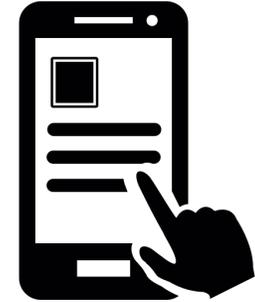
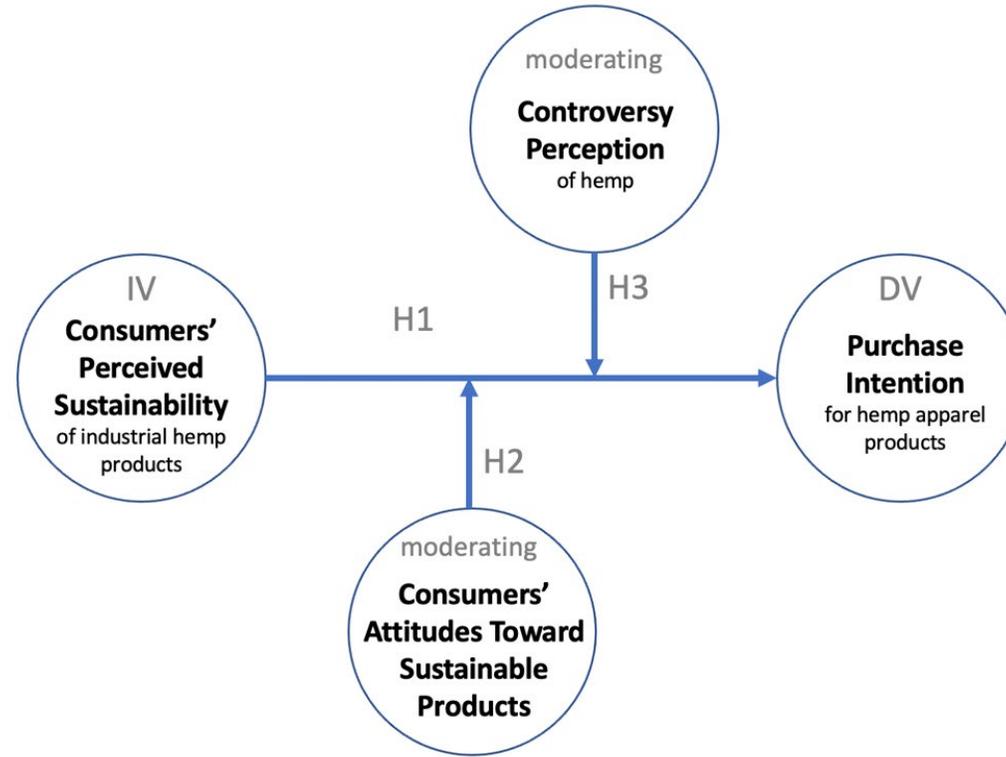


The Influence of Consumers' Perceived Sustainability of Industrial Hemp on Purchase Intentions for Hemp Apparel

ANTHONY MILLERO
CADS PhD Student



Industrial hemp is a sustainable resource due to its resiliency, lack of dependency on pesticides and low water use (Mark & Snell, 2019)

There is increased consumer demand for **sustainable products**

(D'Souza et al., 2015; Joergens, 2006; Winge, 2008)

