Fast Fashion's Sustainability Dilemma: Navigating Consumer Demand and Environmental Responsibility

Abdulquadri Abdulazeez Olamide (iD)

ABSTRACT

Purpose: The fast fashion industry has been increasingly criticized due to its substantial environmental impact and workplace ethics issues, which include an overabundance of clothing waste, labor exploitation, and brutal production cycles. This paper identifies the major sustainability issues in the fast fashion industry, focusing on specific areas: consumer awareness of sustainable practices, the impact of sustainability activities on purchasing decisions, the connection between sustainability performance and market performance, and constraints to the effective implementation of sustainability activities.

Design/methodology/approach: Considering the primary and secondary data, a quantitative research design was employed. The questionnaire was administered online randomly to a sample of 397 fashion consumers using the Godden (2004) formula for an infinite population. The data were analyzed using Jamovi (Version 2.4) software to perform both descriptive and inferential statistical tests, such as regression analysis.

Findings: The findings show that the degree of consumer awareness about sustainable fashion, especially among the younger effective market segments, is high, and that there is major support for the use of eco-friendly materials and recycling initiatives. The better a brand's sustainability performance, the greater its market performance, as customer satisfaction, brand loyalty, and sales performance are linked to the brand. Nevertheless, issues of price pressure and supply chain constraints, as well as price sensitivity, remain significant, hampering the implementation of sustainable practices on a broader scale.

Originality: Contrary to previous experiments that only study either consumer behavior or sustainability reporting, this research investigates brand equity, loyalty, and sales of sustainability activities, providing the experiments with not only theoretical value but also real, practical value. Its contextual novelty is evident in its focus on the under-researched market of a new economy, while also considering the current tensions surrounding greenwashing and cost-based impediments that can be addressed through the actionable findings in an environmentally sustainable business strategy.

Implications: These results make it clear that fast fashion companies should align with international sustainability targets, such as the UN SDGs, by being more attentive to transparency, green innovation, and education. Implementation challenges will significantly impact a brand's

Research and Innovation Department, Abazol Digital, Lagos, Nigeria

ability to achieve long-term relevance in the market and fulfill its environmental and societal responsibilities

Introduction

Over the last several decades, the fast fashion industry has undergone significant development in response to the growing demand for affordable, fashionable clothing, as well as the influence of the celebrity bubble and online social media (Zhang, Zhang, & Zhou, 2021). The modern production, international outsourcing, and effective value chains have enabled the introduction of new collections every day, regardless of the brand in question, including Zara, H&M, and Shein (Steenkamp, 2020; Dale, 2022). The global fast fashion market reached approximately 35 billion USD in 2022 and is expected to continue growing (Khurana & Muthu, 2022). However, this kind of rapid growth has come at a significant environmental and social cost. Fast fashion is characterized by intensive resource requirements, the production of a large quantity of waste, and labor mistreatment, which is being increasingly challenged by policymakers, shoppers, and activist groups (Papasolomou, Melanthiou, & Tsamouridis, 2023).

The increasing understanding of these sustainability issues has provoked a change of consumer attitude, in particular in Millennials and Gen Z. There is an increased trend toward such sustainable fashion options like slow fashion, ethical production, and recycling that is even based on the cost and amount of clothing (Niinimaki et al., 2020; Suutari, 2025). Fashion retailers have also been brought in line by external forces, including the international sustainability frameworks like the UN Sustainable Development Goals, that has prompted the fashion retailers to follow a greener business model, including adopting a circular economy, supply chain transparency, and environmentally-friendly materials (Silva, Neiva & Dias, 2025). Meanwhile, some brands are accused of greenwashing, and their false or insubstantial sustainability efforts erode the confidence that would otherwise be instilled in consumers. This is an indication of a larger issue: sustainability is currently positioned as a powerful strategic tool, but most fast fashion companies are facing difficulty in balancing their commercial interests and accountability with real, sustainable, and ethical ways and means.

This is especially true, given the inherent contradictions of the fast fashion model. It is based on low-cost, high-speed manufacturing, promoting overconsumption, the extensive use of artificial materials that cannot biodegrade, such as polyester, and unimaginable energy and water consumption (Ciliberto et al., 2021; Kelaniyagama, Gannoruwa, & Nilmini, 2024). According to estimates provided by the Ellen MacArthur Foundation (2022), the fashion industry is one of the most polluting industries, contributing 10 percent of the world's total carbon emissions. In addition to causing environmental

degradation, fast fashion also raises social sustainability concerns, including labour exploitation, low pay, and hazardous working conditions in the developing world (Sun et al., 2021). These two issues, along with their respective solutions, are essential for fast fashion brands as competition intensifies and consumer patterns shift (Papadopoulou, Papasolomou, & Thrassou, 2022).

Reacting to this trend, large industry players (H&M and Zara, in particular) have introduced their sustainability efforts (Conscious collection and the promise to work with recycled or organic materials). Although it is perceived as progress, critics argue that such attempts are superficial and do not significantly disrupt the profit-driven logic of fast fashion (Folke et al., 2019). In addition to that, even though people claim to be willing to purchase sustainably, consumer behaviour and actions are inconsistent. For example, Chen et al. (2018) noted that although 72 percent of global consumers indicate they would be willing to pay a premium price for sustainable products, price and ease of use remain the primary factors influencing their purchasing decisions. Such disconnection presents a significant gap in the literature, as despite growing awareness of sustainability, there is little empirical evidence on the role this awareness plays in shaping real-life consumer behavior and brand loyalty in the fast fashion industry.

This research aims to fill that gap by investigating the extent to which sustainability awareness translates into sustainable purchasing behaviour, and the motivation behind this awareness, which helps define customer adherence to fast fashion retailers. Through this, it addresses the ongoing paradox, which could be called the green dilemma, between the profit incentives behind fast fashion and the sustainability requirements demanded by customers and increasingly by world policies. As the research has explored this paradox, it also helps to advance the academic literature and efforts of environmental and social sustainability through the practices of the fashion industry.

Research Problem

There have been growing concerns about the fast fashion business model, as it is an environmentally and ethically irresponsible practice that generates excessive textile waste, high carbon emissions, and labor exploitation (Salomone, 2023). Although both affordability and the ability to respond to fashion trends immediately have always been the primary attractions of the industry, an increasing number of studies suggest that consumer awareness regarding sustainability issues is helping alter the nature of competition. Latest surveys have shown a gap between what consumers declare as their sustainability preferences and what they actually spend their money on, with over 60% of consumers believing that sustainability is important, yet still prioritizing value in price and style (McKinsey & Company, 2022; Deloitte, 2021). This paradox presents a significant challenge for fast fashion brands that aim to maintain profitability while upholding their ethical and environmental standards. Several studies, including those by Papadopoulou, Papasolomou, and Thrassou (2022) and Papadopoulou, Papasolomou, and Thrassou (2023), have been conducted to analyze various factors influencing consumer awareness and corporate sustainability approaches. However, there is limited

understanding of how and why sustainability awareness influences consumer loyalty and behavior, especially in the fast fashion industry. The major research question that the study addresses is the lack of empirical evidence on the influence of consumer sustainability awareness on consumer buying behavior and brand loyalty in the fast fashion industry, given that suspicions of greenwashing and systemic obstacles to sustainable change persist.

Research Objectives

In an attempt to achieve the aim of this study, the following objectives will be achieved:

- to measure consumer awareness levels regarding sustainability practices in the fast fashion industry.
- to analyse the impact of sustainability initiatives (e.g., use of eco-friendly materials, recycling programs) on consumer purchasing decisions in the fast fashion industry.
- to evaluate the relationship between fast fashion brands' sustainability performance and their market performance (e.g., sales, brand loyalty, and customer satisfaction).

