

# Sustainable behavior towards fashion products: A systematic literature review

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## Abstract

Consumer behavior has been of concern over the past decades in the fashion industry worldwide, and several researchers have conducted studies on this issue. This paper examined consumer purchasing habits, consumers' knowledge of sustainability, and the challenges of ensuring sustainable consumption. The study provides a literature review on consumers' behavior using 27 articles from 3 different databases from 2018 to 2023. The meta-synthesis approach was used to conduct the study. The researcher assessed some 105 articles and, in the end, settled on 27 articles to conduct the final review. The findings from the studies reveal that consumer purchasing habits have an impact on sustainable practices, as some clothes are discarded after being worn once. It also showed that most consumers are unaware of sustainable consumption in fashion, and those who are aware are hesitant to incorporate it into their purchasing habits. The study concludes that to ensure sustainable consumption among fashion consumers, it is necessary to implement educational forums and strategic measures.

**Keywords:** Attitude, Consumer purchasing behavior, Behavior, Sustainability, Sustainable consumption

## Extended Abstract

**Introduction:** Consumer behavior has been of concern over the past decades in the fashion industry, and several researchers have conducted studies on this issue. The fashion industry is considered one of the oldest industries globally and continues to have a significant impact on the environment, society, and the country's economy despite the numerous studies that have been conducted in this area. There is a growing awareness of environmental, economic, and social concerns about sustainability due to the amount of waste that has been produced day in and day out by fashion producers and consumers. To achieve sustainability, industries globally must implement a sustainable approach to production and embrace decreased consumption. The theory of planned behavior, as proposed by Ajzen (1991) was used in the study to investigate the behavior of individuals. In the realm of fashion, the theory of Planned Behavior suggests that an individual's fashion-related behaviors are determined by their intentions, which are influenced by three key factors: attitude, subjective norm, and perceived behavioral control. A consumer's attitude is defined as how they feel about engaging in the behavior, whether positively or negatively. People will feel more in control of their purchases if

sustainable fashion options are easily accessible and priced. For example, the trends in fashion are often driven by popular figures in society, such as celebrities, social media, and fashion influencers. The speed at which consumers adopt the latest trends can vary widely. Fashion shopping is also influenced by psychological factors such as self-expression, social identity, and emotional gratification. Consumers often use fashion to express their personality and align with their self-image. One objective of the fashion business might be to efficiently reuse, remanufacture, and recycle all the broken products, scraps, and unsold clothing rather than sending them to a landfill so that valuable products can be recovered.

**Purpose and scope:** This paper examined consumer purchasing habits, consumers' knowledge of sustainability, and the challenges of ensuring sustainable consumption. The study provides a literature review on consumers' behavior using twenty-seven articles from 3 different databases from 2018 to 2023.

**Method:** After assessing 105 articles and conducting several screenings, the researcher finally settled on twenty-seven articles to conclude a final review. To assess findings in numerous studies on the subject area and conclude, the literature was systematically reviewed by using the meta-synthesis approach. The review was limited to empirical studies since sustainability is a growing concern in the fashion industry. Therefore, empirical studies will help feature current findings in sustainability. Articles published from 2018 to 2023 were extracted from databases like Scopus, Emerald, and Science Direct. Keywords were used in Scopus, Google Scholar, Emerald, and Science Direct, to search for the articles. The keywords used in searching for the articles included consumer behavior, attitude, consumer, sustainable consumption, and purchasing behavior. A total of 105 articles were extracted from the identified databases. After classifying the articles by year of publication, title and abstract, certain articles were included, and some were excluded from the reviewing process.

