

Unveiling Structured Review On Sustainable Fashion By Using Tccm Approach

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Abstract

Both the public and private sectors must adhere to sustainability, as the concept of sustainable fashion has gained significant attention in academia and business in recent years. Companies are responsible for their activities' social, environmental, and economic components, or the triple bottom line. Businesses, consumers, and governments have been paying more and more attention to sustainable fashion over the past ten years. The study conducted in this sector on consumer behaviour also reflects this interest. Utilizing the TCCM (Theory-Context-Characteristics-Methods) review framework, this study offers an in-depth analysis of the prevalent theories, contexts (such as industries and nations), characteristics (such as important variables and their connections), and methods (such as study strategies and analytic techniques) used in brand community research. After 110 journal articles were found, a final sample of 50 papers was combined. The findings also highlight the need for additional study on customers' attitudes and behaviour that differ from each other. This review, which summarises the current state of consumer behaviour, closes a gap in the literature on sustainable fashion. Additionally, it provides insightful information on the current marketing corpus on the topic. Many open research gaps that can direct future investigations are also highlighted by the analysis. The literature contains notably fewer qualitative, experimental, cross-cultural, and longitudinal investigations. There was no proof that any research had been done with big data methods. The reported research is largely lacking sufficient theoretical foundation. According to the findings, more research is necessary to close the attitude-behaviour gap among

consumers. Several notable research gaps are also identified by the review, which can guide future investigations.

Keywords: Sustainability, Sustainable Fashion, TCCM approach.

1 Introduction

The main reasons of environmental degradation are believed to be the overcrowding that has happened during the last three decades and the waste produced as a result of excessive consumption of food, manufactured goods, and services. Therefore, in order to achieve sustainable growth, businesses and consumers must take steps to reduce their negative environmental effects [3]. Because of this, there is now a sizeable market of environmentally conscious consumers who are willing to buy eco-friendly products and who value businesses that integrate sustainable practises into their operations [4-6]. Businesses are attempting to create, market, sell, and distribute products that have fewer detrimental consequences on the environment as a result of this change in customer behaviour [7]. As a result, they were forced to change a number of things, including their products, production methods, and packaging materials, all of which indicate a greater commitment to environmental protection [8].

The purpose of these campaigns, which the authors refer to as "Green Marketing" (GM) [9,10], is to appease customers who prefer green goods and services. Consumers are becoming more discriminating and constantly assessing a company's reputation; hence, they avoid businesses that are merely employing "greenwashing" to enhance their brand [11]. This immoral action involves a false ecological orientation that aims to alter consumers' opinions of the company's policies, products, and services in order to maximise revenue [12,13]. In this context, it's critical to distinguish between morally right and wrong genetic alteration practises.

Because it requires a lot of energy and water, releases greenhouse gases into the sky, and uses a lot of pesticides, the manufacturing of textiles has a negative effect on the environment [14]. The global textile industry alone is responsible for 10% of all CO₂ emissions and ranks second in terms of environmental pollution [15]. The quality of the global environment is also impacted by the dangerous byproducts of the textile production process that are discharged into the air and wastewater [16]. The "fast fashion" movement, which has

gained popularity among younger people, has made this problem worse in recent times [17, 18]. This is a result of the fast-increasing global demand for textile products.

This systematic review aims to advance our understanding of sustainable practises that have been associated with significant features of consumer buying behaviour in the reviewed literature, with a particular focus on green behaviour of purchasing goods and services. This article is crucial because it promotes sustainable growth and development by paying attention on the mutual accountability that consumers and corporations have for environmental protection. Gaining insight into these practises and their connection to consumer behaviour might help to increase awareness. Thus, this research will help managers and marketing experts use business strategies and policies related to sustainable development while also helping them improve their organisations' competitiveness, profitability, consumer acceptability, and credibility. Furthermore, this research will help scholars visualise the different aspects of sustainable marketing and consumer spending, which will ultimately support reviews and empirical publications.

