (Becker-Olsen 2006). This can help consumers better understand the purpose of these initiatives. In addition, when social initiatives are not aligned with corporate objectives, CSR can diminish previously held beliefs about firms (Becker-Olsen 2006). Companies should evaluate their company's brand reputation and values so that they can create initiatives that are authentic and aligns with the company's values. This study can be used for Levi's future direction and planning for future sustainability initiatives. The Collection resulted in a better perception of Levi's, however the company could strategize ways to better market the brand and communicate CSR to consumers.

ACKNOWLEDGEMENTS

First, I would like to thank the ESPM 196 team for their guidance and support over the course of this research project. Kurt Spreyer, in particular, played a critical role in helping me develop this project and revised my thesis drafts over the course of the academic year. In addition, I want to thank Professor Omar Romero-Hernandez for being my thesis mentor and inspiring me to take a closer look at sustainability initiatives in his UGBA 192T course. Evan Wiener and Desirae Early were also two MBAs who assisted me in identifying the gaps and unknown answers to Levi Strauss and Co.'s Waste<Less Jeans Collection. Lastly, I greatly benefitted from the peer edit support from members of my Environmental Sciences cohort.

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APPENDIX I: Survey

The purpose of this survey is to understand how corporate sustainability initiatives influence consumer perceptions and behaviors. The survey will first ask the respondent several questions about his/her environmental concerns, perceptions of companies, and purchasing behaviors. The survey will then ask the respondent questions about a specific company and its recent sustainability initiative. The company focused on in this survey will be used as an academic case study. All the information collected from this anonymous survey will be used in an undergraduate senior thesis at UC Berkeley. Please answer each question to the best of your ability and thank you in advance for taking the survey. At the end of the survey each respondent will have the opportunity to enter in his/her email to win a \$50 gift card. For any questions, please email trantiffany@berkeley.edu

Q1 Do you participate in any of the following activities on a regular basis? (Select all that apply)

- Recycle bottles and cans, paper, etc. (1)
- Take public transit (2)
- Use reusable bags (3)
- Use reusable water bottles (4)
- Wash clothes in cold water (5)
- Air dry my clothes (6)
- Unplug electronics when not in use (7)
- Participate in environmental campaigns as an activist (8)
- Buy organic foods and products (9)
- Try to raise awareness by "liking" or sharing articles on environmental/social events or causes through social media (10)
- Educate others about environmental/social issues (11)
- Buy products from brands that do "good" in the world (12)
- Volunteer to support causes or organizations (13)
- None of the above (14)
- Contribute money to environmental/social causes (15)

Q2 Please rank the following environmental issues by your level of concern: (1 being most concerning to 7 being the least concerning)

- _____ Climate change (1)
- _____ Air pollution (2)
- _____ Water pollution (3)
- _____ Use of toxic chemicals (4)
- _____ Plastic waste (5)
- _____ Resource depletion (6)
- _____ Pesticide use (7)

Q3 When purchasing a product, what factors influence your purchase decision? Please rank the following factors: (1 being most influential to 8 being least influential)

- _____ Cost (1)
- _____ Performance/durability (2)
- _____ Appearance & style (3)
- _____ Environmental impacts associated with the product (4)
- _____ Brand name (5)
- _____ Convenience of purchase (6)
- _____ How it was made (ex: labor rights, working conditions) (7)
- _____ Where it was made (8)

Q4 If you were to buy environmentally friendly clothing, what would be the most important factor to you? Please rank the following factors: (1 being most important to 6 being least important)

- _____ Where it was made (1)
- _____ The materials it was made with (2)
- _____ The environmental impacts associated with the product (3)
- _____ The packaging of the product (4)
- _____ The brand that made it and its reputation (5)
- _____ How it was made (ex: labor rights, working conditions) (6)

Q5 Which company do you think is the most sustainable apparel company in the world?

- Other (Please specify): (2) _____
- Adidas (3)
- Nike (4)
- Gap (5)
- Levi Strauss & Co. (6)
- Patagonia (7)
- H&M (8)
- Zara (9)
- I don't know (11)

Q5a Please specify why you chose your previous answer: (ex: was it a campaign that the company had, or a type of product they sell?)

Q6 Which company do you think is the most innovative apparel company in the world?

- Other (Please specify): (2) _____
- Adidas (3)
- Nike (4)
- Gap (5)
- Levi Strauss & Co. (6)
- Patagonia (7)
- H&M (8)
- Zara (9)
- I don't know (11)

Q6a Please specify why you chose your previous answer: (ex: was it a campaign that the company had, or a type of product they sell?)

Q7 Do you think companies should be expected to manufacture their products sustainably?