**Findings and conclusion:** The findings revealed that consumer purchasing habits have an impact on sustainable practices, as some clothes are discarded after being worn once. It also showed that most consumers are unaware of sustainability, and those who are aware or hesitant to incorporate it into their purchasing habits. The review revealed that to ensure sustainability is achieved, it is critical to raise consumer awareness on the meaning of sustainability. Fashion designers and retailers were found to be the media that can enforce the sustainability awareness of consumers. A sustainable clothing item should have relevance for its intended audience and align with their ideals. The results indicate that external variables that can have a substantial impact on customers' purchasing behaviors and attitudes toward sustainability include pricing, product availability, and communication techniques used by fashion designers and merchants. This emphasizes the significance of considering the larger social, economic, and environmental context in which consumer decisions are made from a behavioral perspective. Therefore, in addition to addressing individual-level variables, behavioral interventions promoting sustainable purchasing should also target structural and systemic determinants that define consumer behavior within the fashion sector. The study concludes that to ensure sustainability among consumers, educational forums and strategic measures need to be implemented. Authorities, designers, and retailers should make sure that strategic measures are put in place to enforce positive consumer practices in the fashion industry. To develop good sustainability practices, the researcher recommends consumers should always decide between buying clothes.

**Keywords:** Attitude, Consumer purchasing behavior, Behavior, Sustainability, Sustainable consumption

## INTRODUCTION

Sustainability is the responsibility of all agents involved in apparel, i.e. consumers, producers, suppliers, and all others who participate in providing services in the fashion industry. Sustainability according to Kuhlman and Farrington (2010) may be defined as maintaining health for a lengthy or indefinite period. Another way to define sustainability is to pay close attention to how activities are conducted and managed, the management of human resources, and capable of being done. Sustainability interlinks the environment and social and economic concepts. This concept combines different aspects of the fashion industry, from manufacturing to marketing and the behaviors of consumers (Mandarić et al., 2021). Clothing and textile designers are working to ensure that the industry's waste, which includes chemical and fabric fragments, does not harm the environment, consumers, and, ultimately, the economy (ElShishtawy et al., 2022).

There is a growing awareness of environmental, economic, and social concerns about sustainability due to the daily waste produced by fashion producers and consumers. While some consumers proclaim concern for sustainability issues toward fashion, others concern their lives with the fashion products they want to use, which are easily thrown away after use (Crommentuijn-Marsh et al., 2010). All these issues emanate from consumers' obsession with fashion trends and desire for trendy designs. Consumers always want to buy high-end products as a fashion trend and these are highly adorned nowadays (Joy et al., 2012). Young consumers,

drawn to trends for attention, are primarily responsible for this, but these goods are sometimes pricey. Just like designers, consumers have a part to play in sustainability-related challenges. Most fashion consumers prioritize their benefits from items over any potential negative impacts on themselves or the environment. Berger-Grabner (2018) concluded that consumers frequently doubt sustainability claims because of the overabundance of sustainability claims, especially when they cannot check their veracity per se.

Present studies focus on advisory solutions that may help clothing designers incorporate sustainability (Kam & Yoo, 2022) in manufacturing. In an attempt to cater to the requirement of sustainability, adding value to our clothes will help sustain our environment and society (Zohoori et al., 2016). There are so many approaches to designing clothes that need to be considered to minimize the effect unsustainable practices will have on the consumers or the environment. To achieve sustainability, industries globally must implement a sustainable approach to production and embrace decreased consumption.

According to a study by Kim et al. (2021), people's attitudes and interests play a role in their decision to buy items that would be thrown away without being recycled or upcycled. Behavior change is mediated by the intention to change, which is predicted by a person's attitude, subjective norms, and perceived behavioral control (Soyer & Dittrich, 2021). Sustainable or ethical fashion emerged as an answer to the environmental and social harm caused by the production techniques utilized in fast fashion (Aggarwal & More, 2020). The fast fashion sector in Ghana has quickly expanded, but it has also turned the nation into a hazardous landfill for discarding the world's unwanted clothes (Priya, 2022). Understanding the behavior, knowledge, and practices of consumers will help instill positive behavior in the fashion industry. Unsatisfaction from consumers sometimes makes them litter the environment with unsustainable clothes. There seems to be a lack of awareness among individuals on the impact of unsustainable practices. The objective of this study is to guide the researchers to assess consumers' knowledge of the disposal of the products after use and the challenges in enforcing sustainable consumer behavior by analyzing literature from various articles.