Our primary concentration was on eco-friendly clothing. In our article, we discuss fashion products such as clothing, sportswear, makeup, and more. The majority of the publications in the study were about apparel in a sustainable context. To set the stage for this investigation, a comprehensive review of the literature on sustainable marketing was done in order to pinpoint the themes, sub-themes, and differences between consumer perceptions of green products and their actual purchasing behaviour. Furthermore, a model that divides decisions about green purchasing into three categories—sustainable marketing mix, personal factors influencing green purchasing, and sustainable purchasing—was provided [15].

Using the Theory-Context-characteristics-Methods (TCCM) paradigm (Paul and Feliciano 2021), our review analyses how the discipline has changed over the past 20 years and suggests areas for future research. Specifically grounded in our framework and literature review, we have formulated the subsequent goals:

RO1: To identify and understand the theories employed in sustainable fashion context.

RO2: To identify and examine the contexts in which sustainable fashion research has been employed.

RO3: To understand the characteristics in sustainable fashion consumer behaviour.

RO4: To identify the methods employed in future research.

1.1 Theoretical Background

1.1.1 Sustainability

Sustainability is the capability of both the current and future generations to fulfil their needs without compromising the capacity of future generation. It's necessary to strike a balance between economic expansion, social advancement, and environmental preservation. As the globe struggles with increasingly pressing environmental issues like pollution, resource depletion, and climate change, sustainability has grown in importance. The World Commission on Environment and Development produced the Brundtland Report in 1987, which contains one of the most well-known definitions of sustainability. According to the study, sustainability is that development which focuses on fulfilling the needs and wants of current generation without sacrificing the needs of future generation [16].

1.1.2 Sustainable Marketing

The Eco-marketing, commonly referred to as green marketing or sustainable marketing, is the practise of advertising goods and services with as little adverse effect as possible on the environment and society. It entails integrating ideals and concepts related to sustainability into a range of marketing tactics, including distribution, communication, packaging, and product design. The main aim of sustainable marketing is to meet the current needs of the current generations without sacrificing the needs of upcoming generation.

1.1.3 Sustainable Fashion

The term "sustainable fashion" describes how apparel and accessories are made, used, and disposed of with the least amount of harm to the environment, society, and economy. It entails making decisions that take the social and environmental effects into account at every stage of a fashion product's lifecycle, including design, sourcing, production, distribution, use, and disposal. The goal of sustainable fashion is to solve problems that are frequently connected to the fashion business, such as excessive waste, pollution, worker exploitation, and resource depletion.

2 Literature Review

Table 1. Relevant papers for review.

Title of the paper	Authors and Year	Model/ theory used	Review/ Empirical	Findings
Factors Affecting Sustainable Apparel Consumption in Emerging Countries: A Systematic Literature Review	Nornajihah Nadia Hasbullah , Zuraidah Sulaiman and Adaviah Mas'od 2019	TPB and TRA	Review	According to the review's findings, most consumers in emerging markets have already shown an increasing interest in sustainable clothing due to their strong growth in knowledge, intense concern, values, and social networks.
Interdisciplinary Literature Analysis between Cosmetic Container Design and Customer Purchasing Intention	Ikkyung Sung 2021	NA	Review	Different consumers' purchasing habits are affected differently by various container design elements. Shape, colour, material, and textual, and artistic aspects are the most important elements of container design. These elements have varying levels of market appeal and are employed by designers for various projects.
Green Marketing Practices Related to Key Variables of Consumer Purchasing Behaviour	Elizabeth Emperatriz García-Salirrosas, and Rafael Fernando Rondon-Eusebio 2022	TPB theory	Review	Environmental awareness, green satisfaction, green attitude, green purchasing intention, green purchasing preference, Word of mouth, Perceived value, Green experiential value, Responsible consumption, Green engagement, Green trust, Green loyalty, and Green purchasing decision are the main factors of purchasing behaviour that were discovered.
Green purchase: A systematic review and future research agenda	Setyo Ferry Wibowo, Mukhamad Najib, Ujang Sumarwan, Yudha Heryawan Asnawi 2022	TPB	Review	Three major theoretical frameworks for the study of consumer green buying behaviour across goods and nations emerged: TPB, the theory of perceived value, and the theory of personal worth.