Literature Review

Sustainability in Fast Fashion

Sustainability in the context of the fast-fashion sector refers to clothing production that is ecological, socially responsible, and financially viable (Neumann, Martinez, & Martinez, 2021). In the context of the fast fashion industry, sustainability encompasses two key dimensions: environmental and social. The environmental aspect addresses how the industry impacts the planet, or has the potential to do so, in areas such as waste, water, and materials, with a focus on using recycled or renewable resources whenever possible (Mills, 2023). Fast fashion, due to its operational model and material usage has been on the receiving end of criticism, criticism, being one of the biggest contributors to environmental pollution,, with reasons such as overproduction,, inadequate waste disposal,, and the the use of almost banned fabrics, including synthetic fibers (Aldalbahi et al., 2021). Additionally, according to the United Nations Environment Programme (2021), the fashion industry is one of the major contributors to global carbon emissions, accounting for 8-10% of the total. Therefore, sustainable fashion entails that celebrity fashion houses adopt sustainable fashion policies, such as the use of organic cotton, circular fashion systems, and energy-efficient production methods tha reduce CO_2 emissions.

Social sustainability, on the other hand, has to do with workers in the apparel production industry, especially those from the developing world, where exploitation is rampant. Fast fashion is achieved through the exploitation of cheap labor in countries with lax labor laws, resulting in poor working conditions, insecure workplaces, and infringement of workers' rights. Concerns about labor rights, fair wages, and the welfare of workers have

prompted a need for more transparency and health and safety. According to the Ethical Trading Initiative (2022), despite some fast fashion brands having initiated measures to improve working conditions, these measures are still irregular, and workers continue to be exploited. Sustainability in clothing is therefore concerned with equitable relations, mutuality, as well as the protection of workers involved in the quick fashion process.

Over the past few years, several fast fashion brands have attempted to address sustainability issues, but the problem remains a major concern. The Corporate Social Responsibilities of different manufacturers, including sustainability goals such as the use of recycled materials, water conservation, and the adoption of sustainable practices by prominent brands like H&M, Zara, and ASOS, among others, have been at the forefront. For instance, the effectiveness of H&M's Conscious Collection, which utilizes organic cotton and non-recycled polyester, is broader than the brand's negative ecological impact (Jayaisnghe, 2024). However, opponents claim that such attempts are often symbolic or too weak, as the essence of operating within the fast fashion framework contradicts sustainability. The problem with fast fashion brands is balancing the consumer's appetite for cheap, throwaway clothes with environmental responsibility. As more consumers become concerned with sustainability, many of them prefer brands that implement sustainable environmental and social policies (Jia et al., 2023). The sheer need to produce cheap, quantity goods is an albatross to sustainable initiatives. Still, we are making strides, and, as mentioned, the journey to sustainable fast fashion remains a work in progress with numerous trade-offs.

Challenges in Sustainable Fashion

The fast fashion industry faces four key challenges when implementing sustainable solutions, including waste and pollution management, labor conditions, and supply chain transparency. However, one can identify several issues related to the environmental damage caused by fast fashion, including the problem of large volumes of waste. This is due to the fact that the industry's business model has encouraged efficiency by adopting a fast-to-produce and fast-to-consume model, resulting in excesses of textile waste. It is worth noting that the Ellen MacArthur Foundation suggests that approximately 92 million tons of textile waste are generated worldwide each year, and the majority of it is disposed of in landfills or burned (Gupta et al., 2022). Again, fashion involves the rapid movement of fashion styles, and since most fashion collections have a short lifespan, there is a tendency toward overproduction; when it is not sold, it becomes waste. Additionally, it is worth noting that synthetics, which are widely used in production, are non-degradable materials, further complicating the issue of waste disposal, as such clothing can last hundreds of years in a landfill.

Another pressing problem of sustainable fashion is pollution. It is observed that in the manufacturing of fashionable apparel, water, energy, and chemicals are consumed in large quantities, thus polluting the environment. For instance, the textile dyeing process is considered one of the primary causes of water pollution, as chemicals are often released into rivers and water sources. The fashion industry also has a similarly remarkable impact

on carbon emissions. As the United Nations Environment Programme (2021) notes, the fashion industry accounts for approximately 10 percent of all carbon emissions and nearly 20 percent of industrial water pollution, with the majority of this pollution attributed to the dyeing and intensive treatment of textiles. Additionally, the industry consumes approximately 93 billion cubic meters of water annually, which is sufficient to meet the demands of five million residents, and generates an average of 92 million tonnes of textile waste each year (Ellen MacArthur Foundation, 2020; UNEP, 2021). These shocking numbers reveal the environmental cost of fast fashion, which is driven by intensive energy consumption, overproduction, and ineffective global supply chains.

Concretely, social sustainability, as proxied by labor conditions and supply chain, remains a crucial issue. Foreigners working in developing countries for many multinational retailers that provide supply chains for fast fashion wear often suffer from poor wages, long working hours, and dangerous working conditions, and receive low pay. That has provoked significant condemnation for poor labour relations within the industry. International labour organizations' studies (ILO, 2020) revealed that labor rights abuses remain rife in states like Bangladesh, Vietnam, and Cambodia, which supply the bulk of cheap global apparel. Some brands have attempted to establish codes of conduct and conduct factory audits, but to critics' dismay, they claim these measures do not achieve the desired long-term changes. Moreover, there is an issue with supply chain transparency, as the majority of brands cannot clearly see the state of their suppliers. When companies fail to disclose this information, consumers are left unaware of whether the products are ethical or not, and companies cannot guarantee that their supply chain partners are acting sustainably. Therefore, although these issues are not entirely ignored, the perpetuation of the fast fashion system raises concerns about efficiency and cost, as well as the fundamental exploitative model of High Turnover, Low Margins, and Low Cost (HTLMC).

Consumer Behavior and Sustainability

Consumers significantly impact sustainability initiatives in the fast fashion industry, as heightened consumer sensitivity to sustainability prompts both consumers and the brands involved to adapt to a more sustainable consciousness (Papadopoulou et al., 2022). In the last few years, consumers, especially millennials, have shown more social, environmental, and purchasing responsibility. Westbrook and Angus (2021) found that concerns about sustainability are growing globally, as approximately 72.8% of consumers are willing to pay more for sustainable products. This increasing awareness has prompted most fashion companies to release limited-edition sustainable wear, adopt eco-friendly fabrics, and implement circular fashion practices. Companies such as Patagonia, Stella McCartney, and H&M consider this type of change by presenting clothes and other products made from organic cotton, recycled materials, and upcycled garments, in the hope of attracting consumers who are willing to pay more for products that are sustainability-oriented.

Nevertheless, there are some issues related to consumer behavior that affect the gap between consumer attitudes and behavior patterns. Although more and more consumers are paying attention to sustainable fashion and showing a willingness to consume it, there are some problems associated with the mismatch between stated consumer attitudes and actual actions. This is the case despite the fact that many consumers state their willingness to buy green products, the actual hurdle remains the price factor. Fast fashion typically refers to inexpensive and trendy clothes, and many people remain unconcerned about the cost of a piece of clothing in relation to its sustainability. According to a recent report by McKinsey & Company (2021), the firm noted that while consumer awareness of sustainability issues is growing, few are willing to pay a premium for sustainable fashion. Such is the case with CSR, where consumers hold one perception of sustainability while their consumption patterns compromise the push for profound changes within brands.

Besides, social networks and online services have accelerated consumers' understanding of sustainability. Social media promotions, sponsored content, and online groups created by consumers make it easy for consumers to access information about the environmental and social impacts of fast fashion brands. Campaigns such as #BuyLessWearMore, organized by active change-makers, highlight the negative aspects of fast fashion consumption and call for more mindful shopping practices. Consequently, brands tend to be under huge pressure not only to advertise sustainable initiatives, but also to be assuredly sustainable. In response, some companies have begun to make their supply chains more transparent, allowing people to see how they are reducing waste, emissions, and improving the working conditions of their employees. At the same time, there is an increased consumer interest in sustainability; however, the image of fast fashion continues to struggle with the challenge of translating consumer wants into structural changes in production, pricing, and supply systems. Thus, on the one hand, consumers impose pressure on sustainable fashion; on the other hand, the major issue is how sustainability will be effectively integrated into the company's value proposition.

