

**INVESTIGATING THE IMPACT OF SUSTAINABLE  
MARKETING ON CONSUMER BEHAVIOR:  
THE FIELD OF FASHION**

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ISSN 2277-7733

Volume 11 Issue 2,

September 2022

**Abstract**

*The fashion industry has grown exponentially in recent years. On the other hand, this industry is one of the environmentally destructive industries and has faced many challenges. Respect for the environment has led to the emergence of a movement reflected in the concept of sustainable marketing. Since every organization must follow marketing strategies in line with society's expectations to succeed in its business, sustainable marketing is one of the most influential and comprehensive branches in this field. This study examines the positive impact of sustainable marketing on consumer purchasing decisions in fashion products in a review method. The results we mention below show that companies that pay attention to sustainability are increasing because consumers, aware of the concept of sustainability and creating a sense of social responsibility, prefer sustainable products.*

**Keywords:** *Sustainable marketing, social responsibility, environmental protection, consumer behavior, fashion*

The topic of sustainable marketing was not discussed until the 21st century. But recently, this issue has been considered one of the essential branches of management studies. There is significant evidence of the destruction of Earth's ecosystems, and global warming is increasing. One of the harmful industries in this field is the fashion industry.

Today, the fashion industry is a large industry that significantly affects the environment and people's lives. This industry is considered as one of the most harmful industries for the environment because it uses a lot of resources such as water, electricity and hazardous chemicals (senyuva. 2021) and this is taken into consideration as the most polluting industry within the global due to environmental pollutants. To this trouble, shops in the enterprise have promoted sustainable advertising and marketing and offered sustainable garb to customers in latest years, and style brands have ended up more and more worried about environmental troubles and features following sustainable marketing (Ersoy & fu. 2021). Fashion brands produce high volumes of synthetic and petroleum-based clothing, creating high greenhouse gas emissions and textile waste levels.

To meet the demand for less costly garb, brands have created delivery chains that produce large volumes of artificial and petroleum-primarily based clothing in growing international locations. This created large ranges of greenhouse gases (GHGs) and landfill waste. After a chain of revelations and controversies surrounding the effect of fast style within the early 2010s, rapid fashion leaders followed various sustainability

projects and claimed to be more "environmentally friendly (wren. 2022). Studies have validated that sustainable garb affects consumers' buy decisions by means of developing awareness of the product's satisfaction and its effect on the surroundings (Mishra et al. 2021).

In fact, being cognizant of the how's and why's customers making a purchasing selection will help marketers predict their shopping traits. As a result, improving the marketing strategies inside companies, Sustainability advertising and marketing seek to inspire purchaser behavior to carry out moves that result in decreases in unfavorable environmental influences and use of assets (whittaker. Mulcahy& Russell-bennett. 2020) and, Studies have shown that companies that pay attention to this set of responsibilities under the name of pleasant sustainable practices has better economic performance than the ones no longer worried about such practices (ameer. Othman. 2012).

### **Sustainable marketing**

The concept of sustainability turned into first evolved in 1972 at a United countries conference that Conceptually, it encompassed three issues: (1) the interdependence of human beings and the herbal surroundings; (2) the links between financial development, social development, and environmental safety; and (3) the want for a worldwide vision and common standards. Over the years the sustainability motion has come of age to mirror a sustained interest in lots of regions, along with natural, green, fair change, unfair commercial enterprise practices. There have always been two opposing views on the relationship between humanity and nature: one empha-sizing adaptation and harmony, and the other seeing nature as something to be conquered.

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**Sustainable marketing and consumer behavior**

Environment, animal welfare, sustainability, manufacturing and labor practices, and the good effect on groups are all factors that are now considered while buying a product, and luxury items are not an exception. In particular, more youthful generations admit to taking various measures to reduce their environmental effect, including changing their apparel buying habits. Sustainable style advertising and marketing communication promote the intake and preference of environmentally pleasant merchandise, even at better expenses, through growing purchasers' consciousness of environmental problems (lee et al. 2020). Without changing our lifestyle, which includes our consumption behavior, the negative effects on the environment will not be corrected. A practical solution for this issue is to move towards a sustainable consumption pattern.

In a study conducted by the Swedish Trade Federation, 80% of consumers found buying from sustainable companies to be effective and they can trust brands that provide clear explanations of sustainable products (Hartman et al. 2018). Furthermore, companies that are willing to adapt to the demands of our changing environment, including the increasing need for sustain-ability, are more likely to succeed in the long run and gain competitive benefits (Senyuva. 2021).

**Methodology**

The review research is a type of research whose purpose is to summarize the previous backgrounds to explore, describe and investigate relationships and patterns. This research, which was conducted in a systematic review, has tried to answer a question by providing scientific evidence and sufficient information and reach a general view. The main topic and question that this study focuses on is the investigation of sustainable marketing from environmental and social responsibility perspectives and how it affects fashion consumers. The information collection was in the form of library and articles from Science Direct, Springer, Emerald, and several international publications, theses, and book. Some of them were removed because they were not in line with the parameters of the research, and the rest, after categorization, provided a complete view of the main research question.