## LITERATURE REVIEW

### *Theory of Planned Behavior*

The theory of planned behavior as proposed by Ajzen is a theory that investigates the behavior of individuals. In the realm of fashion, the theory of Planned Behavior suggests that an individual's fashion-related behaviors are determined by their intentions, which are influenced by three key factors: attitude, subjective norm, and perceived behavioral control. The theory of behavior has been used in the context of fashion design to comprehend consumers' decision-making procedures as well as how they dispose of used fashion products (Rotimi et al., 2023). The theory proposes that behavior change is mediated by the intention to change, which is predicted by a person's attitude, subjective norms, and perceived behavioral control (Soyer & Dittrich, 2021). Actions can be habitual or routine in that it is performed automatically (Ajzen, 1985).

A consumer's attitude is defined as how they feel about engaging in the behavior, whether positively or negatively. One would have a favorable attitude toward buying sustainable fashion, for instance, if one thinks that it will benefit the environment. One may also experience societal pressure to live up to expectations if friends and family respect sustainable fashion (Mohr et al., 2022). People will feel more in control of their purchases if sustainable fashion options are easily accessible and priced. A buyer who is well-informed about environmental apparel and values sustainable products highly, for example, can be highly motivated to buy sustainable fashion (Kim et al., 2021). However, this could hurt the same customers' intention to purchase if they are utmost price-conscious and think sustainable fashion is pricey. Having a powerful sense of oneself as an environmentally and socially conscientious person and believing that one can influence a consumer might favorably impact one's intent to buy eco-friendly fashion (Zahid et al., 2023). It emphasizes how crucial it is to address personal convictions and larger societal forces to promote more ecologically friendly fashion choices.

Consumers in fashion are often influenced by many factors like trends, loyalty to a particular brand, psychological factors, etc. (Su & Chang, 2018). For instance, fashion trends are frequently driven by popular figures in society, such as celebrities, social media, and fashion influencers. The speed at which consumers

adopt current trends can vary widely (Agarwal & Jaiwant, 2023). Many consumers develop loyalty to certain fashion brands due to their perceived quality, style, or status (Ruan et al., 2022). This loyalty can influence repeat purchases and brand advocacy. Especially in uncertain economic times, consumers are looking for value in their purchases, balancing cost with the quality and longevity of the product (Vehmas et al., 2018). Fashion shopping is also influenced by psychological factors such as self-expression, social identity, and emotional gratification. Consumers often use fashion to express their personality and align with their self-image. One objective of the fashion business might be to efficiently reuse, remanufacture, and recycle all the broken products, scraps, and unsold clothing rather than sending them to a landfill so that some value can be recovered. Some fashion businesses have formalized their sustainability initiatives and corporate social responsibility practices (Abbate et al., 2024) to address the issue of sustainability in clothing manufacturing. Consumption is now a disease; people buy clothes for status, some to attain an upper class, and some for leisure, which end up being wasted. We need to effect change in the consumption pattern of fashion products.