- Yes (1)
- No (2)

Answer If Do you think companies should implement sustainability initiatives? No Is Selected

Q7a Please briefly explain why you think companies should not manufacture their products sustainably:

Q8 Why do you think companies manufacture their products sustainably? (Please select all that apply)

- It is something other competitors are doing (1)
- It reduces costs (2)
- It is their responsibility to be more sustainable (3)
- It makes the brand look better (4)
- It makes the company's products more attractive (5)
- It increases customer loyalty (6)
- It enhances employee engagement (7)
- Other: (Please specify) (8) _____
- It protects the company's reputation (9)
- It is good for the environment (11)

Q9 How would you like to learn about a company's sustainability practices? (Select all that apply)

- Social network/blogs (ex: Facebook, Twitter, LinkedIn) (1)
- Company websites and campaigns (2)
- Labels on products (3)
- In stores (4)
- Mass media (ex: TV, magazines, newspapers, radio) (5)
- Other: (Please specify) (6) _____

Q10 How often do you purchase Levi Strauss & Co.'s products per year? (Purchase can be from the Levi's store or from a wholesale store like Target or Nordstrom)

- Never (1)
- Once a year (2)
- 2-3 times a year (3)
- 3+ times a year (4)

Q11 Please describe what your immediate reactions/thoughts to this advertisement image:

Q12 Please indicate how familiar you are with Levi's Waste<Less Jeans Collection:

- I have never heard of it (1)
- I am somewhat familiar with it (2)
- I know the Collection very well (3)

Answer If Please indicate how familiar you are of Levi's Waste Less Jeans Collection: I know the Collection very well Is Selected

Q12a How did you hear about the Waste<Less Jeans Collection?

- Through a social network/blog (ex: Facebook, LinkedIn, Twitter) (1)
- Mass media (ex: TV, magazines, newspapers, radio) (2)
- On the company's website (3)
- Youtube (4)
- In a Levi's store (5)
- Through a colleague/friend (6)
- I cannot recall (7)
- Other: (Please specify) (8) _____

Q13 Please review the following information if you are unfamiliar with the Collection and answer the next few questions: What is the Waste<Less Jeans Collection? Levi's Waste<Less Jeans is a new collection of denim incorporating post-consumer waste, specifically recycled plastic bottles and food trays. PET plastic – including brown beer bottles, green soda bottles, clear water bottles and black food trays are collected through municipal recycling programs across the United States. The bottles and food trays are sorted by color, crushed into flakes, and made into a polyester fiber. Next, the polyester fiber is blended with cotton fiber, which is finally woven with traditional cotton yarn by Cone Denim to create the denim used in the Levi's® Waste<Less jeans and trucker jackets.

Each pair of includes a minimum of 20 percent post-consumer recycled content, or, on average, eight 12 to 20-ounce bottles per jean (Source: Levi Strauss & Co.)

Q13a Why do you think Levi's created the Waste<Less Jeans Collection? Please use the follow scale: (1 being a strong reason why to 5 being not a strong reason why)

	1 (a strong reason) (1)	2 (2)	3 (somewhat of a strong reason) (3)	4 (4)	5 (not a strong reason) (5)
It is something other competitors are also doing (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes Levi's look better (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It differentiates Levi's products and makes the products more attractive (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It influences how consumer feel about plastic waste (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It reduces manufacturing costs (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It enhances employee and customer loyalty/engagement (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It increases profitability (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It protects Levi's reputation (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It creates brand value (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It reduces the amount of plastic entering landfills (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It influences how much plastic consumers will use in the future (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 If a pair of Waste<Less jeans cost more than a traditional pair, how much more (additional cost) would you be willing to pay to purchase a pair of Waste<Less Jeans? Please move the scale bar and indicate in dollars (\$).

_____ 1 (1)

Q15 Do you feel that the Waste<Less Jeans Collection is genuine & authentic?

- Yes (1)
- Somewhat (2)
- No (3)

Q16 Do you think the Waste<Less Jeans Collection reflects Levi's brand and their values? (Levi's 4 core values are Empathy, Originality, Integrity, and Courage)

- Yes (1)
- No (3)
- Somewhat (4)

Q17 After hearing about Levi's Waste<Less Jeans, how will you change the amount of plastic you recycle?

- I will not recycle anymore plastic (1)
- I will recycle the same amount of plastic (2)
- I will recycle more plastic (3)
- I will recycle less plastic (6)

Q18 After hearing about Levi's Waste<Less Jeans, how likely are you to purchase a pair of Waste<Less Jeans in the future?

- I will not likely purchase a pair (1)
- I will somewhat likely purchase a pair (2)
- I will likely purchase a pair (3)
- I have already purchased a pair (4)

Q19 After hearing about Levi's Waste<Less Jeans, how has the Collection influenced how many Levi's products you will purchase in the future?

- I will not likely purchase any more Levi's products (1)
- I will likely purchase the same amount of Levi's products (2)
- I will likely purchase more Levi's products (3)
- I will likely purchase less Levi's products (4)

Q20 After hearing about Levi's Waste<Less Jeans, how likely are you to recommend Levi's products to a colleague, friend, or family member? (Scale of 0-10)

- 0 (Not at All Likely) (1)
- 1 (8)
- 2 (9)
- 3 (10)
- 4 (11)
- 5 (12)
- 6 (13)
- 7 (14)
- 8 (15)
- 9 (16)
- 10 (Extremely Likely) (17)

Q21 Please select the statement best suited for you: After hearing about Levi's Waste<Less Jeans.

- I have more positive thoughts about Levi's (1)
- I have neutral thoughts about Levi's (2)
- I have more negative thoughts about Levi's (3)

Q21a Please elaborate on your overall thoughts about Levi's Waste<Less Jeans Collection:

Q22 What is your gender?