Corporate Social Responsibility (CSR) in Fast Fashion

CSR in the fast fashion industry refers to the measures a firm or company takes to manage the social, environmental, and ethical impacts it has on its stakeholders (Nguyen et al., 2021). The increase in consumers' awareness of sustainability has prompted many fast fashion brands to adopt CSR strategies in order to enhance their sustainability efforts. Such strategies typically address themes such as environmental impacts, workers' rights, and the impacts of governance and development. For example, fashion brands like H&M and Zara are also involved in sustainability programs, such as using recycled materials in their clothing and providing or investing in renewable energy sources for clothing manufacturing. H&M designs the Conscious Collection as a step towards adopting new environmentally friendly garments made from organic cotton and recycled polyester (Pranta et al., 2024). Other companies have also started incorporating such technologies into their supply chains, for instance, Levi's, which saves water in denim production. However, the impacts that CSR strategies have on sustainability in fast fashion are

debated. Opponents of such practices state that being environmentally or socially sensitive is just another marketing stunt, in which organizations are truly committed to CSR. The primary reason for the fast fashion business model is its reliance on the speed of production and consumption, which can be contrary to a sustainable business strategy. The Ethical Trading Initiative (2022) notes that, although some brands have increased their efforts in ethical sourcing and improving transparency, the industry still has a long way to go in addressing the following areas of concern: worker exploitation, poor labor conditions, and unsustainable resource management. Moreover, CSR programs are also criticized for their lack of coherence, as some brands opt for only superficial changes without addressing the main issues associated with unsustainable practices (Riyadh, Garad, & Al-Shmam, 2024). For instance, the launch of green products and services as a green initiative is just a minor aspect of a large business that still employs conventional methods, such as producing high volumes of goods with cheap labor.

However, CSR can do good, especially if its processes are integrated into a complex transition toward more sustainability. This study found that when brands invest substantially in CSR, it leads to positive changes in customer loyalty, trust, and sustainable profitability. Research suggests that customers are becoming increasingly concerned with an organisation's ethical standards, and therefore, properly implemented CSR initiatives benefit the brand in the market. For example, a company like Patagonia, which is at the forefront of environmental responsibility campaigns such as Worn Wear (a campaign promoting the repair and reuse of garments), demonstrates that CSR can serve as both the key to sustainable development and business success. However, genuine CSR for the FF industry requires more profound changes, emphasizing sincerity rather than mere publicity or superficial outlooks towards the FF's extensive production process and labor rights, as well as business models that may not benefit the earth's sustainability in the long run. Therefore, fast fashion brands can benefit from CSR; however, the efficacy of CSR is only as good as the insight and integration of corporate strategies.

Sustainability Initiatives

The efforts to produce sustainable clothes within the fast fashion system have gradually increased over the past few years, driven by customers' growing environmental awareness and the pressure on companies to address irresponsible production practices. Among the practices commonly employed by fast fashion brands in their strategies, we can mention the use of eco-materials, which are less detrimental to the environment. Materials such as organic cotton, Tencel, and recycled polyester have become increasingly popular as alternatives to conventional fabrics. For instance, brands like H&M and Zara have incorporated these materials into their collections, with H&M's Conscious Collection featuring garments made from sustainable fibers, including organic cotton, recycled polyester, and hemp (Dhir, 2020). These materials are considered more environmentally friendly because they often require fewer resources to produce and are biodegradable or made from recycled materials, thereby helping to reduce waste and pollution associated with traditional fabric production.

Another evident sustainability initiative practiced in the fast fashion industry is circular fashion, which involves practices such as recycling, refurbishing, and mending of garments. Circular fashion is an approach that aims to provide a fashion system where clothes are used, adapted, or recycled instead of being disposed of (Sandvik & Stubbs, 2019). Through circular strategies, companies that have adopted this concept are already in the market, and one of them is Patagonia. The Worn Wear program invites customers to repair and resell Patagonia's products (Shehata Nakhil, 2024). Likewise, ASOS and Zara have instituted clothing collection and recycling schemes, under which customers can drop off their old clothes at the outlets or mail them back for recycling. These brands aim to close the loop on waste and set the fashion industry and consumers on a path towards a circular economy, where clothing is valued not as an article of consumption but as a valuable resource.

Another important factor within sustainability measures within the sector is recycling programmes. These programs aim to reduce the flow of textiles ending up in landfills by redirecting them into the production of new products. For instance, H&M, through its garment collection program, enables customers to return old clothing, regardless of the brand, for recycling and receive a discount on the new clothes they want to purchase. The gathered garments are either repurposed and transformed into new clothes or recycled into other materials, such as insulation or cleaning rags (Okafor et al., 2021). As for such programs, they contribute not only to waste minimization but also to the development of the concept of product stewardship, particularly in the garment industry. However, there are still problems associated with the application of such developments and promotions; recycling technologies and networks have not been fully designed to accommodate all types of textiles. These sustainability innovations, therefore, suggest promising ways to achieve sustainability in the fast fashion industry and demonstrate that sustainable systems can be effective even in mass-production industries.

Regulations and Standards

Policies serve as important means that define the direction for sustainable development within the fashion industry, as well as the non-observance of particular levels of environmental and ethical requirements (Aslam, 2022). Globally, numerous affiliations, conventions, and guidelines exist for sustainable fashion, including the United Nations Sustainable Development Goals (UN SDGs). The fashion industry is closely aligned with several SDGs, particularly Goal 12: Responsible Consumption and Production, which teaches companies to become environmentally friendly. For instance, the Paris Agreement, signed in 2015, sets climate targets for carbon emissions. Since fashion is one of the largest polluters, many brands are currently under pressure to reduce their environmental impact in line with these goals. In response, some companies are adopting rather ambitious carbon neutrality goals and measures to minimize emissions across their value chain. The European Union's Green Deal also aims to create a sustainable economy, moving towards a circular economy, with eco-design for products and measures

to restrict hazardous chemical substances in textiles, which significantly impact the fashion industry (Manshoven & Grossi, 2022).

Besides agreeing at the international level, other rules governing the sustainability practices in the fashion business industry are provided for by national statutes. Different countries have developed laws aimed at minimizing the environmental and social impacts of the fashion industry. For example, in 2020, France introduced legislation regulating the repairability and recyclability of textiles, as well as requiring suppliers to provide labels indicating the recyclability of their clothing. Likewise, the United Kingdom has implemented new extended producer responsibility policies that will require fashion firms to take responsibility for the disposal of their products at the end of their life (Maitre-Ekern, 2021). The following legislation aims to discourage the generation of textile waste and encourage companies in the sector to reuse and recycle. Governments of many countries are also starting to enact legislation on waste management, the use of chemicals, and water usage, thereby leading fashion companies to adopt more sustainable practices. These regulations, however, are not uniform but rather differ across regions, presenting significant challenges for multinational corporations that strive to comply with all legal systems.

There are also other forms of regulation, such as certifications of various levels, including Fair Trade certifications, as well as global certifications for sustainable production indicators, like GOTS —the Global Organic Textile Standard. Fair Trade, for instance, ensures that a product has been made under satisfactory standards of employment, with employees paid decent wages and working under safe conditions. Like GOTS, it also guarantees the organic production of fibers and ensures the strict implementation of sound environmental and social practices. Some examples of such brands include People Tree and Pact, which have utilized Fair Trade and GOTS certifications, as well as ensured the transparency of their supply chains (Fair Trade International, n.d.). These certifications help consumers find the right products to purchase, so they can wear their clothes knowing they have been made in ways that align with their values. Although such certifications are progressive, there are still obstacles to overcome. Areas such as procurement and supply chains have become increasingly complicated, and the issue of greenwashing has raised doubts about the achievement of certain certifications. However, neither of these goals can be neglected, as regulations and standards remain essential for promoting sustainable development in the sphere and pressuring brands to be more ethical and environmentally friendly.