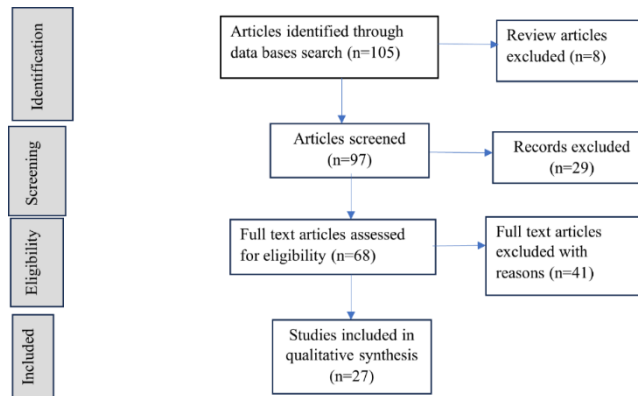
## RESEARCH METHOD AND REVIEW PROCESS

A systematic literature review using the meta-synthesis approach was used to assess findings in numerous studies on the subject area and conclude. The meta-synthesis approach is a qualitative methodology, which makes it suitable for the study. A meta-synthesis attempts to synthesize qualitative studies to identify key themes, concepts, or theories that provide novel or more powerful explanations for the phenomenon under review (Afshari & Yazdani, 2024). A systematic literature review employs a rigorous process to avoid shortcuts and bias (Rother, 2007). This paper aims to systematically review and critically assess findings on consumer purchasing behavior in sustainable fashion consumption. The review process was limited to empirical studies since sustainability is a growing concern in the fashion industry. Therefore, empirical studies will help feature current findings in sustainability. Articles published from 2018 to 2023 were extracted from databases like Scopus, Emerald, and Science Direct. Keywords were used in Scopus, Google Scholar, Emerald, and Science Direct to search for the articles. The keywords used in searching for the articles included consumer behavior, attitude, consumer, sustainable consumption, and purchasing behavior. A total of 105 Articles were extracted from the identified databases. After extracting the articles, the year of publication, titles, abstract, and full articles were considered for the inclusion and exclusion process of the reviewing process. After excluding articles published before 2018, duplicated and irrelevant articles, a final sample of twenty-seven articles was considered.

Through a database search, some 105 articles were identified. These articles were reviewed to ensure their relevance with the category of articles specified for the study, and consequently, eight (8) articles were excluded due to their year of publication and the databases they were included. Ninety-seven (97) articles were further screened based on the keywords selected for the study as well as empirical studies and twenty-nine (29) articles were again excluded. After the exclusion of twenty-nine articles during the screening, 68 articles remained. These articles were also scrutinized to determine their eligibility to be a part of the study. The eligibility was to use only qualitative studies, so articles that used quantitative methodology were excluded, leaving twenty-seven articles. In total, twenty-seven qualitative researches were used to conduct the study.

### Delimitation

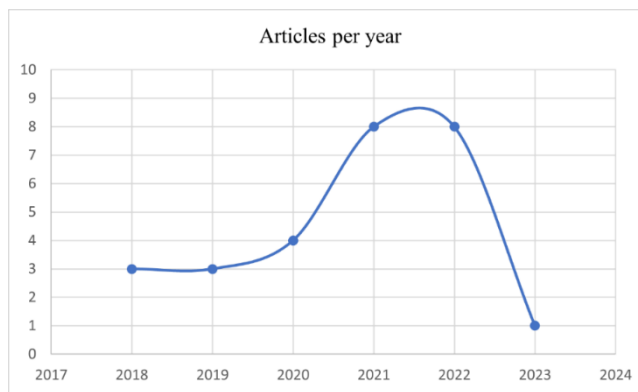
- Only articles with a focus on the fashion/ industry were considered for the review. The fashion industry is the focus of the study therefore, using fashion-oriented articles will help generate valuable results for the paper.
- Articles published in the English language were included. This is one of the languages that the researchers understand therefore it helps provide more clarity when assessing the articles.
- Only articles published from 2018 to 2023 were included in the study. This is to provide current findings incorporating sustainability issues within the fashion industry.
- While empirical articles were included, reviews were excluded.



**Figure 1.** Articles screening flow-chart

### Descriptive Analysis

This section provides a descriptive analysis of the selected twenty-seven articles that were assessed during the review. A descriptive analysis was conducted, which projected the publication frequency of journals published per year, which is between 2018 and 2023. 2018 (n=3), 2019 (n=3), 2020 (n=4), 2021 (n=8), 2022 (n=8) and 2023 (n=1). As shown in Figure 1, it shows that the year 2021 was the year with the highest number of articles accessed for the review.



**Figure 2.** Articles presented according to year published

**Table 1.** Presentation of reviewed articles by Journal

Journal	Number of Articles (n=27)
Ecological Economics	1
Social Responsibility Journal	1
Consumer Psychology Review	1
International Journal of Clothing Science and Technology	2
Sustainability	10
International Journal of Fashion Design, Technology and Education	2
Fashion Practice	1
International Journal of Innovative Technology and Exploring Engineering	1
Journal of Fashion Marketing and Management: An International Journal	3
Journal of Risk and Financial Management	2
Resources	1
European Business Research	2

The total journals assessed were twenty-seven in total from 15 different journal titles. *Sustainability* turned out to be the journal with the highest number of articles (n = 8), followed by four journals accounting for two articles each published. Also, the other journals published one article each. This is evident in Table 1, which contains articles distributed across the journal of publication.

