



Environmental Awareness Toward Issues and Challenges of Sustainable Consumerism in the Indian Apparel Industry

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ABSTRACT

This confirmatory study focused on studying the attitude and behavior as well as environmental awareness towards sustainable consumerism. The study also aimed to check if accountability on the part of brands and the government could enhance sustainability in the apparel industry. An empirical inquiry was conducted with 396 respondents, considering they are consumers with purchasing power. The collected data were analyzed using correlation and descriptive analysis. Based on the findings, consumers' apparel use and brand accountability are positively associated. At the same time, it was found that the attitude and behavior of consumers are the least essential determinants for sustainable apparel consumption. This might imply that their optimistic outlook may not always translate into real purchase behavior, which is consistent with earlier studies. The results of this research provide a foundation for a better comprehension of the many factors, including the sustainability of a clothing brand or product, which may affect consumer behavior. This approach could help the fashion industry develop practical strategies and alter how people think about and utilize apparel in the future.

INTRODUCTION

Environmental degradation is one of the key global concerns that has gained importance over recent years. It is a direct and indirect consequence of human activities such as industrialization and urbanization. The media repeatedly covers news of pollution, deforestation, and depletion of natural resources. Sufficient evidence shows that human intervention causes pollution, depletion of natural resources, and environmental change (Jäger 2001). The primary contribution is done through capitalism and overconsumption. For capitalism to flourish, consumers need to keep buying more (Rogers 2007). The economic growth of any given society is linked to consumption, which results in waste generation. It wouldn't be inaccurate to state that the rapid pace of economic expansion is not sustainable (Crane 2015). It is imperative to note here that the Sustainable Development Goals were formulated by the collaborative efforts of the United Nations Department of Economic and Social Affairs to improve health, education, and economic growth while tackling climate change (The 17 Goals | Sustainable Development, n.d.). The latest step in that direction is the Conference of the Parties (COP27) 2022 to the United Nations Framework Convention on Climate Change (UNFCCC), where deliberations were made on what can be done to slow down climate change (United Nations Climate Change n.d.).

The climate crisis is getting worse by the day. Ignoring the crisis is no longer an option for the global community. However, the global community is not treating the climate catastrophe as seriously as it should be since it is developing gradually (Lawrenz et al. 2021). Management of the garbage accumulating as a result of consumerism, population increase, and the existing linear economic paradigm. The linear economic model is based on the formula of take, make, and dispose (Nadazdi et al. 2022). It essentially means manufacturing products and discarding them at the end of their life cycle, where there is negligible or no scope to recycle or reuse. This directly leads to the rapid depletion of natural resources. However, as opposed to this model, the circular economy has an environmentally friendly approach to maximize the use of natural resources. The circular economy is a model that is more resource-efficient and an economic model that should be given greater importance (Didenko et al. 2018).

The linear model entails introducing and pushing products in the consumer market through the means of hypermarketing. This is done to constantly change market trends as well as to drive new trends. Marketing-driven consumer behavior and buying patterns lead to consumerism, where consumers buy more than needed. The primary victims are urban, environmentally unaware consumers who, when it comes to waste management, believe in out of sight and out of

mind (Hojnik et al. 2020). The urban population is detached and blinded from the realities of the effects of their buying patterns, which are highly unsustainable. However, there has been an increase in green initiatives directly proportional to the increasing evidence of environmental degradation. Overconsumption and its negative effects, like huge volumes of waste generation, make a strong case for moving towards a circular economy. The fundamental characteristics of a circular economy are based on sustainability in both its consumption and production patterns. However, there continues to be no empirical evidence to back up the notion that moving from a linear model to a circular economy will have positive economic effects (Lobova & Tyryshkin 2021).

Traditionally, societies did not face the problem of dealing with oversupply as is witnessed currently. But at present, it is prevalent in modern societies. A dissection of the concept of Sustainable Consumerism can help extract its true meaning. It is notably the current topic of discussion for policymakers at both national and international levels, by news agencies, and even in academic research (Diprose et al. 2017). At the same time, numerous meanings and definitions are attributed to the concept. The development of the concept can be traced back to the year 1987 when the Brundtland Report was published. One of the first definitions was given in 1983 by the Brundtland Commission or the World Commission on Environment and Development (WCED), United Nations. It was defined as the development that meets the needs of the present generation without compromising the ability of future generations to meet their needs (Thomsen 2013). Sustainability can be achieved when economic growth, environmental protection, and social justice operate harmoniously (Diprose et al. 2017). This is aimed to be achieved through a global partnership using the 17 sustainable development goals.

