

# Reaffirming the Critical Role of Transformative Research and Knowledge Production in the Age of Post-Truth



## ANIMO GREEN: A Study in the Impact of Apparel Business Sustainability Practices on the Brand Preferences of Grade 12 ABM 121 Students of DLSU-IS Manila

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**Abstract:** The sustainability of a business plays a huge role in affecting the consumer behavior of individuals in modern society. Therefore, this paper pursued the matter of apparel business sustainability practices and their attractiveness to De La Salle University - Manila Senior High School (DLSU-M SHS) ID 121 ABM students. Consequently, the researchers aim to identify what sustainable practices are most effective in attracting the target population and to conceptualize and provide recommendations on practices that the respondents can utilize when they decide to pursue a business. A theoretical framework and correlation research design was utilized in the study, along with a survey as one of the research instruments. Furthermore, data was analyzed and presented through descriptive and inferential statistical analysis. Results showed that the effects of product design and quality had the most significant impact on the respondents' brand preferences. However, when prompted to select between the brands with different scales of sustainable efforts, the respondents preferred the more sustainable one despite not being the most influential factor for preference. Moreover, conclusions suggest that apparel businesses can positively influence brand preferences by strengthening their business sustainability, product quality, and designs. This may be attributed to the current generation's increasing social and environmental consciousness of the current generation, along with the worsening climate situation. These businesses may lessen their environmental effect, satisfy customer demand, and contribute to a more sustainable and just future by incorporating sustainability into their operations.

**Keywords:** business practices; sustainability; apparel; brand preference; De La Salle University