## RESULTS

This paper conducts a systematic literature review by using content analysis to generate the themes for the review and a design that allows the researcher to reach themes in analyzing data. Content analysis enables organizing and eliciting meaning from findings and drawing realistic conclusions by forming words or themes mentioned (Bengtsson, 2016). The literature review showed three main themes: consumer purchasing behavior, consumers' knowledge of sustainability, and barriers to ensuring sustainable consumption. These themes are discussed in the next section within the context of the subject under study.

### Content Analysis

This section provides an analysis of three consumer practices that were identified from the review of the literature. These include consumer purchasing behavior, consumers' Knowledge of sustainability, and challenges in ensuring sustainability.

#### Consumer Purchasing Behavior

The first theme teased out from the study was "consumer purchasing behavior." It talks about how consumers make their choice in buying clothes, how often they buy clothing items, and their intentions in use. Most consumers are driven by fashion trends and tastes for dress styles, among others. Generally, consumers consider the popularity and price of fashion products before purchasing (Brandão & da Costa, 2021; Stange et al., 2022), and just to fulfill this desire of acquisition, their tendency towards sustainable items may be set aside (Soyer & Dittrich, 2021). Soyer and Dittrich further said consumers prefer to buy quality clothes because they last longer.

Though consumers cherish sustainability, sometimes, it does not form part of their decision-making in purchasing (Blazquez et al., 2020) because they are being triggered. These products may become valueless once the trend ends, or consumers' taste for such designs fades away. Eventually, once they fall into disfavor, they are discarded. Consumers can develop a positive, i.e., a sustainable attitude towards disposing of unwanted clothes if they see that the people they admire are doing so, when they are fined, or when others see how many items are disposed of (Soyer & Dittrich, 2021). This corresponds with (Mandarić et al., 2021) those who stated that a positive attitude towards sustainability does not necessarily mean it is included in consumers' purchasing behavior.

Mandarić et al. (2021) again explained that price, durability, and quality are the three key considerations for consumers while making purchases. Clothes are of decent quality, fair price, environmental knowledge, design features, and multipurpose style. People are not interested in purchasing clothes made of recycled materials if their price exceeds their equivalents in the market (Jalil & Shaharuddin, 2019). Pereira et al. (2021) also stated that price becomes a factor for consumers when purchasing clothes.

#### Knowledge of Sustainability

The review revealed that to ensure sustainability is achieved, it is essential to raise consumer awareness of sustainability. Consumers in some countries acquire more knowledge of sustainability, whilst customers in some other countries have a limited consciousness about this issue (Byrd & Su, 2021). Consumers often want to buy fashion products but do not know how to decide (Pereira et al., 2021) due to a lack of education. The more knowledge and education a customer have regarding fashion's sustainability, the more impact it has on their behaviors and desires to buy sustainable goods (Blazquez et al., 2020).

Although consumers are aware of the effects of climate change and pollution and believe that their actions have a beneficial impact, they are unable to make more sustainable decisions as a result of their desires (Soyer & Dittrich, 2021). Fashion designers and retailers were found to be the media that can enforce the knowledge of sustainability unto consumers. A sustainable clothing item should have relevance for its intended audience and align with their ideals.

#### Barriers/Challenges to Sustainable Consumption

Several studies have shown that there are obstacles hindering consumers' engagement in sustainable consumption. These obstacles include greater prices for sustainable goods and a lack of information (Sheoran

& Kumar, 2022). Consumer purchasing decisions on sustainable collection and insufficient incentives were also identified as some of the challenges designers face in ensuring sustainable consumption attitudes in the fashion industry (Hur & Cassidy, 2019). In reviewing the literature, one finding was a gap in consumers' awareness of sustainability, their cheerful outlook toward sustainable fashion, and a lack of action when making purchasing decisions. There is also a wide gap in sustainable awareness between men and women (Mandarić et al., 2021). Women's consciousness of sustainability was found to be higher than men's, and this fact could be due to their interest in fashion. Women, in general, are always curious about what to buy and what to wear for an occasion.

To ensure sustainability, more information about a clothing product should be presented attractively to consumers to increase their knowledge and willingness to buy sustainable clothing (Vehmas et al., 2018). Zhang et al. (2021) also found out that policymakers are not left out in the processes of ensuring sustainability among consumers. Policymakers in the fashion sector should also ensure that there is awareness creation for consumers. Awareness creation comprises the designers and retailers as they directly deal with the final consumers of the products.