- Male (1)
- Female (2)
- Other (3)

Q23 What is your age?

- Under 18 Years Old (1)
- 18 to 24 Years Old (2)
- 25 to 34 Years Old (3)
- 35 to 40 Years Old (4)
- 41 to 50 Years Old (5)
- Over 50 Years Old (6)

Q24 What is your zip code?

Q25 What is the highest level of education you have completed?

- Less than High School (1)
- High School/GED (2)
- Some College (3)
- 2-Year College Degree (Associates) (4)
- 4-Year College Degree (BA, BS) (5)
- Master Degree (6)
- Doctoral Degree (7)
- Professional Degree (MD, JD) (8)
- None of the Above (9)

Q26 What is YOUR current personal income?

- \$0 to \$9,999 (1)
- \$9,999 to \$29,999 (2)
- \$30,000 to \$59,999 (3)
- \$60,000 to \$79,999 (4)
- \$80,000 to \$99,999 (5)
- \$100,000 to \$149,999 (6)
- \$150,000+ (7)

Q27 Please enter in your email, if you would like to be entered in a prize drawing for a \$50 gift card:

APPENDIX II: Additional Figures

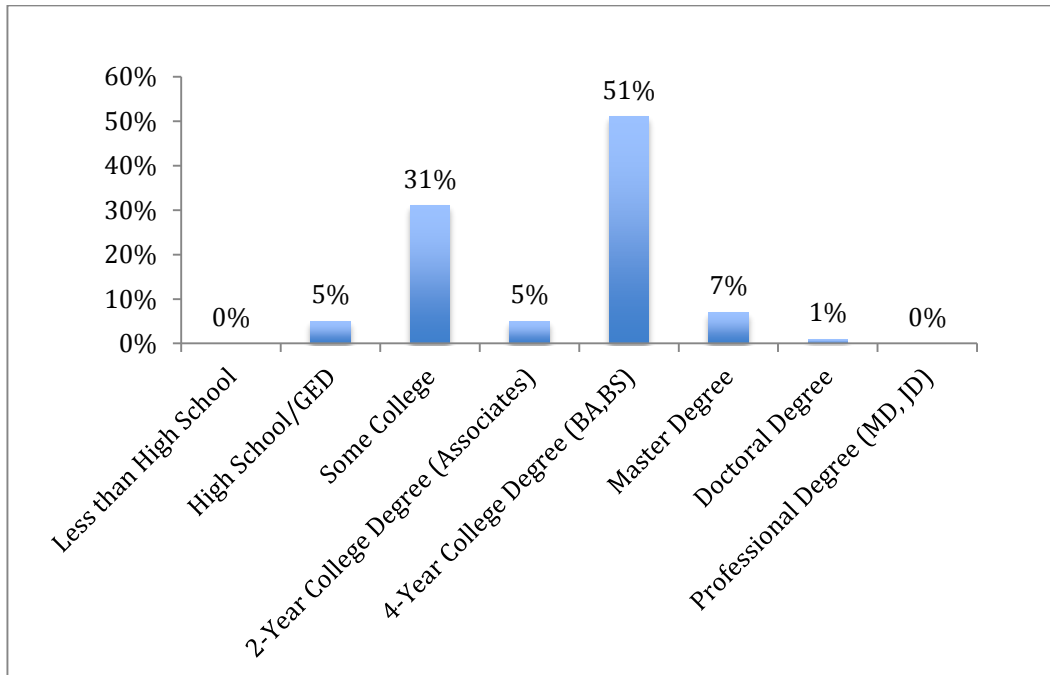


Figure 1. Distribution of education levels.