Exploring Consumer Behaviour towards Sustainability of Green Cosmetics	Surabhi Acharya, Santosh Bali and B. S. Bhatia 2021	Not mentioned	Empirical	The participants of this research were 250 people of tri-city. (Chandigarh, Panchkula, Mohali). the age limit is from teenagers to senior citizen. According to research, most consumers place a higher priority on product quality when making a purchasing decision than any other consideration.
Investigating the determinants of behavioural intentions of generation Z for recycled clothing: evidence from a developing economy	Pallavi Chaturvedi, Kushagra Kulshreshtha and Vikas Tripathi 2020	Theory of planned behaviour	Empirical	The findings suggested that generation Z's propensity to purchase recycled apparel is influenced by several factors, including perceived value, desire to pay, environmental awareness, and personal conventions. The main predictors of intention to purchase recycled apparel were financial capability, chance of making a purchase, and environmental concern.
Green Marketing and Customers' Purchasing Behaviour: A Systematic Literature Review for Future Research Agenda	Ilona Skackauskiene and Neringa Vilkaite-Vaitone 2023	Theory of planned behaviour	Review Paper	According to the review, the TPB and its predecessor idea of TRA appear to be prominent. The literature places a strong emphasis on green marketing's tactical influence on customer behaviour metrics during and after the purchase stage.
Success factors for environmentally sustainable product innovation: a systematic literature review	Janine Fleith de Medeiros, Jose Luis Duarte Ribeiro, Marcelo Nogueira Cortimiglia 2014	Not mentioned	Review paper	The findings show that knowledge of the market, laws, and regulations; inter-functional cooperation; learning focused on creativity; and research and development expenditures are the four main essential success factors for the creation of eco- friendly products.
Environmentally Sustainable Clothing Consumption: Knowledge, Attitudes, and Behaviour	Kim Y. Hiller Connell and Joy M. Kozar 2014	Not mentioned	Review paper	Numerous academics have observed that consumers' ability to act in an environmentally responsible manner may be constrained by a lack of knowledge and information. Additionally, customers need greater information on the variety of accessible options for adopting ecologically friendly clothing practises, such as reducing overall consumption and

				buying better-quality, historically inspired clothing.
The sustainable clothing market: an evaluation of potential strategies for UK retailers	Helen Goworek, Tom Fisher, Tim Cooper 2012	Not mentioned	Empirical	Because of this, there is a lot of opportunity for more stores of all sizes to provide sustainable clothing lines, which might result in benefits including lower operating costs, more brand recognition, and new marketing opportunities.
Sustainable clothing: challenges, barriers, and interventions for encouraging more sustainable consumer behaviour	Fiona Harris, Helen Roby and Sally Dibb 2015	TPB	Empirical	Internal barriers – those relating to consumers themselves – included a lack of environmental care on the part of consumers, a lack of understanding about the environmental effects of clothing consumption, unfavourable attitudes towards sustainable clothes, and demographic traits like education and age.
Sustainable Fashion Consumption: Advocating Philanthropic and Economic Motives in Clothing Disposal Behaviour	Siti Hasnah Hassan, Jasmine A. L. Yeap and Nabil Hasan Al-Kumaim 2022	Theory of inter-personal behaviour which is based on TRA and TPB	Empirical	The findings show that the main influencing elements of the use of sustainable fashion were personal norms, social norms, and environmental awareness. As a result, charitable and financial motivations for garment disposal behaviours showed a positive and significant link with sustainable fashion consumption.
Antecedents of green purchase behaviour of cosmetics products An empirical investigation among Malaysian consumers	Azila Jaini, Farzana Quoquab, Jihad Mohammad, Nazimah Hussin 2019			The results demonstrated that pro-environmental belief is considerably and favourably influenced by hedonic value. Furthermore, it has been found that adopting an environmentally friendly mindset positively affects one's personal norm, which in turn affects one's pro-environmental purchasing behaviour.
Antecedents to green apparel purchase behaviour of Indian consumers	Arpita Khare, Pradeep Kautish 2020	TRA/TPB	Empirical	The results demonstrated that Indian consumers' green apparel purchasing behaviour (GAPB) was positively impacted by both perceived effectiveness (GAPE) and green apparel knowledge (GAK). The dimensions of consumer innovativeness, novelty-

				seeking behaviour (CNS) and consumer independent judgement making (CIJM), did not positively influence consumers' purchasing decisions for eco-friendly apparel (GAPB).
The values and motivations behind sustainable fashion consumption	Louise Lundblad, Iain A. Davies 2016	Means End theory approach	Empirical	Benefits for the self in terms of sense of accomplishment, better health, self-esteem, and value for money found to be one of the important motives for purchase.