## Discussion

After synthesizing the findings in various articles, three themes were considered, which include consumer purchasing behavior, consumer knowledge of sustainability, and challenges in ensuring sustainable consumption. If these three themes are practiced by consumers, sustainable consumption will be accomplished. As outlined in the findings on consumer purchasing behavior, knowledge of sustainability and barriers to sustainable consumption work differently to come out with positive, sustainable practices.

Sustainable consumption is achieved through the behavior of individuals toward fashion products. Ensuring sustainable consumption can be manifested through education on green fashion, sustainable practices, good purchasing practices, use and disposal of fashion products. Mandarić et al. (2021) found that sustainability is sometimes considered less important when consumers are making decisions to purchase fashion products. The desire for uniqueness, sustainability knowledge, and fashion consumption patterns and tastes all have an impact on how much sustainable fashion is purchased (Zhang et al., 2023).

Donating unwanted clothes to charitable organizations or giving them to family and friends could serve as a solution to minimize the impact on the environment. Soyer and Dittrich (2021) revealed that consumers are concerned about polluting the environment and believe that their behavior has an impact on the environment. Indiscriminate disposal of used clothes is because clothes are readily available in the market at cheaper prices (Srividya et al., 2024). In some countries for example, used clothes are often imported weekly and to get rid of them fast and sell new arrivals, the unwanted ones are either burnt or thrown away by the retailers. This has made consumers keep on purchasing clothes that are less expensive and of low quality.

It was found that some consumers have the knowledge of sustainability yet putting it into practice becomes a problem (Byrd & Su, 2021; Jalil & Shaharuddin, 2019; Su et al., 2019). In contrast, another study revealed that consumers are unaware of sustainable practices (Hur & Cassidy, 2019). This raises a key implication for Authorities, fashion designers, and fashion retailers in that their communication strategies need to be strengthened through education and communication on what is meant by sustainability and how their fashion collections fulfill sustainability requirements (Blazquez et al., 2020). Though consumers may not have a fair knowledge of sustainability, it was revealed in a study that consumers have a positive attitude toward sustainability (Mandarić et al., 2021). This requires intensive education or training of consumers on the issues of sustainability (Stange et al., 2022). Li and Leonas (2021) stated in their study that no matter the channels of communication provided for consumers on sustainable consumption, they still lack the knowledge of sustainability.

Accomplishing the goals of sustainability is always key to fashion designers, policymakers, and consumers. This notwithstanding, some of the factors make it difficult for authorities to ensure sustainable consumption (Saari et al., 2021). Another factor that makes it difficult for sustainability to be sustained is, that consumers are always interested in the rate at which a product is being purchased as well as buying products at cheaper prices. It was revealed that there is a lack of strategic measures put in place by authorities to ensure positive,

sustainable consumption (Hur & Cassidy, 2019). Providing appealing and genuine sustainable clothing would likely increase sustainable consumption behavior (Jung et al., 2020). Consumers often buy products due to fashion trends, their love for fashion, and others due to their thirst for acquiring fashion products they sight on. Consumers nowadays feel that the trend of a product should be the leading attribute in buying a product. High prices, the belief that there will be no environmental impact, no benefit to one's self-image, less use by family and friends, lack of knowledge about the product, etc., were all identified as potential barriers to sustainable consumption that require specific consideration (Sheoran & Kumar, 2022). The knowledge of time, money, and effort is important for sustainable consumption (Soyer & Dittrich, 2021).

Fashion designers and retailers should think beyond simply selling fashion products to consumers and establish strategies to ensure sustainable consumption. The shift to sustainable consumption will have a positive impact on the fashion industry and the environment. This can include developing innovative and sustainable materials, minimizing waste, and promoting sustainable lifestyles. Companies should also engage with consumers to educate them about the importance of sustainable fashion and the need for responsible consumption.