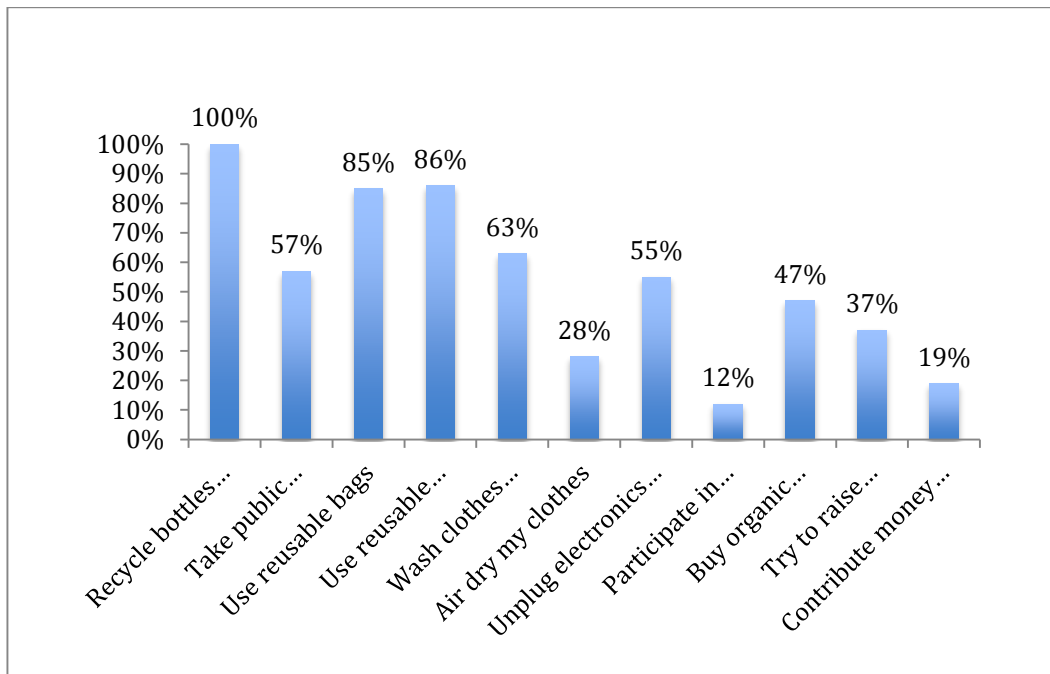


Figure 2. Activities respondents participate in.

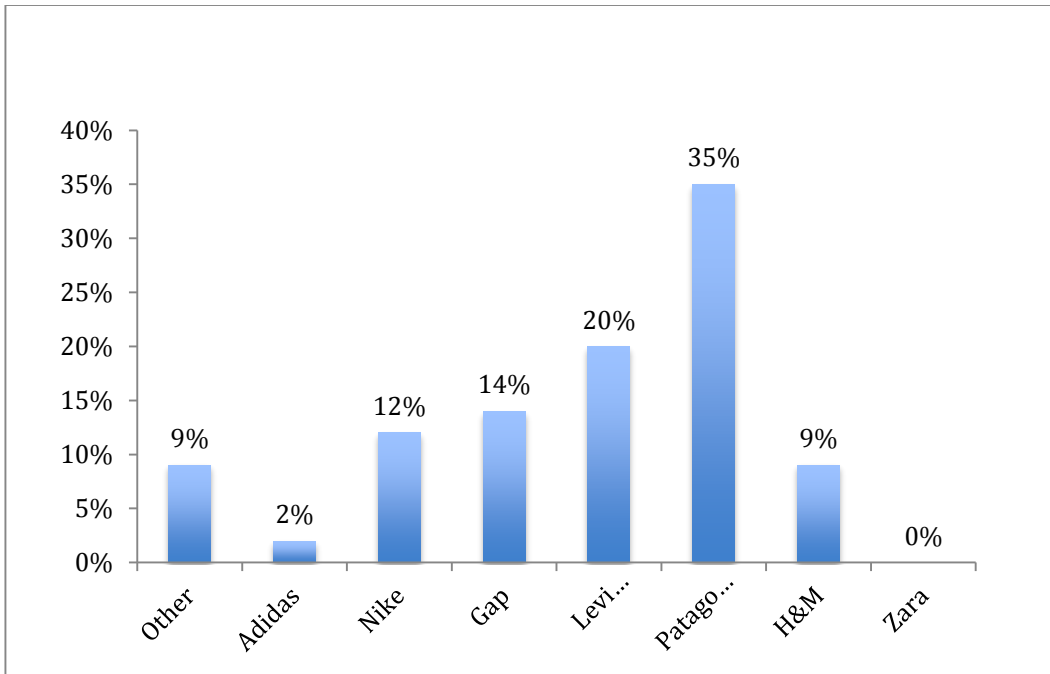


Figure 3. Opinions on the most sustainable company in the world.

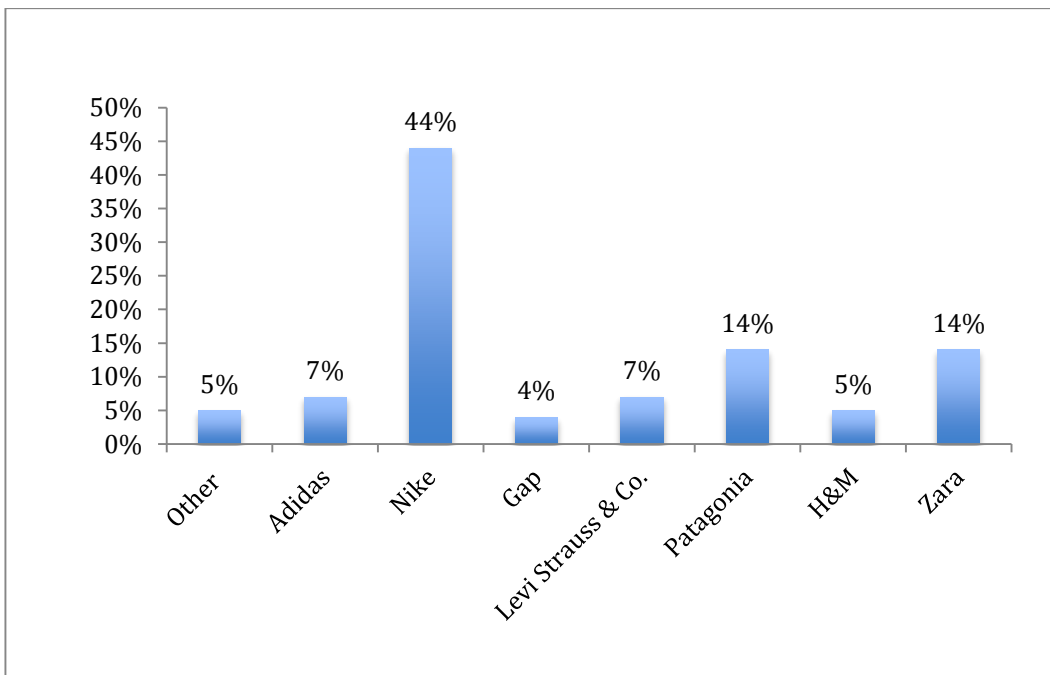


Figure 4. Opinions on the most innovative company in the world.