3 Research Methodology

The definition of terms used in the development of this research was based on the study's objective and was as follows: quantitative empirical research articles that discussed sustainable marketing practises and simultaneously had a relationship with the main factors influencing consumer behaviour, without distinguishing between them based on the publications' age, country, or economic sector of the organisations in which they were used. This study is based on a review of the literature. We also retrieved the publications using the PRISMA approach. The Web of Science (WoS) and Scopus databases were used to find the scientific papers. These resources index a wide range of respectable journals that publish carefully considered, peer-reviewed scientific research articles. Because of this, while presenting data, the scientific community recognises their degree of reliability. The use of these databases is justified because the systematic reviews that form the basis of this study only employed Scopus as a search source [17,18] and Google Scholar as a search engine to locate the Scopus and WoS databases [15]. After the analysis was finished, the conclusions and recommendations will be the main topics of discussion. review articles, research papers, and conference proceedings published in respectable journals and having a high assessment citation index. Opinion research and master's theses were not included in this study. Every paper was also individually examined to see whether it adhered to the study's approach. To improve the review's credibility, only conference papers and peer-reviewed journals were considered; dissertations, books, and volumes were excluded. The phrases "sustainable behaviour," "sustainable fashion," "green," "consumer purchase intention," "intention behind sustainability," "undergraduate," as well as This and several

other boolean modifications produced the highest number of hits when abstracting publications from databases. Only citations from publications that satisfied the following requirements were used: Higher education must be the primary emphasis when it comes to entrepreneurship education (or a portion of it) and its empirical impact on entrepreneurial results (broadly defined to encompass both attitudinal and behavioural outcomes): peer-reviewed journal articles as opposed to unpublished material, working papers, or conference papers; (A) empirical as opposed to just conceptual.