The pattern where consumers are fixated on buying and owning more than necessary can be understood as consumerism (Cooper 2000). When such practices are prevalent, it leads to mindless mass production, thereby necessitating extraction of resources which then ends up harming the environment seriously. As rightly asserted by Rothman (1998), consumption patterns drive and dictate the quantum of production. Therefore, if the demand for unsustainable apparel reduces, it will directly affect and reduce mass production (Jain & Jain 2019). Sustainable consumption is meeting demands with high-quality goods without endangering the environment. In other words, the least hazardous and least harmful products are those that emit the least amount of carbon dioxide or other pollutants. These products are made mostly of natural materials and have the least negative effects on the environment. Sustainable consumption is often referred to as “green

consumption” (Khalil et al. 2021). Consumerism as a concept, on the other hand, has been attributed to more than one and contrasting meanings that have evolved over a long period. The original definition given by Nelson (2008) talks about manipulative advertising and marketing encouraging consumers to consume more. In 2008 scholars defined it as a consumer movement to protect their rights against excessive marketing (Diprose et al. 2017). Lastly, Murphy (2000) interpreted consumerism as a consumer ideology through which customers may obtain happiness and well-being via purchases. One meaning can be seen as being in favor of the rights and interests of consumers. In contrast, the other is seen as being advantageous for companies while being against both those of consumers and society at large (Idowu et al. 2013). It is essential to realize that the notion of sustainability and the long-term repercussions of consumption are in direct opposition to one another (Jones et al. 2005).

The article aims to investigate the necessity of sustainable consumption on a global scale and its operation in the Indian context. The researcher wants to learn more about how selected consumers perceive and are aware of sustainable consumerism. To further understand their consumerism, ecological awareness, and business expectations, their replies will be analyzed. The framework of the paper has covered the introductory comments and an extensive review of the literature first, followed by a doctrinal inquiry. The research will be anchored on the empirical study conducted. The paper concludes with conclusive comments, suggestions based on data analysis, and a discussion of the scope of further research.

MATERIALS AND METHODS

Environmental Awareness

The degree of widespread knowledge of the advantages of green products can influence consumer purchase behavior. Consumers’ view of the value they obtain from a product rises as environmental issues become more widely known. A “green product” is typically made from natural components, recyclable materials, and permitted chemicals. Additionally, it often isn’t toxic, can be recycled or used again, isn’t subjected to animal testing, doesn’t cause pollution, and isn’t excessively packed. Companies started creating environmentally friendly or “green” items as well as green product policies to sway customers’ purchasing decisions as the hazardous substance of products started to be a problem. When choosing a green product, shoppers base their selection on price. Cost increases on green items deter consumers from buying them. All products supplied should be ecologically sustainable without sacrificing quality or paying more for it.

Consumers who practice ethical consumerism have recently raised many concerns about social and ethical issues, including labor legislation, environmental development, and human rights (Anderson & Cunningham 1972). Customers exercise ethical consumerism, or the act of taking into account interests other than their immediate self-interest, when making purchases (Grand et al. 2021). The topic of environmental deterioration has drawn more attention and discussion. The issue has attracted traction from stakeholders like governments, companies, consumers, researchers, and so on. The awareness of environmental problems around and globally impacts an individual's life in multifarious ways. One such impact can be felt in the buying patterns of an individual. An environmentally concerned consumer will ascertain the effect that their consumption will have, as opposed to an unaware consumer. Green knowledge involves what a consumer knows about environmental degradation and has an awareness of what can be possible ways or solutions to resolve it (Apaydin & Szczepaniak 2017). Initiatives to spread awareness about the harmful effects of the apparel industry on the environment play a significant role in promoting sustainable development. It also promotes the approach of diverting society from sustainable consumerism to sustainable consumption. Celebration of days as a tool is used to enhance environmental awareness among consumers, where each year, a theme is celebrated worldwide. Sustainable fashion is one of the agendas under the Earth Day celebration across the world to spread awareness about the destructive effects of the apparel industry (Earth Day 2023). Water pollution from textile factories, lack of expert collaboration for innovation and technology, wastewater generated from chemicals and microfibers, apparel industry-induced water scarcity, and waste generation from a linear economy are concerns that require urgent attention. Like-minded and socially driven individuals often come together to form advocacy groups or environmental non-governmental organizations to draw attention to these pressing issues. Advocacy groups such as Cotton Diaries, Conscious Fashion and Lifestyle Network, Drip by Drip, Earth Logic, and Ellen MacArthur Foundation work in multiple lanes of the apparel industry to highlight concerns. Another impactful awareness tool is social media. Brands communicate, influence, and interact with their consumers through social media on sustainability aspects of apparel. They educate the consumers on the benefits of sustainable clothing, share consumption practices, and build trust based on brand reviews (Son et al. 2022). Hence, the researcher proposes:

Positive Impact of Environmental Awareness on Consumer Intentions

Attitude and behavior: A consumer's attitude impacts their

behavior directly, especially so in the case of environmental behavior (Ertz et al. 2016). Attitude toward sustainable purchasing is defined as "the consumer's cognitive evaluation of sustainable purchase behavior; it includes consumer attitude toward green and fair purchasing" (Lee 2014). Pro-environmental behavior has been defined as "behavior that harms the environment as little as possible or even benefits the environment" (Steg & Vlek 2009). The attitude and behavior of a consumer can be assessed through multiple indicators such as frequency of purchasing apparel, placing importance on the sustainability of clothes being bought, and recycling or reusing habits. Literature on the topic reflects that inquiries have been made to understand the economic factors involved in consuming sustainably. As eco-friendly apparel is more expensive than its polluting counterpart, consumers willing to buy a sustainable item have to shell out an additional amount. Thus, attracting younger, more educated, and wealthier consumers. Consumers buying more than is required and their higher frequency has been seen as one of the reasons for numerous environmental problems. Consumers are choosing greener options as they grow more environmentally conscious every day. They frequently wear clothing that can be recycled and used repeatedly. At the same time, literature shows that there is a high prevalence of consumers buying fast fashion apparel. Consumers accept the changing trends in the market and so India has seen a surge in the fast fashion industry (Bhattacharjee & Chanda 2022). Buying behavior, like checking whether a particular apparel is made or produced from a sustainable material before buying, also determines the consumer's attitude towards sustainable consumption.

Impact of Sustainable Attitudes and Behaviors on Consumer Intentions

Accountability: Instead of placing the onus on consumers to reduce their consumption, the approach for promoting sustainable consumption should be shifted towards the power-possessing stakeholders. Multinational corporations, governments, and retailers are seen to be held accountable for their carbon footprints. Their carbon footprint is evaluated by looking at the shipping, packaging, and raw material sourcing processes (Carbone & Moatti 2011). The question of whether the supply chains are sustainable and green has also been raised. The term "greenwashing" or "misleading marketing of the actions taken and alleged by garment firms" is used to describe this behavior (Marcatajo 2021). Having a sustainable supply chain is considered to be a sort of green communication without any significant or genuine green activity. When it comes specifically to the Indian jurisdiction, certain quality assurance labels have been in place, like the Indian Standards Institution (ISI), Bureau of Indian Standards

(BIS), and Agmark. The Government of India has set these out. These have been successfully adopted into the consumer consciousness through sufficient promotion by government-led advertisements. A step in the same direction was taken by the government by introducing the Eco mark, which has not been adequately promoted, leading to no awareness about it among consumers (Jaiswal et al. 2021). Such labeling can make apparel companies accountable as well as simultaneously increase market demand for sustainable clothing. From the government's perspective, a suggested model is to intensify punitive measures for entities that violate environmental policies as well as frequently check compliance and supervise. Thinking from the corporations' perspective, extended access to the latest science, technology, and innovation can help in addition to maintaining a top-to-bottom green supply chain (Awaga et al. 2020). Sustainable Fashion Brands is another way the corporations can be held accountable. They can do this through the use of eco-friendly raw materials, have a low or less carbon footprint, and quality production of apparel. However, 'sustainable fashion' as a term is seen as an oxymoron by scholars. This is due to the preliminary meaning attributed to fashion, which is in and out frequently. Nature in itself is not being long-term. Sustainability is synonymous with long-term use. And so, despite the huge environmental impacts of the industry, it keeps growing in the form of fast fashion as it offers clothing that is produced cheaply, used frequently, and only in trend for a brief time (Mandarić et al. 2022).

Brand Accountability and Its Influence on Sustainable Consumption Intentions

Consumption intention: Purchase intention can be defined as a person's location on a subjective probability dimension involving a relationship between himself and some action, as researched by Fishbein & Ajzen (1975). However, there are plenty of papers that established that a person's buying behavior might change depending upon the brand, alternatives, environment of the store, etc., as observed by Jing. One of the crucial topics covered in the marketing sector of a company is the choice to buy. The strongest association is with purchasing habits. A variety of brand attributes significantly influences the customer's intention to buy.