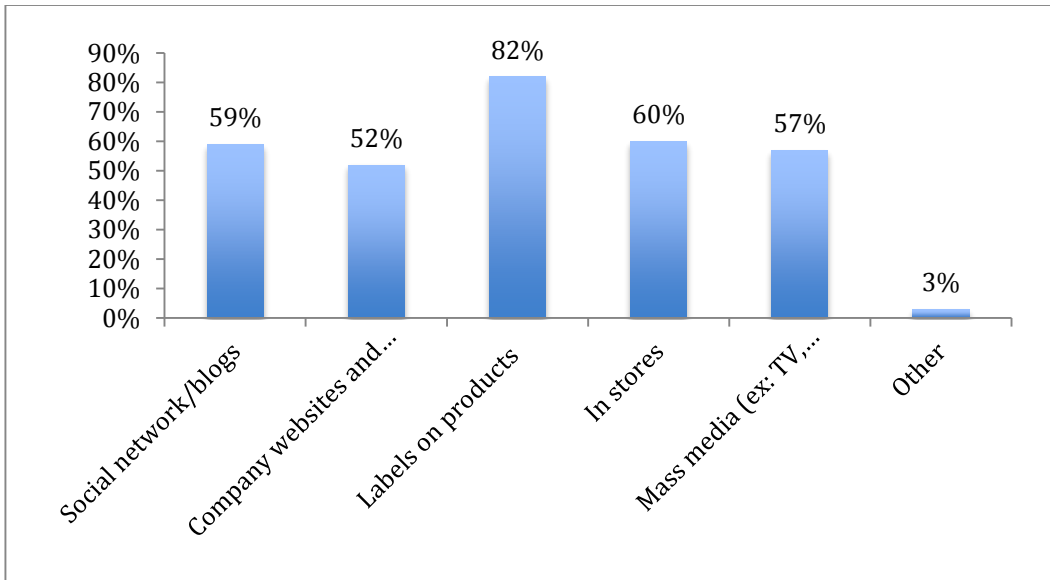


Figure 5. How respondents want to hear about sustainability initiatives.

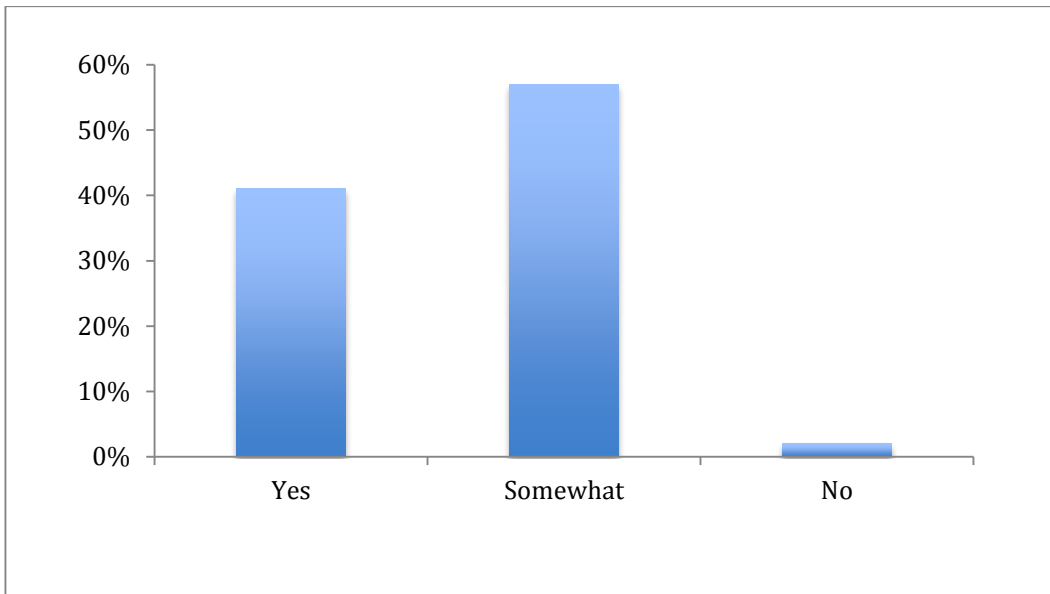


Figure 6. Respondents' opinions on authenticity of Waste<Less.