Theoretical Review

Triple Bottom Line (TBL) Framework

The TBL framework, developed by Elkington in 1997, is essential for understanding sustainability because it posits that businesses should consider both the economic returns and the social and environmental impacts. TBL proposes that companies should measure their success through three dimensions: Profit, People, and Planet (Tate & Bals,

2018). In the fast fashion industry, this framework is particularly suitable, as it aligns the brand's economic goals with the concepts of sustainability and responsibility towards the environment and society. The TBL for this technique encourages fast fashion companies to reduce their environmental footprint, respect and implement rights, and advocate for sustainability. For example, TBL is evident in how fashion labels such as Patagonia and H&M have incorporated sustainability concepts into product design and sourcing practices, respectively (Elkington, 2020).

Stakeholder Theory

Stakeholder Theory emphasizes that top management must consider the interests of various stakeholders, including customers, employees, suppliers, communities, and the natural environment, when making business decisions (Schaltegger et al., 2019). This theory can be applied in the case of the fast fashion industry, where requests for corporate responsibility from customers, non-governmental organizations, and other stakeholders are common, particularly on issues related to environmental degradation and labor exploitation. According to Stakeholder Theory, it is dangerous for companies to ignore the needs of different groups, as this will lead to a loss of legitimacy, customer loyalty, and sustainability. For instance, firms in the fast fashion industry, including but not limited to Zara and Nike, have been pressured by consumers and other stakeholders in society to adopt sustainable practices that reduce climate change by cutting carbon emissions and enhancing their supply chains. By applying Stakeholder Theory, these companies would be more aware of the specific needs and demands of their stakeholders, which would improve brand identity among consumers and give the company a competitive edge over others.

The rationale for selecting both the Triple Bottom Line (TBL) Framework and Stakeholder Theory was based on the fact that they provide an integrative and supplementary viewpoint through which sustainability issues in the fast fashion industry can be studied. TBL, focusing on the Profit, People, and Planet (Elkington, 1997), proves to be the most reasonable approach for examining how fast fashion brands can balance economic expenses with environmental and social responsibilities (Tate & Bals, 2018). It assists in situating the necessity for industries to reduce their ecological footprint and improve their labor conditions, while continuing to be competitive. The stakeholder theory, in turn, emphasizes the importance of considering the diverse expectations of various stakeholder groups, including consumers, employees, NGOs, and communities, whose satisfaction is likely to influence the brand's legitimacy and performance (Schaltegger et al., 2019). These theories, in combination with traditional profit-centered models, offer a deeper understanding of the conflict between the growth and sustainability needs of businesses, which is why they are particularly relevant to the scope of the study in question.
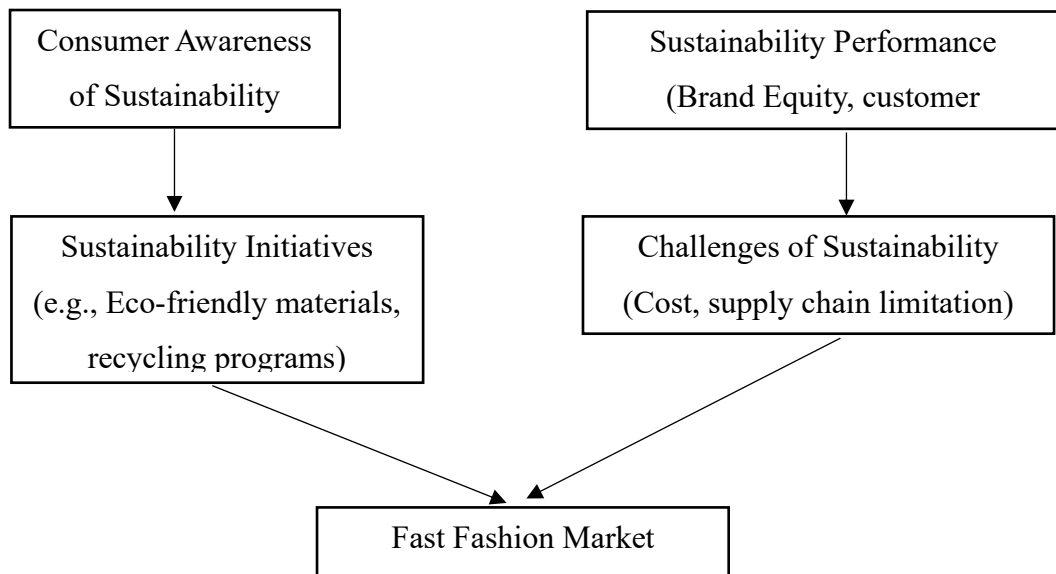
```
┌─────────────────────────┐          ┌─────────────────────────────┐
│   Consumer Awareness    │          │  Sustainability Performance │
│    of Sustainability    │          │    (Brand Equity, customer  │
└───────────┬─────────────┘          └──────────────┬──────────────┘
            │                                        │
            ▼                                        ▼
┌─────────────────────────┐          ┌─────────────────────────────┐
│ Sustainability Initiatives│        │  Challenges of Sustainability│
│ (e.g., Eco-friendly materials,│    │  (Cost, supply chain limitation)│
│    recycling programs)  │          └──────────────┬──────────────┘
└───────────┬─────────────┘                         │
            │                                        │
            └──────────────┐          ┌──────────────┘
                           ▼          ▼
                    ┌─────────────────────────┐
                    │   Fast Fashion Market   │
                    └─────────────────────────┘
```

Figure 1. Conceptual Framework: Sustainability in the Fast Fashion Industry
Source: Author's Draft (2025)

Methodology

The study employed a quantitative approach, as it provides a methodological framework for quantifying consumers' attitudes and behaviors towards sustainability in the fast fashion industry, thereby ensuring the production of valid and generalizable research results (Creswell & Creswell, 2017). A structured online questionnaire, designed for fashion-conscious buyers and consumers, was used as a primary data collection method. The survey consists of 30 items, divided into four segments: demographics, familiarity with sustainability measures, opinions about sustainable fashion, and buying habits. Everything was measured on a 5-point Likert scale with the following options: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5), which makes it possible to analyze the ordinal data. To develop a content-valid questionnaire, the existing literature was consulted, and experts subsequently reviewed the questionnaire. Constructs were operationalized based on established literature, where sustainability awareness referred to the respondent's knowledge and concern for environmental and ethical practices in the fashion industry. At the same time, consumer behavior encompasses factors such as purchase frequency, brand preference, and willingness to pay for sustainable products. This structure enabled effective measurement and analysis of the key variables.

A stratified sampling technique, based on random sampling, was employed to select 397 participants, aiming to minimize selection bias and enhance representation, as suggested by Godden (2004). Data cleaning steps were performed in Jamovi version 2.4 prior to analysis, involving the following leniencies: checking for missing values, which were allowed when necessary, and detecting outliers using boxplots and z-scores. Relevant

assumptions were tested to determine whether they were consistent with the linear regression model. Normality was assessed based on the Q-Q plot and the Shapiro-Wilk test, multicollinearity was examined using the Variance Inflation Factor (VIF), and homoscedasticity and linearity were determined through residual plots.

The use of linear regression was reasonable, even though the Likert scale data are on an ordinal level, because aggregating Likert scale responses into scales treated them as continuous responses, a practice also acceptable in the social sciences (Norman, 2010). Descriptive statistics (mean, standard deviation, frequency) helped to understand the degree of awareness. In contrast, inferential statistics were applied to identify the correlation between sustainability awareness (independent variable) and consumer behavior and brand loyalty (dependent variables), using simple and multiple linear regression. Additionally, secondary data from sustainability reports, journal articles, and industry databases were utilized to provide context to the information and compare corporate sustainability initiatives (Bryman, 2016).