Nominated subjective standards (beliefs about what others consider to be right or wrong), behavioral patterns (beliefs about the results of a behavior), and perceived behavioral control (beliefs about one's ability to control one's behavior) all have an impact on one's intention to consume (Ajzen 1985). As previously said, a consumer's mindset will affect whether they plan to buy sustainable clothing. This intention can be said to cause damage or harm as minimal as possible to the environment, which culminates

in sustainable consumption after the consumer buys the product. The consumer's desire to buy eco-friendly goods is a strong indicator of how they feel about the items and how much they respect the environment (Vazifehdoust et al. 2013). Consumption intention determines a consumer's ability to choose eco-friendly apparel over its polluting and cheap counterparts.

Significant Impact of Consumer Intentions on Sustainable Consumption

Sustainable consumption: Consumer behavior needs to be observed to extract the reason behind it. The values and ethics of consumers play a major role when they make sustainable choices. The association of the term sustainable consumption with apparel has been a recent phenomenon (Kim & Damhorst 1998). The association has been a result of discussions on the harmful effects of the apparel industry on the environment. Sustainable consumption has been attributed numerous meanings, such as societal, environmental, responsible business practices, and even financial (Ha-Brookshire & Norum 2011). Commitment by the apparel industry and showcasing the same in the right way can thus result in short-term and long-term success. If done skillfully, these sustainability-related messages can help establish a positive brand name. This would, in turn, contribute to the decision-making of the consumer. It, therefore, becomes imperative to understand the consumption intention behind a consumer's choices to advocate sustainable consumption.

Consumer Product Choices Driving Sustainable Consumption Intentions

The research approach employed in this study is quantitative, combining both doctrinal and non-doctrinal research methods. Primary data were collected through empirical means, while secondary data were reviewed from scholarly articles, reports, and reliable internet sources to supplement the primary data. The research is exploratory and aimed at studying a new and emerging phenomenon (Khalil et al. 2021). The scope of this research in the doctrinal as well as non-doctrinal aspects has been demarcated. The scope of the non-doctrinal study is focused firstly on evaluating the awareness of the respondents about the environmental impacts of their buying patterns and choices. Secondly, it analyses the general attitude and behavior of the consumers towards their apparel consumption and if the same are sustainable in nature. Thirdly, the study seeks to understand if accountability on the part of the government and apparel industry would promote sustainable buying practices. Fourthly, the study seeks to understand consumers' consumption intentions. Lastly, to check the respondents' general understanding of what constitutes sustainable consumerism.

As the study is conducted to understand the determinants

of the consumption intention of consumers at large and if their buying practices are sustainable, the respondents are consumers above the age of 18. Respondents have been categorized into students, employed individuals, businesspersons, and an 'other' category, which includes homemakers, unemployed persons, and so on. Due to time and budget constraints, and given the topic's public relevance and everyday significance, the researcher opted for a convenience non-probability sampling method. The study focuses on individuals as the sampling unit rather than institutions or groups. The sampling universe consists of consumers who purchase clothing items and have at least a high school education. The sample size collected was 396, which is suitable for behavioral studies (Roscoe 1975). The sampling error has been decided to be of 95% confidence with a 5% variation. The respondents were part of the research by circulating a questionnaire among consumers. A questionnaire in the form of a Google Form was used as the tool for data collection to ensure higher participation. The questionnaire method was used to reach the maximum number of respondents. The method of sampling was chosen keeping in mind the accessibility of respondents. It was administered to respondents through electronic means. No personal information was collected. This made it easier for both the researcher and the respondent to collect data.

RESULTS AND DISCUSSION

The data collected in this study was statistically tested and analyzed with the help of the Statistical Program for Social Sciences (SPSS) and Amos software. The questionnaire used for the research was standardized, as has been evidenced in Table 1 which elaborates in detail with respect to individual variables.

The sampling demographic included both males and females from age 18 to 56 and above. The majority, i.e., 64 percent of the respondents, were female, while 46 percent of respondents were from the age group of 26 to 35. 50 percent of the respondents were employed. The selected respondents were essential to the study as they are consumers of apparel. The respondents were consumers with the buying capacity in the mentioned age bracket (Table 2).

In the first step, confirmatory factor analysis was conducted to evaluate whether respondents answered according to the intended questions and to check if the items measured the constructs they were meant to assess. In other words, the analysis confirmed the reliability and validity of the standardized instrument adopted by the researcher. The means of the items ranged from 2 to 4, with standard deviations ranging from 0.7 to 1.4. The relatively low standard deviations indicate that the responses are closely

Table 1: Measurement Constructs.