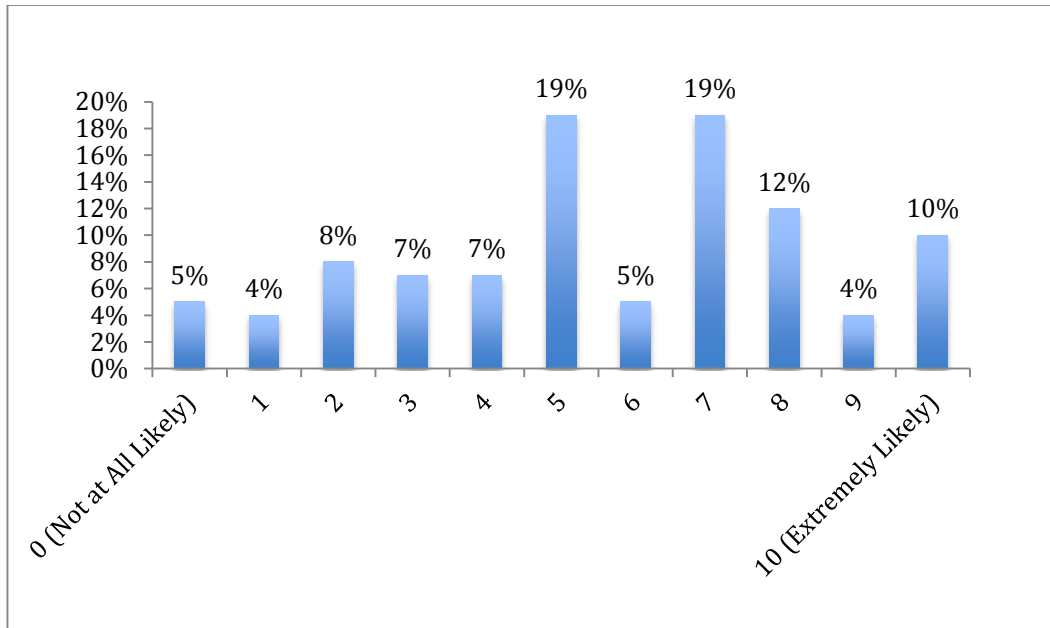


Figure 7. Distribution of Recommendations.

Table 1. Responses to the Waste<Less Jeans Ad.

That's awesome! But how do they make them out of trash?
It doesn't promote it.
confusing. garbage is not an attractive term at first glance. but understanding it is from recycled materials is appealing once you realize what they are trying to say.
Text is definitely an eye-grabber. I'm skeptical by nature so I'd like to read more about the process, but definitely a bold statement for an ad campaign.
Recycled materials
First thought was that the company was calling its jeans garbage. But realized after that it has a focus on good sustainability practices.
Cool!
How? That's cool~
I would be intrigued as to why this is an advertisement since it reads like a negative campaign, although without further information it would be hard to tell why Levi's would negatively promote their jeans. However, it is eye-catching.
at first you're shocked and then the pants seem kind of unappealing. If they were to add in the context that this was about sustainability then you would be like haha the reused the garbage and recycled it so its probably clean
seems like they are taking a step in the right direction by using recycled materials

The word "garbage" really put me off. But then I thought about it more and realized that the concept could be cool.
The jeans were made sustainably from recycled products
interested in learning more about the pants production,
At first my reaction was negative, then I understood what they meant. I think they should emphasize what "garbage" they made them out of, instead of saying garbage. For example where they made out of recycled soda bottles, recycled cotton?
They are made of recycled material- the company is trying to make a bold statement
Mixed--you might think they're bad quality, but if you read it as recycling/re-use/re-purposing, and care about sustainability, then I'd say "cool"... and look into getting Levi's jeans in the future
Curious. I would click on the link (if there were one) to try and find out more.
That its made out of recycled materials
The jeans are made out of recyclable products
I think it represents how it we overuse products and turn our world into garbage.
Weird wording but good that they are recycling.
To me it seems that they're promoting some kind of recycled/repurposed fabric that was used to make the jeans. I am definitely in favor of this kind of innovation. I like the simplicity of the advertisement, but I also feel that a lot of people would be turned off by it; when they buy a new pair of jeans they're not necessarily looking for one made of 'garbage'. At first glance, I am simply happy that Levi's is making this kind of product, but I wouldn't be buying a pair myself.
Cool and a little disturbing
That's cool!
Recycled
Immediate reaction is that Levis have bad jeans, but why would they talk bad about their jeans? And the Haas family (Berkeley Business School) owns Levis and I know they are super responsible, so I was confused. Then I realized they were saying the jeans were recycled.
I think it is a creative advertisement that gets the consumers attention while also displaying a message.
connotation is too negative; only on second thought do I realize the punni-ness.
They probably are, it was a bit harsh
Not interested, their jeans are too expensive