**Findings**

**Table1 : Researches reviewed**

	Researchers	Sample population	Country	year	Results
1	Elena-Madalina Vatamanescu and other...	977 Millennials	Italy	2021	Corporate social responsibility (CSR) and attention to environmental issues directly impact consumer consumption
2	Leanne Johnstone Cecilia Lindh	448 European millennials	Sweden	2021	Through online relationships with millennials and using a Responsibility Social Corporate approach (CSR), influencers have influenced their purchases and expanded sustainable fashion choices

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3	Ayse Begum Ersoy, Shuai Fu	209 Millennials	Canada	2021	Clients with a sustainability mind-set have a stronger choice for sustainable advertising than people who are not environmentally conscious.
4	Anh Ngoc Tran	217 participant	13 European countries and Canada	2021	Consumers across Europe are decreasing the frequency of purchasing apparel and paying more attention to excellent clothes and the sustainable associated. They're greater environmentally aware and underneath a considerable impact on sustainability marketed through net platforms.
5	Jaesuk Junga Sang Jin Kimb Kyung Hoon Kimb	272 consumer	South Korea	2020	Sustainable marketing has a nice effect on brand image and creates brand loyalty
6	Hyun Min Konga Alexander Witmaier Eunjung Koc	429 participants from Germany And 384 participants from South Korea	German and South Korean	2020	Sustainable communication is more effective for non-luxury manufacturers in a cultural putting that functions excessive awareness of desires for sustainability.
7	Mark Peterson and other	304 participants	United states of America	2020	Customers' nature-based totally values have the most wonderful impact on consumers' support for sustainable companies.
8	Eunsoo Baek Ga-Eun	270 participants	Hong Kong	2020	The client's evaluation of the services provided, based totally on environmental wishes, definitely impacts her mindset and buy goal.
9	Laura Grazzini, Diletta Acuti, Gaetano Aiello	300 participants	United States of America	2020	How buyers make decisions about products that are sustainable is of great importance, and sustainable products (recycled products) positively affect customer purchase intentions.
10	Eun-Ju Lee and other...	16 participants In Sungkyunkwan University	Korea	2019	While direct environmental messages are obtained before purchasing a product, buyers' preference for sustainable fashion products improves.
11	Juran Kima Seungmook Kang	230 YouTube users	Korea	2018	The results of this research confirmed the purchase intention of buyers for sustainable fashion products on the YouTube platform.
12	Hyun Min Kong and other	245 participant	South Korea	2016	If purchasers have extra know-how of the concept, they will be more likely to engage in environmentally loyal consumption.
13	Lisa McNeill and Rebecca Moore	28 participant	New Zealand	2015	By way of convincing consumers that the goods are indeed sustainable, it's going to result in more purchasers shopping the items, and recycled materials are an advertising approach that consumers don't forget.
14	Yuan-Shuh Li Kuang-Wen Wu May-Ching Ding	480 students	Taiwan	2011	(CSR) Social responsibility in the form of philanthropy positively affects the brand and consumer evaluations.

### **Sustainable marketing and social responsibility**

One of the advantages of sustainable marketing is the social responsibility of organizations.

Social responsibility is one of the sustainable marketing strategies, and factors such as philanthropy can positively influence consumer attitudes towards a brand. Consumers will respond more favorably to companies that donate large sums of money to a specific cause (including sustainable products). By consistently implementing a social responsibility strategy, companies can build customer trust. As a result, companies focusing on sustainable marketing and sharing CSR initiatives are likely to differentiate themselves and succeed in doing the right thing while being "better" than their competitors. These ideas can be helpful for international companies in marketing CSR activities abroad to similar cultures and countries at closer distances (Lii . Wu & Ding, 2011 ).

Fashion consumers were classified into three groups: "self" consumers, concerned with the needs of consumption enjoyment, "social" consumers, concerned with social perception, and "altruistic" consumers, whose efforts can be reduced in the world. The marketing of sustainable fashion products is significantly different for each group. Consumers' attitude towards sustainability in shopping is determined by their social and environmental security level and their default towards sustainable fashion. Due to the global focus on ethics and sustainability, many designers have started to use these concepts in their clothing production. They now use sustainable fibers (such as hemp, organic cotton, bamboo, and post-consumer play fabrics). Encourage second-hand clothing channels and support ethical business practices. However, many consumers are hesitant to support these changes or view the present to accept sustainably produced products (McNeill & Moore. 2015).

That purchase intention is often driven by non-intentional and non-linear processes, such as intermediaries such as famous influencers (influencers) who develop a social responsibility approach.

For fashion retailers, the strategic use of influencers is suggested for the (un)conscious marketing of sustainable clothing.

Influencers have "made a name for themselves on social media," and their achievement is basically due to entertainment value and information. Moreover, influencers are distinct from traditional celebrities.

Online social relationships between influencers and millennials influence their purchasing decisions for sustainable products. Therefore, it suggests that fashion retailers use influencers to help market sustainable fashion choices (consciously or unconsciously) and encourage social responsibility to new generation consumers (Johnston & Lind. 2021).