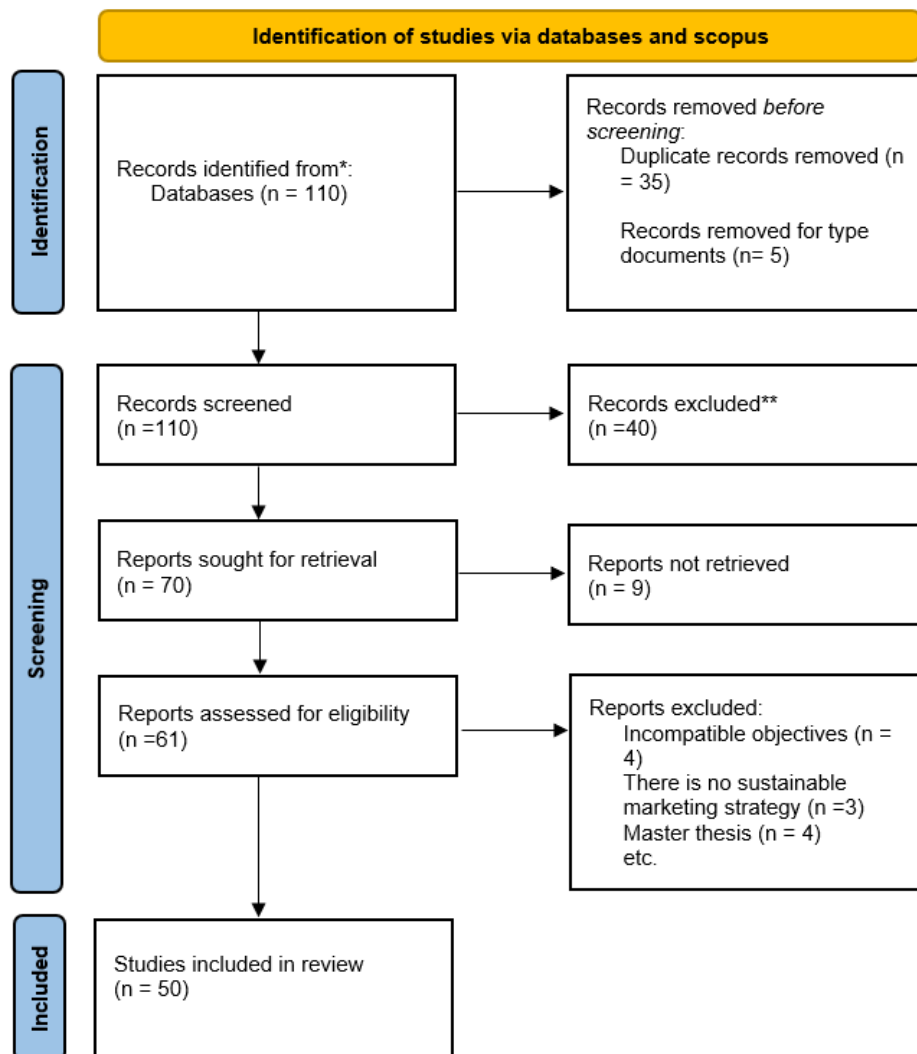


Fig. 1. PRISMA Flow Chart (50), n= no. of documents

3.1 Theory-context-characteristics-method Framework

Theories serve as the theoretical scaffolding or foundation for analysis and study. Theories offer a methodical comprehension of a specific occurrence or field of inquiry. Theories help

researchers make sense of the world and direct their research. To comprehend social phenomena, for instance, sociologists may employ theories like symbolic interactionism or structural functionalism. The nations and industries that are a part of the literature evaluation constitute the context. It includes the context, backdrop, surroundings, and circumstances that affect the research topic. For a thorough grasp of the problem, researchers must consider the political, social, cultural, historical, and economic background. The term "characteristics" refers to the essential qualities, traits, or variables—dependent, independent, mediating, etc.—of the topic of the study. Features aid in defining and characterising the subject of study. To make insightful findings, researchers recognise and examine these traits. When researching a certain market, some of the features that may be considered are its size, growth rate, level of competition, and customer behaviour. The strategies and processes used to gather and examine data are called methods. They change based on the subject's nature and the goals of the investigation. Surveys, experiments, interviews, observations, and content analysis are examples of common research techniques. The aims and research question should guide the choice of methodologies. This framework has helped us in our research to comprehend the elements included in the literature review.

Theory	Context	Characteristics	Methods
Technology Acceptance Model	China	Product Familiarity	Quantitative
Theory of Reasoned Action	Japan	Promotion of sustainable fashion	Experimental design
	Italy	Apparel Fashion	Cross sectional study
Theory of Planned Behavior	Australia	Circular Economy	Interview method
	Indonesia	Young Consumer Sustainable Fashion Buying Behaviour	Questionnaire method
Theories of self-determination and motivation	USA	Sustainable Fashion Supply Chain	Qualitative study
	India	Slow Fashion	Case study approach
Theory of Mind	Ghana	Environmental Concern	Debate groups
Attitude-Behaviour-Context (ABC) model	Pakistan	Perceived Value	Bibliometric Analysis
		Emotional Values	mixed-method approach combined exploratory qualitative and confirmatory quantitative
Resource-based view		Social Values	
self-determination theory			

Fig. 2. TCCM framework

4 Results and Discussion

Figure 3. Depicts that the year which has the maximum number of publications out of the 50 papers is year 2020 followed by 2021 and 2013. This result shows that after the pandemic 2020, consumers drastically has shifted to sustainable products from the traditional products. They now are more aware about the environmental concern after using any product or service. This section provides an overview and discussion of the findings from the related papers we have incorporated into this study.