I never knew that the jeans are made of recycled waste.
Disbelief and amazed
Don't care. Levi's jeans fit me the best
A pun? Were they actually the most innovative clothing company from the previous question?
I did not know they were made out of garbage. Gives me a different perspective on how clothes are made.
Definitely surprised and a little reluctant to believe that's made from garbage
I like that it makes me question the materials.
It first gives me a negative notion that these jeans are associated with dirty and stinky garbage, then it becomes resolved into the image of sustainability and recycling, where the jeans are recycled and are in fact clean and durable.
No way.. How can they possible back up this claim? I'm rather interested to know how this is possible.
Negative. I would wonder why someone is labeling jeans as garbage.
That's so awesome! How does that work? I would love to see a sped-up video montage or something of how exactly that is done, and what exactly is meant by "garbage" to feel like a more well-informed consumer, and not just an immediate believer, even though I still think it's extremely cool.
environmental
Pretty cool. But is it cheaper than a usual pair of jeans?
good, interesting
Its made from recycled material
I immediately think that these jeans were made of recycled matter.
Initial bad connotation, but hopefully they're suggesting the jeans were made from recycled materials
Ew, I don't want to buy pants made of garbage. Also, they're not slim fitting jeans.
It is thought-provoking regarding the environment.
hm weird. the rope hanging is an interesting choice
It must use recycled materials.
disgust, then interest

Garbage refers to a sustainable practice in the making of the product.
Funny interesting curious and attractive
They seem to be recycling material for my jeans.
This appears to be a reference to using recycled fibers in the cloth. It's a clever way to draw attention to sustainability efforts. However, it does not include how much of the fabric sourcing is from recycled fiber.
I feel now that Levis Jeans are not made with quality material. It's a bit scary since I own so many of which I assume to be good quality
It is ridiculous and needlessly provocative
That's pretty awesome.
I immediately felt surprised that they would display something like that. I do not know if Levi's is a sustainable company , but this ad does not give a positive note.
Clever
It is striking and makes me want to know more about what they mean.
Eye catching
I felt indifferent.
Why would I pay >\$50 for garbage?
I thought it was an contradictory and controversial since I know Levi Strauss jeans are really good quality among the market of denim, and comparing that to garbage, as something wasted, doesn't make sense.
Intriguing. I want to learn more.
What are they talking about What percentage of the product is made of garbage
Makes me want to learn more. I've also thought of Levi's as a high-quality brand.
I hope it means that the product is made of the largest possible percentage of recycled materials
I immediately recognize that they must be made from recycled materials. I find it clever. However, I think many Americans would be confused by the ad.

Table 2. Qualitative responses regarding overall perception of Levi's and Waste<Less.

With this campaign and new product, I would look more into purchasing a pair of Levi's jeans if they are in the stores I purchase clothes.
I think it's cool what they are doing. It's nice hearing about big name clothing companies caring about the environment.
I think its a bold, innovative idea, but I'm not sure that I would go out of my way to purchase a pair. I am already very conscious about plastic waste, but don't feel that translates directly into buying a pair of recycled jeans. The next time I shop at Levi's, I will definitely check it out but am in no real hurry to get over to a store.
There is always profits in mind. So I do not believe they are doing this solely for the environment.
They should market it better
I haven't heard of the Collection before and don't regularly shop at Levi's. The next time I buy Levi's jeans, though, I may look for Waste
Because it said that only 20% would be reuse, it looks like a partial attempt to be environmentally friendly. had they instead said that they made it 90% material reuse then I would think positively about them. The reason why my feelings are ultimately neutral is the fact they tried to be good the environment is positive but the fact that it was a partial attempt is negative, thus making the net neutral
Regardless of whether or not Levi's waste
Cool concept, haven't seen it marketed at all where I shop for Levi's products (Macy's), however.
Great for the environment; much more fond of the company
I thought the waste
I think it is great they have found an innovative way to make environmentally friendly clothing.
I know someone who works at Levi's sustainability group--so am aware of this and other efforts. Thus though I said I am neutral about Levi's above after hearing about waste-less jeans--it's because I already knew about them. I appreciate that Levi's is trying to improve the sustainability of their products and making them more durable would also be a good idea
I didn't ever see it as possible to do what Levi's is doing and I think it's really cool.
As long as the style is good, and the price is fair, then I think it can be successful. I like that they are at least trying to make a difference, no matter their motivation.
It sounds like a good idea, don't know how well it will actually do.
Although the company is putting out a products that they claim uses recycles materials, there's always a silver lining.

I think it is smart to re-use items, however, I think companies should do it because it is better for the environment not to make a statement. It seems like it may not be genuine, but just to make their company Look better
It is a good mission and good for the environment.
I think it's great that Levi's is drawing attention to the significant issue of plastic waste, and that they're using their reputation and style to make reuse/recycling look attractive.
I hadn't heard about it, but I'm glad to see they're doing that
I always liked Levis, because history has shown that they really care about their employees and the environment. This just reinforces my belief.
It is a clever campaign. It is great that they are starting a trend to protect the environment. I hope more manufactures follow suit.
still too expensive; brand name has yet to be built on the sustainability image, i.e. sustainability has yet to be the driving factor for Levi's positive reputation in the market.
I think that is pretty cool! It's amazing how a brand name would move to be more sustainable to try to adapt to new market conditions and dealing with resource scarcity
It is hard not to see it as a marketing ploy. I would need to know they were not using the sweatshops every other brand does to even consider paying that much for jeans. I think there are more important ways of improving the environment, and that environmental consumerism is not made equally accessible to all people
It is an interesting idea
I never knew that Levis had a focus to reuse waste to make clothing out of them. Levis is trying to better the environment while giving themselves a cost reduction in production
It's impressive
This changed the way that I think about Levi's.
This is just one example of a Levi product. If I see a history of Levi's commitment towards the environment, I would develop a better attitude towards Levi.
I think it's a really cool and innovative thing that they are doing. I will buy the jeans if they don't cost too much and if they fit me well like their other jeans.
Interesting idea.
It is a very very interesting idea. I'd never heard of it before and didn't know such a thing was feasible. However now I wonder about how worn jeans will be discarded, they will now have a hard time breaking down in landfills because of their high plastic or glass content. Also if it is safe for the consumer or comfortable and if the jeans are durable. I still have many doubts about how much good this is actually creating with waste amounts.
Positive thoughts because the fact that Levi's is doing this campaign shows that are taking corporate responsibility.