Consumers connect high-quality importance to companies' social and environmental sustainability practices Younger generations of consumers are positively influenced by sustainable marketing due to social

responsibility, and their purchasing decisions are guided in this direction (Vatamanescu et al. 2021).

Effectiveness and social expertise are essential in forming attitudes towards sustainable fashion products. As a result, fashion brands should pay attention to identifying and combining effective sources of sustainable marketing to expand their business. Cultural background may influence consumer knowledge. If consumers understand this concept more, they are more likely to participate in environmentally responsible consumption (Kong et al. 2016).

**Sustainable marketing and the environment:**

Three parameters that prove a statistically significant effect on supporting sustainable businesses are charitable activities in society, nature protection, and fair play in market competition (Peterson et al. 2020). In particular, Sustainable product attributes (i.e., recycled substances) affect purchase purpose, and this impact becomes greater for fast fashion merchandise. Luxury brands may be each gold and green (Grazzini. Acuti & Aiello. 2020). Green marketing communications promote sustainable consumption choices to increase consumers' awareness of environmental issues and environment-friendly products. However, most fashion consumers do not sacrifice their needs and desire to be green. The size gap between consumers' attitudes toward sustainability and green purchasing behavior is considerable, creating a psychological imbalance. The current study also shows that when environmental priming messages are received before their shopping for a product, consumers' preference for sustainable fashion products improves (Lee et al. 2019).

When fashion bloggers featured eco-friendly fashion products (such as eco-friendly fashion items and green fashion) in their YouTube videos, to measure purchase intention for socially sustainable products, participants were asked about their purchase intention. Eco-friendly fashion merchandise was asked for. Style bloggers showed socially friendly products related to social sports and social obligation in YouTube videos, and buy intention measured the usage of 3 seven-factor semantic differential scales (possibly/unlikely, possibly/not likely, and possible/not possible). Ultimately, direct relationships between buy purpose and environmentally pleasant merchandise had been diagnosed (Kim & Kang. 2018).

Fashion rental is one of the sustainable marketing activities and One of the values obtained from the use of fashion rental services is the green value. That is: "A consumer's overall evaluation of the net benefits of a product or service based on environmental demands, sustainable expectations, and green consumer needs. Green value has a positive effect on attitudes and behavioral intentions and ultimately causes environmental sustainability, which is one of the pillars of sustainable marketing (Beak & Oh.2020).

Consumer awareness of sustainable marketing makes them willing to buy sustainably. Most consumers of H&M, Gap, Zara, and forever 21 brands stated that they would be willing to pay more if their favorite brand produced environmentally friendly and recyclable products (Ersoy & Fu. 2021). The reluctant conduct of customers when buying sustainable garments consequences from insufficient attention to the horrible consequences of the style enterprise on the surroundings

platforms, consumers become aware of the environment and are influenced by sustainability regardless of age, gender, and monthly salary (Tran. 2021). Organizations cannot develop their business without cooperation with the community, so Marketing managers should pay attention to consumers' cultural, social, and environmental needs.

Sustainability requires social and environmental responsibilities for the company. Some practical and sustainable management strategies are suggested for company managers and marketers. These activities include: Economic (efforts are made for efficient management and the company makes efforts for technological innovations); Social (supporting activities for the community, returning a part of the community to the community, a part of the profit is dedicated financial aid); Environment (environmentally friendly materials, considering the environment in the design and preventing the environment in production and distribution); Cultural (respecting different races, recognizing international multiculturalism, trying to cooperate with globalization and local culture) (Jung .Kim & Kim. 2020).

Sustainable communication is more effective for non-luxury brands in a cultural environment with excessive cognizance of wishes. Advertisers of luxurious and non-luxurious fashion manufacturers must recollect cultural settings while imparting sustainability facts cautiously. Customers tend to select brands acknowledged for sustainability and think about environmental, monetary, and social needs without compromising destiny generations. (kong et al. 2020).

### **Conclusions**

After reviewing the previous research on the impact of sustainable marketing on the consumer's purchase intention, It was found that although some consumers do not have information about sustainable marketing and social responsibility and the price factor is still the primary criterion for their choice, But the new generation is more inclined to consume sustainable products due to their concern for the environment and is willing to pay more to buy them.

Fashion companies can use sustainable marketing acronyms on their brands, introduce social responsibility in their advertisements and stimulate consumers to buy by increasing the level of trust. This allows the consumer to find the desired product more easily and quickly based on his attitude to environmental issues. Also, one of the sustainable

marketing strategies is the influence on the brand image: the better a company's brand image, the more impressive its financial results. Sustainable marketing is considered one of the competitive advantages because consumers value it differently based on the sustainability characteristics of the product; finally, organizations must use this type of marketing to continue to survive and develop.

#### **Limitations and future research**

This research, like any research, had limitations. Existing studies on sustainability were mainly in fashion, clothing, and cosmetic products, but other products have not been studied enough to write a review article. For this reason, only a small group of sustainable products was examined in this research. In addition, in the articles reviewed and used in this research, most of the respondents are young people, which gave a positive result to the main question. Not all ages and strata are fully covered and for some countries, it can be argued that more detail is needed. By considering different ages, a more comprehensive view can be obtained in future research.

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