Items	Variable	Author
	<i>Environmental Awareness</i>	Lin Zhang et al. (2018)
EA1	The apparel (clothing) industry generates tonnes of waste, which harms the environment.	
EA2	Water pollution is caused because of the dyeing and manufacturing process of clothes.	
EA3	Apparel manufacturing is responsible for a high carbon footprint.	
	<i>Attitude and Behavior</i>	Al-Kumaim, N.H. et al. (2021)
AB1	How often do you buy clothes?	
AB2	How often do you check whether the clothing item you buy is eco-friendly?	
AB3	How often do you donate clothes?	
	<i>Accountability</i>	Khalil (2021)
AC1	Will you buy clothing items that have Eco-friendly Labels?	
AC2	Will you buy clothing items that have the same price as eco-friendly and unsustainable items?	
AC3	Will you buy clothing items that have been produced by a sustainable clothing brand?	
	<i>Consumption Intention</i>	Omar (2022)
CI1	Do you buy clothing materials that are less polluting for the environment?	
CI2	Do you switch from your current brand to a sustainable clothing brand?	
CI3	Do you use second-hand clothing or thrift shops?	
	<i>Sustainable Consumerism</i>	Deepak Jaiswala & Rishi Kant (2018)
SC1	Sustainable Consumerism is rejecting apparel that is not sustainably produced.	
SC2	Sustainable Consumerism is reducing the frequency of buying apparel.	
SC3	Sustainable Consumerism is reusing apparel rather than using it once and dumping it.	

Table 2: Demographics.

S. No.	Classification	Category	Frequency	[%]
1.	Age	18 – 25	178	44.9
		26 – 35	182	46.0
		36 – 45	16	4.0
		46 – 55	18	4.5
		56 and above	2	0.5
2.	Gender	Female	254	64.1
		Male	142	35.9
3.	Designation	Student	158	39.9
		Employed	200	50.5
		Unemployed	8	2.0
		Business	28	7.1
		Other	2	0.5

clustered, suggesting the collected data is reliable. The average variance extracted (AVE) is benchmarked at 0.5, while 0.7 is regarded as considerably good (Hair et al. 2010). The average variance extracted (AVE) for the variables ranges between 0.5 to 0.6, and hence, the reliability can be said to be as per the benchmark. Composite reliability (CR) has a minimum benchmark of 0.7. Each of the variables is above the specified value, so we can consider them valid according to the thumb rule of at least 0.5 and 0.7, respectively. The benchmark for Cronbach's α is 0.7, and all the collected responses indicated values higher than this benchmark. Hence, it can be concluded that all the variables

possess a good degree of internal consistency, and hence, the collected data analysis is reliable (Table 3).

The Kaiser-Meyer-Olkin (KMO) test helps the researcher measure and understand if the data collected is suitable for factor analysis. In other words, it indicates sampling adequacy. Where the test reflects a value less than 0.5, it is considered that the sample is inadequate for factor analysis. For the data collected in the current study, the values reflected are more than the benchmark and are suitable for factor analysis (Table 4).

Lastly, the structural model (Fig. 1) was created and analyzed using Amos software which indicated the model to be valid and whether the hypotheses were supported. Hypothesis 1, 3, and 4 were found to be supported according to analysis, while hypothesis 2 was rejected.

CONCLUSIONS

The effects of the apparel industry's supply chain operations on the environment are being examined more and more closely. The apparel sector is perpetually growing even after its well-known detrimental impacts on the environment. Reasons range from the emergence of fast fashion, which involves low-cost production from developing countries, frequent consumption, and apparel usage as per constantly changing trends. Sustainable consumption is more than simply a fad; it requires accountability from apparel manufacturers and considers the "price" paid for it in terms of social, environmental, and economic factors. The opposite

Table 3: Psychometric properties of measures.

Constructs	Items	Factor Loading	Mean	SD	Average variance extracted (AVE)	Composite reliability (CR)
Environmental Awareness	EA1	0.573	3.41	1.281	0.533	0.799
	EA2	0.553	3.70	1.252		
	EA3	0.604	3.16	1.396		
Attitude and Behavior	AB1	0.566	3.38	0.762	0.654	0.716
	AB2	0.522	2.20	1.074		
	AB3	0.686	3.67	1.055		
Accountability	AC1	0.681	3.90	0.866	0.641	0.702
	AC2	0.696	3.94	1.004		
	AC3	0.614	4.09	0.876		
Consumption Intention	CI1	0.553	3.58	1.037	0.522	0.765
	CI2	0.685	3.82	0.935		
	CI3	0.653	2.76	1.317		
Sustainable Consumerism	SC1	0.614	3.48	0.910	0.548	0.722
	SC2	0.604	3.16	1.396		
	SC3	0.553	3.58	1.037		

Table 4: Discriminant validity.