<p>This is definitely a good campaign & I like the idea of them trying to be sustainable. I would refer to this campaign to any friends that buy Levi jeans.</p>
<p>I believe in: Reduce, Reuse, Recycle, Restore, Replenish, in that order. Levi's Waste</p>
<p>It is a good marketing campaign and sustainability initiative. It should be marketed more to the tech-savvy teens who are environmentally conscious - perhaps through social and digital media.</p>
<p>For several months already, I have seen Levi's as a truly innovative player in the textile industry. This started when I bought a pair of jeans with Dyneema fibers. Using recycled plastic is even cooler though. Levi's products are also very affordable when they go on sale (there are often 50% off sales in San Francisco), I rarely buy jeans elsewhere.</p>
<p>Levi's haven't been in my collection for some time so I probably won't think any more highly or less of them.</p>
<p>I had no idea this campaign was going on. I wish I had known more about it to be able to have told people and shopped at Levi's more myself. Although I would need to see and test the jeans myself before truly standing behind them, I think it's a fantastic idea and more companies should follow this sort of initiative.</p>
<p>Seem to be stepping forward in the right direction</p>
<p>Nice that they are starting to be environmentally friendly. Maybe other companies will take heed too.</p>
<p>If the jeans are the same price and equally comfy, or more comfy, why not? Are these special jeans worth more during their buyback old jeans program?</p>
<p>appreciate their innovation, courage, attempt to contribute to environmental issues</p>
<p>Its something other brands aren't doing, so it makes them innovative and portrays to the public that they're doing something about the recycling</p>
<p>Levi's has been around for quite a while and it amazes me that they can make this better for the environment and if they do cost the same or less it can definitely attract more customers rather than spending \$80 of a pair of designer jeans.</p>
<p>I think it's refreshing to see a company doing some good in the world, and I think it reflects positively on their brand.</p>
<p>Awesome</p>
<p>Havent seen the product in person to know if I like it</p>
<p>I like Levi's because they have a wide variety of fits and styles, even if they do not have the best environmental record and are sometimes tough to weed out what's high quality Levi's and what's not. This is no exception.</p>
<p>I didn't realize Levi's was doing this campaign and I am happy to support their brand.</p>
<p>I applaud their ingenuity and efforts to be more sustainable.</p>
<p>Levi's strikes me as a fixture in American manufacturing. To hear them joining the modern era of conservation is encouraging and perhaps a sign other American manufacturers will follow suit.</p>

it is a good idea and on the right track for sustainability, but the company should also take into account the effect of working conditions and toxicity of dyes on their sustainability efforts
It seems like a good campaign.
Really cool and innovative. Makes me want to spread the word
I've always seen Levi's as an independent forward thinking company however not many people know about their sustainable practices. They have great quality jeans.
Their doing good
It appears to be a positive step for recycling and an innovative way to reuse plastic. However, this won't necessarily increase recycling, because Levi's is just using plastic that was already going to be recycled anyway.
I feel more strongly about the brand
A product that seems like it will benefit both consumers and the manufacturer. A positive message towards a more progressive era.
It seems opportunistic
It shows that Levi is moving in the right direction. It means that when I benefit from buying their stuff, I'm not forcing as much waste into the world.
They are moving in a new direction with their jeans, and I applaud them for trying to be more sustainable
Sounds sustainable, but is it comfortable? Does it meet consumer's needs like their other products?
I have more respect for Levi's and would definitely be more likely to buy their products and recommend them to friends.
It's awesome that such an established brand, regardless of their intentions, is looking into methods of reducing waste.
It is nice to know that a company/individuals that run a company have the desire and ability to explore and produce a product that contributes positively to the environment!
I thought Levi was a good product in the past. I am pleased to hear that they are being innovative
I think it's a good thing that Levi is trying to be more sustainable.
I really like the idea. I think it would be good to add a comment about how this collection reflects Levi's commitment to long-lasting, high quality jeans. My first thought is that it's an awesome concept but I'm skeptical that the jeans will look as nice. Maybe an ad campaign with photos of a pair of regular jeans and a pair from the new collection, then the question, "Can you tell which pair is made from recycled materials?" I'd used recycled materials or sustainable instead of trash, trash makes me feel like I'm going to be wearing a pair of jeans that is sticky with left over soda from bottles and mold.
I think it is great, but not sure of Levi's motives.