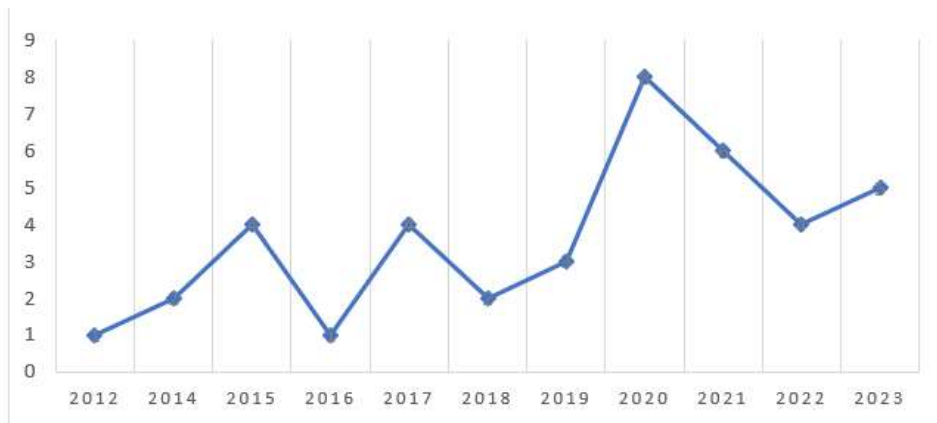


Fig. 3. Number of publications per year.

Figure 4. Depicts the theories used in number of papers. Following results can be analysed by this reviewed paper :

- This study's evaluation of the research approaches, techniques, and theoretical frameworks frequently applied in sustainability articles was one of its key research topics. The main research aim of this article was the identification of numerous elements that contribute to the successful development of sustainable fashion goods and their influence on customer behaviour.
- Our research also centered on identifying the numerous factors that influence consumer adoption of sustainable fashion goods. Publications that were included in the study and contributed to identifying these criteria by various authors are pertinent to this research.
- Theory of planned behaviour (TPB) and Theory of reasoned action (TRA) are the behavioural theories that have been utilized most frequently in past studies to assess users' propensity to accept new technologies and innovations [18].

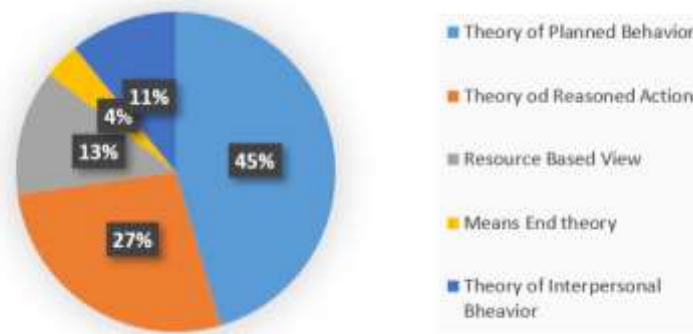


Fig. 4. Theories used in number of papers.

4.1 Theory-context-characteristics-method Framework

RO1: Theories

In our study we reviewed 50 papers and found that TPB (Theory of planned behaviour) and TRA (Theory of Reasoned Action) is one of the most used theoretical framework in the field of sustainability.

The Theory of Reasoned Action: According to [19], TRA explains that there are two main elements of performing a particular type of behaviour. Theory of reasoned action talks about the essential element Attitude towards any product or service which later decides how the consumers deals with it. Attitude of a particular product or service directly explains the behaviour intention of the consumer. Another element found was perception, it means how others let the consumer choose the product or service. Due to this revised Theory of Planned Behaviour in came 1988 and contained a new variable known as perceived behavioural control, defined as "the individual's perception of how simple or challenging the behaviour is likely to be to perform" [19].

Theory of Planned Behaviour: The TPB of Ajzen [20] is recognised as a valuable social psychology model in research of consumer purchasing behaviour. The TPB states that a person's attitude towards behaviour, subjective norms, and perceived behavioural control are highly predictive of behavioural intents and subsequent behaviour [20]. According to [20], the first factor, attitude is "the degree or extent to which a person has a favourable or unfavourable perception towards something." [20] and [21] all define attitude as an individual's beliefs and evaluation of the results that can be attained through a behaviour. It may also be referred to as a person's level of approval or disapproval of a particular behaviour. The second factor, subjective norms, is the degree

to which a person feels pressured by friends, family, or coworkers to follow a specific conduct (or not) [22].

RO2: Context

Countries such as China, Japan, India, Australia, Pakistan were on the top list who have publishes the maximum number of papers in sustainable fashion.