Ethical considerations adhered to the principles outlined by Beauchamp and Childress (2019), including informed consent, participant anonymity, voluntariness of participation, and confidentiality of responses. The proper review body responsible was consulted and given ethical clearance.

Data Analysis and Findings

This section presents an analysis of data collected from 386 respondents out of 397 who completed the survey, resulting in a 97.2% response rate. This indicates a high willingness on the part of the respondent to participate in this study, which further enhances the reliability of the findings.

Table 1
Respondents' Profile

	Frequency	Percentage
Gender:		
Male	187	48.4
Female	199	51.6
	386	100.0
Age:		
20-30 Years	199	51.6
31-40 Years	87	22.5
41-50 Years	68	17.6
51 Years and above	32	8.3
	386	100.0
Education:		
High School	128	33.2
Bachelor's Degree	136	35.2
Postgraduate Degree	122	31.6
	386	100.0
Marital Status:		
Single	257	66.6
Married	129	33.4

	386	100.0		
Sustainability Considerations when buying:				
Yes	300	77.7		
No	86	22.3		
	386	100.0		

Source: Field's Survey, 2025

The demographic analysis reveals specific findings with profound implications for investigating sustainability in fast fashion. Speaking of gender differences, the participants are almost equal, with 48.4% male participants and 51.6% female participants, indicating that both genders are equally involved in sustainability discussions regarding fast fashion. The age distribution presents results by age group, and it can be seen that the majority of the respondents are aged between 20 and 30 years (51.6%), suggesting that it might be the generation that is more sensitive to sustainability concerns, meaning that they are potential drivers of change in the target markets. This profile indicates that 35.2% of the participants hold at least a Bachelor's degree, suggesting that the population is well-informed and educated about the industry's practices. They may expect better sustainability practices. This means that most respondents are single (66.6%), which may reflect the fact that the sample group is relatively young, dynamic, and constantly in touch with new trends in the market, including sustainability in fast fashion. Lastly, the majority of respondents (77.7%) always check if a product is sustainable before buying it, which is likely due to the high demand for sustainable practices in the industry, putting pressure on companies to adopt sustainable business models. These demographic factors will be critical in defining consumers' disposition towards sustainability, helping establish the efficacy of sustainability actions and their influence on consumer purchasing habits.

Hypothesis Testing

Hypothesis 1: Consumers in the fast fashion industry are aware of sustainability practices, including environmental and ethical concerns.

Table 2
Descriptive Statistics on Consumer Awareness of Sustainability Practices

Awareness Statement: *"I am aware of sustainability practices in the fast fashion industry (e.g., environmental and ethical concerns)"*	Frequency	Percentage (%)	Mean Score	Standard Deviation
Strongly Agree	145	37.6%		
Agree	125	32.4%		
Neutral	60	15.5%	3.89	1.01
Disagree	33	8.6%		
Strongly Disagree	23	6.0%		
Total	386	100%		

Source: Field's Survey, 2025

The descriptive analysis supports Hypothesis 1, as the results revealed that 70 percent of participants (n = 270) affirmed familiarity with or a strong feeling about sustainability activities in the fast fashion sector. The fact that the average score was 3.89, with a fairly

low standard deviation, also suggests that the overall level of awareness is sufficiently high in the sample population. The implication of this is that the predominant awareness is an indicator that consumers are becoming more knowledgeable about the environmental and ethical impacts of their buying decisions. This supports the notion that the global trend is to become a conscious consumer, and it is relevant to the fact that examining the effects of conscious consumerism on behavior and brand loyalty, especially within the fashion industry, is an active area of study.

To further understand the nexus between firms' sustainability practices and consumer awareness in the fast fashion sector, a regression analysis was conducted.

Table 3
Regression Results

	Unstandardized Coefficients			Standardized Coefficients	
	B	Std. Error	Beta	T	P-Value
(Constant)`	.410	.275		1.490	.137
Sustainability Practices	.972	.022	.912	43.669	.000

R=.912[a]   R²=.832,   Adjusted R²=.832   Mean Square= 5942
Anova   F=1906.959   P=.000
Dependent Variable: Consumer Awareness
Predictor (Constant), Sustainability Practices
Source: Field's Survey, 2025

The regression statistics indicate a strong positive correlation between firms' sustainability practices and consumer awareness in the fast fashion sector. The estimated 'beta' coefficient of 0.912 is statistically significant at the 1% level, positive, and standardized, indicating the positive impact of sustainability practices on consumer awareness. This fact demonstrates that all correlations identified between these variables are statistically significant, as supported by the p-value of 0.000. An R^2 value of 0.832 indicates a high level of predictability for the model, as the results show that it accounts for 83.2% of the variance in consumer awareness. The analysis of variance test also yields a supporting result, with an F-value of 1906.959 and a p-value of 0.000. These findings suggest that when sustainability-related practices in the fast fashion industry are enhanced, related consumer awareness is significantly increased, highlighting the key role these practices play in shaping consumers' attitudes and actions.

Hypothesis 2: Sustainability initiatives, such as the use of eco-friendly materials and recycling programs, positively influence consumer purchasing decisions in the fast fashion industry.

Table 4
Regression Results

	Unstandardized Coefficients			Standardized Coefficients	
	B	Std. Error	Beta	T	P-Value
(Constant)`	.981	.401		2.445	.015

Sustainability Initiatives	.846	.033	.797	25.892	.000

R=.797a   R2=.636,   Adjusted R2=.635   Mean Square= 3642.611
Anova   F=670.430   P=.000
Dependent Variable: Consumer Purchasing Decisions
Predictor (Constant), Sustainability Initiatives
Source: Field's Survey, 2025

From the analysis specified in Hypothesis 2, there is a clear and statistically significant positive correlation between firms' sustainability initiatives, for example, the use of the eco-label, recycling policies, and programs, and 'green' consumers' purchase behaviour in the context of fast fashion. The regression weight, or beta coefficient, obtained is 0.797, reflecting a degree of impact that is considered standardized; therefore, the p-value of 0.000 establishes the statistical significance of the relationship found. The value of 0.636 obtained for R^2 indicates that 63.6% of the changes in consumer purchases are attributed to sustainability initiatives, which are considered key factors in influencing consumer behavior. The ANOVA result ($F = 670.430$, $p = 0.000$) also supports the model's high credibility and reliability. They further support the previously argued notion that sustainability initiatives have a significant influence on consumers' purchasing decisions and serve as a clear testament to market demand in the fast fashion niche.

Hypothesis 3: There is a significant positive relationship between fast fashion brands' sustainability performance and their market performance, including sales, brand loyalty, and customer satisfaction.

Table 5
Regression Results

	Unstandardized Coefficients			Standardized Coefficients	
	B	Std. Error	Beta	T	P-Value
(Constant)`	1.158	.367		3.157	.002
Fast Fashion Brands' Sustainability Performance	.913	.035	.796	25.797	.000

R=.796a   R2=.634,   Adjusted R2=.635   Mean Square= 3405.885
Anova   F=665.483   P=.000
Dependent Variable: Consumer Market Performance
Predictor (Constant), Fast Fashion Brands' Sustainability Performance
Source: Field's Survey, 2025

The analysis of Hypothesis 3, examining the sustainability performance and market performance of fast fashion brands, yields positive and significant results, encompassing sales, brand loyalty, and customer satisfaction. The analyzed beta coefficient of 0.913 testifies to a highly significant influence of sustainability performance on market performance, which is confirmed by the p-value of 0.000. The obtained R^2 value of 0.634 indicates that 63.4% of market performance is reliably explained by sustainability performance, proving that sustainable business is a key to success. The ANOVA result obtained yields $F = 665.483$ and $p = 0.000$, which confirms the validity of the model. These results suggest that increasing sustainability performance is not only effective in

improving environmental issues but also in achieving other relevant market outcomes for fast fashion brands.