### **Theoretical Implication of the Study**

The researcher looked at the theoretical underpinning of this study. The theory of planned behavior provides an understanding of consumers' consumption practices on the environment, and how their ability to source and purchase sustainable alternatives, impacts their consumption of sustainable fashion products (Busalim et al., 2022). The findings indicate a complex interplay between consumer behavior, knowledge of sustainability, and barriers to sustainable consumption within the fashion industry.

The study shows how fashion trends, individual preferences, and product costs frequently have an impact on customers' purchase decisions. This is consistent with behavioral theory, which holds that people's decision-making processes are influenced by a variety of stimuli and cognitive functions. One example of how social conventions and personal preferences shape consumer behavior is the propensity to put fashion trends and tastes ahead of environmental considerations. Therefore, societal norms, peer pressure, and cognitive biases should all be included in behavioral interventions that attempt to promote sustainable consumption in the fashion sector to address these underlying triggers.

The study indicates a discrepancy between customers' intentions and actual behavior about buying sustainable fashion products, even though they have a cheerful outlook toward sustainability. A frequent problem in behavioral research is this phenomenon, sometimes referred to as the attitude-behavior gap. It implies that people may declare favorable intentions or attitudes toward behaviors (like sustainable consumption), but different obstacles or limitations prevent them from putting these intentions into practice. From a theoretical standpoint, this emphasizes how crucial it is to address situational and contextual elements in addition to people's attitudes and beliefs, as these can either support or impede behavior change. Behavioral interventions should, therefore, focus on identifying and addressing the specific barriers that prevent consumers from translating their intentions into sustainable purchasing behavior.

The study emphasizes how important consumer awareness and knowledge are in promoting sustainable consumption habits. Per behavioral theory, people's attitudes, beliefs, and behaviors are influenced by their level of education and awareness. Thus, the emphasis of efforts to encourage sustainable consumption should be on educational programs that try to improve consumers' knowledge of sustainability issues and the effects of purchases on the environment and society. These programs ought to be created to empower and inspire customers to adopt sustainable behaviors in addition to raising their level of awareness.

The results indicate that external variables that can have a substantial impact on customers' purchasing behavior and attitudes toward sustainability include pricing, product availability, and the communication techniques used by fashion designers and merchants. These issues emphasize the significance of considering the larger social, economic, and environmental context in which consumer decisions are made from a behavioral perspective. Therefore, in addition to addressing individual-level variables, behavioral interventions promoting sustainable purchasing should also target structural and systemic determinants that define consumer behavior within the fashion sector.



The behavioral theory's theoretical ramifications imply that encouraging sustainable consumption necessitates a multifaceted strategy that considers consumer awareness, environmental cues, social factors, sustainability hurdles, and successful communication tactics. Stakeholders in the fashion industry can work to encourage a culture of sustainable consumerism among customers by being aware of and addressing these factors.

## CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

The purpose of the review was to understand better how consumers behave regarding purchasing, their knowledge of sustainability, and the barriers they face to ensure sustainable consumption. In this context, the research identified various factors that affect sustainable consumption behaviors, including social, economic, environmental, and behavioral factors. A key contribution of the review is to provide a profound understanding of how consumers can choose to make sustainable consumption decisions. Decisive enforcement of rules and regulations by authorities to ensure that producers and consumers do not cause harm to the environment and society with fashion products. The review also highlighted that further research is needed to understand better the complexities of sustainable consumption behavior.

Some limitations were encountered during the review as the country of study was not specific but instead, the study considered articles globally. Further studies may be focused on a particular location. Another restriction is that findings from scholarly publications were the only sources of information reviewed. Furthermore, only empirical studies were evaluated. However, books, commercial periodicals, dissertations, academic journals, and conference papers may include valuable information.

The researcher recommends that authorities, designers, and retailers ensure that strategies are implemented to enforce positive consumer practices. This will ensure that society and the environment are kept clean from the indiscriminate disposal of unwanted clothes. With the strategic measures put in place, fashion designers will streamline their sustainable production. Also, there should be more consumer sustainability education for fashion designers, retailers, and consumers. This will broaden their knowledge of sustainable practices in the fashion industry.

### Authors' Contributions

The authors contributed equally to the study.

### Competing Interests

There is no potential conflict of interest.

### Ethics Committee Declaration

This study does not require ethics committee approval.

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