Industries:

- Apparel
- Handbags
- Beauty products
- Healthcare products
- Stationary

These were the most frequently used industries in sustainable fashion context.

RO3: Characteristics

Variables frequently used in sustainable fashion context in the literature review:

Promotion of sustainable fashion, Willing to pay more, Apparel Fashion, Circular Fashion, Circular Economy, Young consumers sustainable fashion buying behaviour, Sustainable fashion supply chain, Slow fashion, Barriers of Slow fashion, Environmental concern, Perceived Value, Emotional Values Social Values etc.

RO4: Methods

Different methods used in the literature review for research are as follows:

Quantitative, Experimental design, Cross sectional study, Interview method, Questionnaire method, Qualitative study, Case study approach, Debate groups, Bibliometric Analysis, mixed-method approach combined exploratory qualitative and confirmatory quantitative analyses. These methods were universally used in the literature review to identify the trends, future directions, theories, concepts, consumer behaviour in sustainable fashion.

5 Research Implications

Today, every organisation and manufacturing business has switched from using conventional techniques to creating products in a way that is more sustainable or favourable to the environment. Our government has also created several sustainability-related policies that can be adopted by any organisation to protect the environment. In our essay, we

sought to identify the driving forces behind consumer adoption of sustainable goods while also concentrating on the obstacles that prevented them from doing so. The results provide helpful information for educators, legislators, and fresh graduates who want to launch their own firms. This study might aid stakeholders in choosing more sensible sustainable products for upcoming marketing campaigns.

6 Limitations

There are a few limitations to this study that should be emphasised. Due to the growing complexity and resource constraints, the paper only focused on a few factors. It is possible to identify additional obstacles, factors and motives and rank them according to importance. For various consumer groups, different segments might be used. Future academics can examine the barriers behind the non-adoption of sustainable fashion products. We recently added 35 papers to our study for review, and based on those papers, we identified a few characteristics that influenced customers' intentions to use sustainable products. After reading more articles, future researchers will be able to identify more factors.

7 Future Research Directions

Future studies should examine the most effective media platforms and marketing techniques for teaching customers about environmental concerns connected to the apparel and textile supply chain as well as the variations in operations and practises of green versus conventional businesses. For apparel and textile businesses operating with a stronger commitment to environmental sustainability, this has significant implications, including the need to better educate customers about their brands and increase their awareness through focused media campaigns.

7.1 Theory

The evolution of theory in the current literature on sustainable fashion seems to be at a rest. We discover that there are not many conceptual investigations among the reviewed articles. The lack of conceptual investigations reduces the discipline's theoretical foundations [23]. Future researchers must therefore concentrate on conceptual publications to further the discipline's theoretical trends. Research scholars can also apply the theories-in-use approach to bring forward various emerging issues in sustainable fashion by incorporating the

real experiences of sustainable fashion consumers as well as retailers.

7.2 Context

There are less studies have been done on sustainable fashion in India in the last few years. Various empirical as well as conceptual studies can be done in future by the research scholars to expand the research articles based on this domain. Most of the studies are done on apparel industries, organic skin care products in context of sustainable fashion. Sustainable fashion can be considered as one of the crucial areas in a sustainable economy that helps in making a net zero economy around the globe, being clothing industry the most polluting one. As a result, we recommend that future researchers evaluate the value of sustainable fashion in improvised economies. It can provide perceptions into customer experiences, which can lead to recommendations on how to provide value to the company. The majority of the work from developed countries like Australia China was found when we reviewed various research articles from various geographic areas.

7.3 Characteristics

Analysis done on key independent variables shows that sustainable fashion literature has just talked about the internal variables which are related to consumers in context of sustainable fashion. They did not talk about the other external variables which impact the sustainable consumer behaviour. Variables such as direct and indirect experiences, government policies, CSR grants etc. are still not covered especially in Indian context. Hence, there is still a scope for future research in this area.

7.4 Methods

Mostly survey methods are used to collect the data from the consumers. Case study approaches are still less in the literature review. Future research scholars can go for the same to collect the data. They can also go for various binominal methods and various analytical methods for data collection in future. Purposive sampling can also be done to reach out to the consumers who are fashion conscious as well as concerned about their economy.

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