Discussion

The results of the initial assumption, focusing on consumer knowledge of sustainability-related activities at the fast fashion level, can be related to the research findings by Jenicke and Jorgens (2020), who noted an increased awareness of sustainability, especially among young people. This is also supported by H&M Group (2022), which reported that three out of every four young consumers currently have sustainable lifestyles and have become sustainability-conscious, indicating that the level of awareness is largely affecting fashion consumption behavior. In contrast to Rahman et al. (2021), though the notion of low active involvement with sustainable fashion was identified, the current findings represent a high level of awareness, presumably stimulated by gaining access to global campaigns and social media platforms that propagate environmental awareness. These results confirm the Stakeholder Theory, which holds that consumers, as the most significant stakeholder, affect the functioning of the business through their expectations and values (Schaltegger et al., 2019). Moreover, the view that characterizes visibility in sustainable practice as stimulating consumer awareness and involvement aligns with that of White et al. (2019), thus emphasizing the relevance of ethically warranted brand marketing strategies in the development of informed consumption choices.

The second hypothesis that also evaluated the impact of particular sustainability activities, namely the use of eco-friendly materials and recycling programs on consumer intention to purchase supports the standpoint of Thomas (2022) and Menozzi et al. (2020) who stated that the involvement of environmental-friendly production processes leads to consumer interest and readiness to pay more. This positive correlation aligns with the dimension of Planet and People of the Triple Bottom Line (Elkington, 1997), as consumers tend to punish and reward companies that exhibit minimal environmental impact and demonstrate social responsibility. Nonetheless, this finding contrasts with those reported by Sultana et al. (2020), who claimed that consumer curiosity does not necessarily translate into real purchase decisions, especially in markets undergoing price-sensitive increases. This variation can be attributed to the demographic characteristics of the sample, such as an increased level of purchasing power or exposure to environmental propaganda. However, on the whole, these remarks demonstrate that sustainability programs, when communicated successfully, help differentiate brands and gain a competitive edge, thereby strengthening the firm's obligations to the Stakeholder Theory in response to changing consumer needs.

The third hypothesis that tested how the sustainability performance of a brand is related to its performance in the market through sales and customer satisfaction as well as brand equity agrees with the views of Blomberg and Furman (2021) and Joshi and Kumar (2024) on the strategic capabilities of sustainability in generating customer loyalty and

customer satisfaction. Statistical findings with high R2 values and significant p-values support this positive correlation. The same results correspond with the Triple Bottom Line framework, in which the economic pillar ("Profit") is improved through responsible environmental and social actions. Martinez (2015) also found that the side effect of sustainable branding is improved market performance, and Park and Kim (2016) surmised that sustainability efforts support brand associations and consumer confidence. However, this research differs from Sultana et al. (2020), who established that the cost sensitivity in specific markets may moderate the effect of sustainability on market performance. This deviation could be attributed to the sampling method used in the current research, which is expected to have fewer sustainability-conscious consumers. These results demonstrate the strategic value of ensuring that fast fashion companies incorporate genuine sustainability into the core of their business models, thereby guaranteeing sustainable performance, stakeholder alignment, and market competitiveness.

Conclusions

This research explored the sustainability practices within the fast fashion industry, revealing several key findings. First, consumer awareness of sustainability practices in fast fashion is notably high, with a significant correlation between sustainability initiatives and consumer purchasing decisions, indicating that eco-friendly materials and recycling programs positively influence buying behavior. Additionally, the research revealed a strong positive correlation between the sustainability performance of fast fashion brands and their market performance, encompassing customer satisfaction, brand loyalty, and sales. However, barriers such as high costs, supply chain limitations, and consumer demand for affordable products were identified as major challenges hindering the full implementation of sustainable practices in the industry. These findings suggest that while there is considerable progress in sustainability efforts within the fast fashion industry, overcoming the associated challenges is crucial for brands to remain competitive and meet consumer expectations in an increasingly environmentally conscious market.

Implications of Results

The implications of the outcome of this study are cord for both applicators, the fast fashion brands and the consumers. The overall positive and highly significant results reveal that the general population is becoming increasingly conscious of sustainable endeavors and is willing to make purchases that reflect this awareness. This implies that any brand not embracing or even advertising sustainability as part of its products and services will likely experience customer attrition and market decline. Furthermore, the direct positive effects between the level of sustainability performance and the measured market consequences suggest that sustainable strategies can indeed lead to competitive advantages for brands that adopt them. However, the identified barriers, such as cost and

supply chain control, imply that brands must work harder to overcome various challenges while simultaneously earning a good profit.

Recommendations

Following the above analysis, the following recommendations are put forward based on the global sustainability frameworks:

Increase Consumer Awareness of Sustainable Practices: Fast fashion companies can launch a comprehensive awareness campaign with topics such as "Overcome Speedy Fashion: Learn How to Save the Planet" to support SDG 12 and encourage consumers to adopt responsible behaviors. The campaigns must also be informative to consumers about sustainable fabrics, ethical working conditions, and environmentally friendly decision-making. The ability to share the message through social media, in-store educational materials, and collaboration with individuals who promote sustainable lifestyles is significant. To further enhance the credibility and coherence of policies, it is possible to collaborate with national environmental authorities or international entities, such as the UNEP.

Improve Sustainability Initiative Promotion: In accordance with SDG 13, brands should publicly share their sustainability initiatives by including environmental claims labels, advertisements, and online materials. Marketing departments should be oriented to convey information on the use of recycled materials, carbon footprint reduction, or fair trade practices transparently and straightforwardly. These efforts can be confirmed through alliances with international certification organizations (e.g., Fairtrade, GOTS, or ISO 14001) as well as national laws of consumer protection, with the aim of diminishing suspicion regarding greenwashing.

Match Sustainability Performance to Market Metrics: To promote SDG 9 (Industry, Innovation, and Infrastructure) and hold brands accountable, they need to incorporate sustainability indicators into their market performance as a component of customer loyalty, sales growth, and customer satisfaction metrics. The progress should be tracked and disclosed through the public sustainability reports, using frameworks such as the Global Reporting Initiative (GRI) or the UN Global Compact. Proving the business case of sustainability may increase stakeholder assurance and make the brand competitive in the long term.

Addressing Obstacles to Adopting Sustainable Practices: To underpin SDGs 8 and 12, fast fashion firms cannot ignore systemic problems such as high production costs and a non-transparent supply chain. This could be achieved through green technologies, blockchain-based traceability, and a cooperative procurement strategy with sustainable suppliers. Governments can help by using the tools of incentives and subsidies, which encourage the application of sustainable materials and cleaner forms of production. Adjusting internal

strategies to align with external policy objectives can enable brands to institutionalize sustainability without compromising affordability and quality.

Given these suggestions, fast fashion brands have an opportunity to enhance their sustainability, consumer engagement, and long-term market performance, thereby positively contributing to the environmental and social sustainability goals of their organizations.

Contributions to Knowledge

The study is both valuable in practice and theory as it investigates the consumer behavior and market functioning of the fast fashion industry with sustainability initiatives (environmentally friendly materials, recycling plans, etc.). It is based on the Triple Bottom Line and Stakeholder Theory, taking a step towards replication by establishing the actual connection between sustainability performance and physical business indicators such as sales and brand equity. The paper also picks the most important hindrances to implementation, cost, supply chain complexity, and price sensitivity of consumers; it does so with practical suggestions that run within the policy guidelines on the world stage, i.e., United Nations SDGs. The fact that it specifically addresses the issue of sustainability in a developing market dynamic challenges existing knowledge and presents a fresh understanding of the same, as it now provides a clearer picture of how sustainability can effectively exist as both a competitive advantage and a business-policy alignment factor within a rapidly changing industry.