Constructs	KMO	EA	AB	CI	AC
EA	0.727	0.730			
AB	0.749	0.239**	0.809		
CI	0.735	0.260**	0.345**	0.722	
AC	0.735	0.176**	0.208**	0.382**	0.838
SC	0.742	0.236**	0.129*	0.374**	0.314**

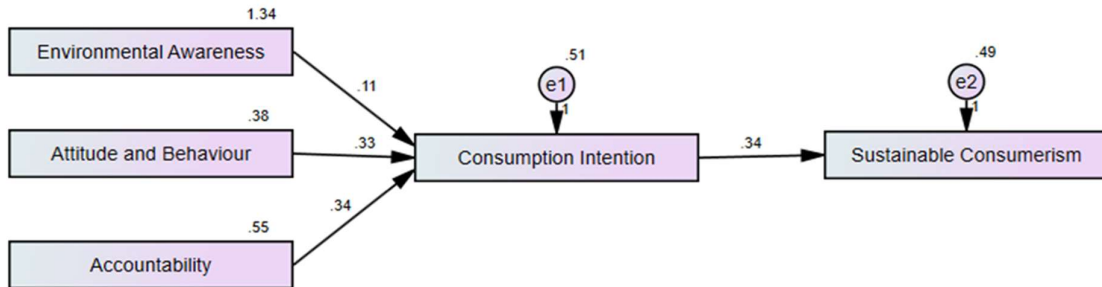


Fig. 1: Structural equation modeling.

of sustainable or slow fashion is fast fashion, which is a predominant production strategy in the fashion industry. Fast fashion retailers harm the planet by, among other things, using plastic fibers in a large percentage of the clothing they produce. Additionally, it has been stated that one garbage truck's worth of clothing is thrown away or burned every second. When textiles are washed, microfibers are created, and these microfibers end up in the ocean. These facts indicate that the apparel sector significantly contributes to environmental degradation. The influence of the industry is anticipated to increase as well since it is expanding, evolving, and responding to both market demand and fashion trends. Due to this, it is important to reduce how badly supply chains influence society and the environment, boost the dedication of garment companies to ethical business practices, and increase customer awareness of the repercussions of excessive purchases. In addition to harming the environment, the emergence of fast fashion, which is associated with low-cost production and the procurement of materials from overseas industrial markets, has changed consumer views on the purchase of clothing. As a result, the fashion industry has developed a culture of impulsive purchasing because the typical customer may purchase new clothing every week. Consumers need to understand the differences between the negative consequences of fast and affordable fashion and the positive concerns for environmental sustainability. This is the trick to altering consumer habits and behavior. The same has been mirrored in the current study's hypotheses. The current study confirms that brand accountability has a positive impact on furthering sustainable consumerism.

It adds to the existing literature which can help fashion brands see the financial benefits of a green supply chain and accordingly develop action plans.

The current study's findings are in line with other studies which have concluded that generally speaking, consumers make purchases without giving much thought and attention to how their choices would affect the environment. According to consumer responses, they place little to no importance on environmental considerations while shopping. However, respondents showed a willingness to buy sustainable apparel if labels indicate a carbon footprint or eco-friendly material. This can be further accelerated through advertising by sustainable fashion brands, increasing awareness among consumers as well as their profits. Willingness to pay for sustainable apparel was also found to be higher when the price was lesser or equivalent to its unsustainable counterpart. Further, it may be deduced that consumers who use sustainable apparel frequently do not have favorable opinions about sustainable fashion. To meet these demands, the apparel industry should identify additional customer priorities like pricing, durability, and quality to modify their advertising strategy. A new viewpoint and understanding are needed for the entire system to adopt a sustainable business model, which necessitates innovation and engagement between designers, manufacturers, relevant parties, and end users. To determine how to support sustainable behavior, extensive research is needed. To recapitulate, increasing customer awareness of the benefits of buying sustainable apparel and changing consumer behavior is crucial to promoting the adoption of sustainable practices, consumer

behavior, and the market share of sustainable fashion brands.

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