Suggestions for Future Research

Some potential limitations that future research might consider include increasing the number of questionnaires to achieve greater diversification of participants, preferably from different countries and cultures. In addition, future research can delve into more details and explore a possible correlation between sustainability efforts, brand image, and consumer behavior throughout the brand-consumer relationship. Another area that may be worth exploring in terms of its impact on sustainability in the fashion industry is the use of advanced technologies, such as artificial intelligence and blockchain. This will expose new opportunities that fashion organisations may embrace in providing sustainable solutions, ranging from production to consumer use. Additionally, evaluating policy changes and regulations regarding the sustainability of fast fashion retailers would provide a more explicit understanding of future trends within the industry.

Author Detail

Olamide A. A., Research and Innovation Department, Abazol Digital, Lagos, Nigeria, ORCID: 0000-0003-2209-5701, olamide.abdulazeez@yahoo.com

Corresponding Author: olamide.abdulazeez@yahoo.com

References

Aldalbahi, A., El-Naggar, M. E., El-Newehy, M. H., Rahaman, M., Hatshan, M. R., & Khattab, T. A. (2021). Effects of Technical Textiles and Synthetic Nanofibers on Environmental Pollution. Polymers, 13(1), 155. https://doi.org/10.3390/polym13010155

Aslam, R. (2022). *Role of formal and informal institutions in advancing sustainable environmental practices in SMEs of Pakistan's textile sector*. Open University (United Kingdom).

Beauchamp, T., & Childress, J. (2019). Principles of biomedical ethics: marking its fortieth anniversary. *The American Journal of Bioethics*, *19*(11), 9-12.

Blomberg, L., & Furman, J. (2021). Enhancing Fast Fashion Brands Through Environmentally Sustainable Efforts: An Explorative Study on Generation Z's Perceptions towards Circular Economy Initiatives and Its Impact on Customer-Based Brand Equity.

Bryman, A. (2016). *Social research methods*. Oxford University Press. 5th Edition

Ciliberto, C., Szopik-Depczyńska, K., Tarczyńska-Łuniewska, M., Ruggieri, A., & Ioppolo, G. (2021). Enabling the Circular Economy transition: A sustainable lean manufacturing recipe for Industry 4.0. Business Strategy and the Environment, 30(7), 3255-3272. https://doi.org/10.1002/bse.2801

Creswell. J.W. and Creswell, J.D. (2017). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 4th Edition, Sage, Newbury Park.

Dale, R. (2022). How Can Fast Fashion Be Sustainable?. Fashion and Textiles (MA by Research) University of Huddersfield. Retrieved from: https://pure.hud.ac.uk/ws/portalfiles/portal/69729810/27_Final_thesis.pdf

Deloitte. (2021). Shifting sands: How consumer behavior is embracing sustainability. Retrieved from https://www2.deloitte.com/global/en/pages/about-deloitte/articles/consumer-behavior-sustainability.html

Dhir, Y. J. (2020). Sustainable fashion material procurement. In *Supply Chain Management and Logistics in the Global Fashion Sector* (pp. 97-137). Routledge.

Elkington, J. (2020). *Green swans: the coming boom in regenerative capitalism*. Greenleaf Book Group. Retrieved from: https://liba.edu/wp-content/uploads/2021/04/Management_Matters-September-2020-Issue.pdf#page=83

Ellen MacArthur Foundation (2022). Universal Circular Economy Policy Goals. Ellen MacArthur Foundation. Available at: https://www.ellenmacarthurfoundation.org/universal-policy-goals/examples#:~:text=The%20Universal%20Circular%20Economy%20Policy,value)%2C%20and%20regenerate%20nature

Ellen MacArthur Foundation. (2020). A New Textiles Economy: Redesigning Fashion's Future.

Ethical Trading Initiative (2022). A Year in Review. Available at: https://www.ethicaltrade.org/insights/blog/2022-year-review

Farghaly, S. T., Alaswad, M. H., Fiad, N. S., Muhammad, R. R., Muhammad, K., & Hassabo, A. G. (2024). The impact of fast fashion on sustainability and the eco-friendly environment in the fashion design world. *Journal of Textiles, Coloration and Polymer Science*, *21*(2), 449-458.

Godden, B. "Sample Size Formulas," 2004.
    http://williamgodden.com/samplesizeformula.pdf

Gupta, R., Kushwaha, A., Dave, D., & Mahanta, N. R. (2022). Waste management in fashion and textile industry: Recent advances and trends, life-cycle assessment, and circular economy. *Emerging trends in approaching zero waste*, 215-242. https://doi.org/10.1016/B978-0-323-85403-0.00004-9

Jänicke, M., & Jörgens, H. (2020). New approaches to environmental governance. In *The ecological modernisation reader* (pp. 156-189).

Javed, T., Mahmoud, A.B., Yang, J. and Zhao, X. (2024), "Green branding in fast fashion: examining the impact of social sustainability claims on Chinese consumer behaviour and brand perception", *Corporate Communications: An International Journal*, Vol. 29 No. 6, pp. 915-934. https://doi.org/10.1108/CCIJ-12-2023-0169

Jayaisnghe, A. (2024). Sustainability Initiatives in the Textile Industry: A Semi-systematic Review. Degree project for Master of Science (120 hec) with a major in Environmental Sciences. Retrieved from: https://hdl.handle.net/2077/83732

Jia, T., Iqbal, S., Ayub, A., Fatima, T., & Rasool, Z. (2023). Promoting responsible and sustainable consumer behavior through sustainability marketing: The boundary effects of corporate social responsibility and brand image. Sustainability, 15(7), 6092. https://doi.org/10.3390/su15076092

Joshi, P., & Kumar, N. (2024). Fast Fashion Brands: Sustainable Marketing Practices and Consumer Purchase Behaviour. *Tekstilec*, 4-18. https://doi.org/10.14502/tekstilec.67.2023084

Kelaniyagama, S. H., Gannoruwa, A., & Nilmini, A. H. L. (2024). Synthesis and Applications of Biodegradable Plastics as a Solution for Environmental Pollution Due to Non-Biodegradable Plastics, a Review. Sustainable Polymer & Energy, 2(4), 10011. https://doi.org/10.70322/spe.2024.10011

Khalil, M. (2024). Sustainable Luxury Marketing: the Mediating Roles of Pride and Consumer Brand Engagement in Green Luxury Branding: a Study Case on Gucci (Master's thesis, Universidade NOVA de Lisboa (Portugal)). Retrieved from: https://www.proquest.com/openview/7e250bd35d05bf5c30c06e80c4b7a17e/1?pq-origsite=gscholar&cbl=2026366&diss=y

Khurana, K. and Muthu, S.S. (2022), "Are low- and middle-income countries profiting from fast fashion?", *Journal of Fashion Marketing and Management*, Vol. 26 No. 2, pp. 289-306. https://doi.org/10.1108/JFMM-12-2020-0260

Maitre-Ekern, E. (2021). Re-thinking producer responsibility for a sustainable circular economy from extended producer responsibility to pre-market producer responsibility. *Journal of Cleaner Production*, *286*, 125454. https://doi.org/10.1016/j.jclepro.2020.125454

Manshoven, S., & Grossi, F. (2022). Textiles and the Environment: The role of design in Europe's circular economy. Retrieved from: https://www.researchgate.net/profile/Tom-Duhoux/publication/358493746_Textiles_and_the_Environment_-_The_role_of_design_in_Europe's_circular_economy/links/6204bebf4a5456050db29739/Textiles-and-the-Environment-The-role-of-design-in-Europes-circular-economy.pdf

Martínez, P. (2015), "Customer loyalty: exploring its antecedents from a green marketing perspective", *International Journal of Contemporary Hospitality Management*, Vol. 27 No. 5, pp. 896-917. https://doi.org/10.1108/IJCHM-03-2014-0115

McKinsey & Company. (2022). The State of Fashion 2022. Retrieved from https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion

Menozzi, D., Nguyen, T. T., Sogari, G., Taskov, D., Lucas, S., Castro-Rial, J. L. S., & Mora, C. (2020). Consumers' preferences and willingness to pay for fish products with health and environmental labels: Evidence from five European countries. *Nutrients*, *12*(9), 2650. https://doi.org/10.3390/nu12092650

Neumann, H.L., Martinez, L.M. and Martinez, L.F. (2021), "Sustainability efforts in the fast fashion industry: consumer perception, trust and purchase intention", *Sustainability Accounting, Management and Policy Journal*, Vol. 12 No. 3, pp. 571-590. https://doi.org/10.1108/SAMPJ-11-2019-0405

Nguyen, H.T., Le, D.M.D., Ho, T.T.M. and Nguyen, P.M. (2021), "Enhancing sustainability in the contemporary model of CSR: a case of fast fashion industry in developing countries", *Social Responsibility Journal*, Vol. 17 No. 4, pp. 578-591. https://doi.org/10.1108/SRJ-03-2019-0108

Niinimäki, K., Peters, G., Dahlbo, H. *et al.* The environmental price of fast fashion. *Nat Rev Earth Environ* **1**, 189–200 (2020). https://doi.org/10.1038/s43017-020-0039-9

Okafor, C. C., Madu, C. N., Ajaero, C. C., Ibekwe, J. C., Nzekwe, C. A., Okafor, C., ... & Nzekwe, C. (2021). Sustainable management of textile and clothing. *Clean Technol. Recycl*, *1*, 70-87. DOI:10.3934/ctr.2021004

Papadopoulou, M., Papasolomou, I. and Thrassou, A. (2022), "Exploring the level of sustainability awareness among consumers within the fast-fashion clothing industry: a dual business and consumer perspective", *Competitiveness Review*, Vol. 32 No. 3, pp. 350-375. https://doi.org/10.1108/CR-04-2021-0061

Papasolomou, I., Melanthiou, Y., & Tsamouridis, A. (2022). The fast fashion vs environment debate: Consumers' level of awareness, feelings, and behaviour towards sustainability within the fast-fashion sector. *Journal of Marketing Communications*, *29*(2), 191–209. https://doi.org/10.1080/13527266.2022.2154059

Park, H., & Kim, Y. K. (2016). Proactive versus reactive apparel brands in sustainability: Influences on brand loyalty. *Journal of Retailing and Consumer Services*, *29*, 114-122. https://doi.org/10.1016/j.jretconser.2015.11.013

Pranta, A. D., Rahaman, M. T., Repon, M. R., & Shikder, A. A. R. (2024). Environmentally sustainable apparel merchandising of recycled cotton-polyester blended garments: Analysis of consumer preferences and purchasing behaviors. *Journal of Open Innovation: Technology, Market, and Complexity*, *10*(3), 100357. https://doi.org/10.1016/j.joitmc.2024.100357

Riyadh, H. A., Garad, A., & Al-Shmam, M. A. (2024). A Critical Overview of "the Good,""the Bad," and "the Ugly" in CSR Contemporary Business Landscapes. Impact of Corporate Social Responsibility on Employee Wellbeing, 1-30.

Salomone, R. (2023). Fast fashion & greenwashing: The worst combination for sustainability. Unpublished doctoral dissertation. Universitia Delgi Studi di Messina [University of Messina]. Retrieved from: https://www.researchgate.net/profile/Ngoc-Nguyen-

456/publication/373632703_Fast_Fashion_Greenwashing_The_Worst_Combinat
ion_for_Sustainability/links/64f453f8827074313ff598ad/Fast-Fashion-
Greenwashing-The-Worst-Combination-for-Sustainability.pdf

Sandvik, I.M. and Stubbs, W. (2019), "Circular fashion supply chain through textile-to-
textile recycling", *Journal of Fashion Marketing and Management*, Vol. 23 No. 3,
pp. 366-381. https://doi.org/10.1108/JFMM-04-2018-0058

Schaltegger, S., Hörisch, J., & Freeman, R. E. (2019). Business cases for sustainability: A
stakeholder theory perspective. *Organization & Environment*, *32*(3), 191-212.
https://doi.org/10.1177/1086026617722882

Shehata Nakhil, S. (2024). Modern urgencies creating a market advantage: Sustainable
business models in the fashion industry-a- A Patagonia Case Study.
https://hdl.handle.net/20.500.14247/23155

Silva, S.C., Neiva, C.R. and Dias, J.C. (2025), "Action research on circular economy
strategies in fashion retail", *International Journal of Retail & Distribution
Management*, Vol. 53 No. 1, pp. 109-126. https://doi.org/10.1108/IJRDM-04-
2024-0192

Steenkamp, J. B. E. (2020). Global brand building and management in the digital
age. *Journal of International Marketing*, *28*(1), 13-27.
https://doi.org/10.1177/1069031X19894946

Sultana, N., Rahman, M.M. & Khanam, R. Environmental Kuznets curve and causal links
between environmental degradation and selected socioeconomic indicators in
Bangladesh. *Environ Dev Sustain* **24**, 5426–5450 (2022).
https://doi.org/10.1007/s10668-021-01665-w

Sun P, Doh JP, Rajwani T, Siegel D. Navigating cross-border institutional complexity: A
review and assessment of multinational nonmarket strategy research. J Int Bus
Stud. 2021;52(9):1818-1853. doi: 10.1057/s41267-021-00438-x. Epub 2021
Jun 21. PMID: 34176993; PMCID: PMC8215093.

Suutari, I. (2025). Between Trends and Ethics: How Gen Z and Millennials Navigate Fast
Fashion, Sustainability, and Influencer Marketing.
https://urn.fi/URN:NBN:fi:amk-202504096001

Tate, W.L., Bals, L. Achieving Shared Triple Bottom Line (TBL) Value Creation: Toward a
Social Resource-Based View (SRBV) of the Firm. *J Bus Ethics* **152**, 803–826
(2018). https://doi.org/10.1007/s10551-016-3344-y

The United Nations Environment Programme (2021)
https://www.un.org/development/desa/socialperspectiveondevelopment/wp-
content/uploads/sites/27/2021/08/UNEP-2021.pdf

Thomas, G. (2022). Corporate social responsibility as a sustainable business practice: A
study among Generation Z customers of Indian luxury
hotels. *Sustainability*, *14*(24), 16813. https://doi.org/10.3390/su142416813

ThredUp. (2022). 2022 Resale Report. Retrieved from:
https://www.thredup.com/resale

UNEP. (2021). Sustainability and Circularity in the Textile Value Chain.

Westbrook, G. I. N. A., & Angus, A. L. I. S. O. N. (2021). Top 10 global consumer trends
2021. *Euromonitor International*, 1-47. Retrieved from:
http://sayudo.com/pdf/em-top-10-consumer-trends-in-2021.pdf

White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, *83*(3), 22-49. https://doi.org/10.1177/0022242919825649

Wijeweera, S. (2024). Purchase Intention Increasing Strategy: Factors contribute to differentiate Fast fashion clothes and Sustainable fashion clothes. (Dissertation). Retrieved from https://urn.kb.se/resolve?urn=urn:nbn:se:mdh:diva-67858.

Wilkinson, K. L. (2020). A Legal Solution to A Fast Fashion Problem. Ariz. J. Env't L. & Pol'y, 11, 186. Retrieved from: https://heinonline.org/HOL/LandingPage?handle=hein.journals/arijel11&div=10&id=&page=

Zhang, B., Zhang, Y., & Zhou, P. (2021). Consumer attitude towards the sustainability of fast fashion products in the UK. *Sustainability*, 13(4), 1646. https://doi.org/10.3390/su13041646