



REPUBLIC OF TÜRKİYE

ALTINBAŞ UNIVERSITY

Institute of Graduate Studies

Business Administration

**THE IMPACT OF CONSUMER KNOWLEDGE ON
SUSTAINABILITY AND SUSTAINABLE
CLOTHING: A CASE STUDY FROM IRAQ**

Abubaker Khattab Hussein HUSSEIN

Master's Thesis

Supervisor

Asst. Prof. Dr. Nevzat Barış VARDAR

İstanbul, 2024

**THE IMPACT OF CONSUMER KNOWLEDGE ON
SUSTAINABILITY AND SUSTAINABLE CLOTHING: A CASE
STUDY FROM IRAQ**

Abubaker Khattab Hussein HUSSEIN

Business Administration

Master's Thesis

ALTINBAŞ UNIVERSITY

2024

The thesis titled “THE IMPACT OF CONSUMER KNOWLEDGE ON SUSTAINABILITY AND SUSTAINABLE CLOTHING: A CASE STUDY FROM IRAQ” prepared by ABUBAKER KHATTAB HUSSEIN HUSSEIN and submitted on 16/04/2024 has been **accepted unanimously** for the degree of Master of Business Administration.

Asst. Prof. Nevzat Barış VARDAR
Supervisor

Thesis Defense Committee Members:

Asst. Prof. Nevzat Barış VARDAR	Department of Economics, Altınbaş University	_____
Assoc. Prof. Atilla ÇİFTER	Department of Economics, Altınbaş University	_____
Asst. Prof. Zafer ÖZDEMİR	Department of Industrial Engineering, Nişantaşı University	_____

I hereby declare that this thesis meets all format and submission requirements of a Master’s thesis.

Submission date of the thesis/dissertation to Institute of Graduate Studies: ____/____/____

I officially declare that all data presented in this project was obtained in full compliance with the academic rules and ethical behaviour codes. I also know that all unoriginal materials and conclusions have been cited in the text and all references mentioned in the Reference List have been cited in the text, and vice versa, as stipulated by the rules and regulations listed above.

Abubaker Khattab Hussein HUSSEIN

Signature



DEDICATION

I appreciate my mentor to the deepest extent of my heart. Dr. Öğr. I also want to thank the staff Üyesi Nevzat Barış VARDAR for really great assistance and support in the master's program. Through their support and guidance, I was able to realize this research and the completion of the thesis.

I will also remember him and pray for him, this is my father who has helped me at every stage on my way to attaining knowledge.

To the symbol of love, sacrifice, and giving. My beloved mother may God bless her life.

To the love that if it passed through a barren land, the springs of love would have gushed out of it, my brother, and sisters.

ABSTRACT

THE IMPACT OF CONSUMER KNOWLEDGE ON SUSTAINABILITY AND SUSTAINABLE CLOTHING: A CASE STUDY FROM IRAQ

HUSSEIN, Abubaker Khattab Hussein

M.Sc., Business Administration, Altınbaş University

Supervisor:– Asst. Prof. Dr. Nevzat Barış VARDAR

Date: April / 2024

Pages: 80

The research study examines the character of consumer knowledge in manipulating sustainability and the sustainable clothing industry in Iraq. Consumer awareness plays an important part in developing conscious sequences of utilization; ultimately stimulating and eco-ecological products, and influencing industry practices. Informed consumers make more informed choices based on understanding the environmental and social implications of their clothing purchases. As consumer knowledge spreads, it leads to increased awareness, education, and a shift in consumer behavior towards more sustainable practices. Moreover, consumer knowledge fosters collaboration and engagement, enabling stakeholders to work together towards creating a more environmentally conscious fashion industry. The synopsis underlines how crucial shopper awareness has become as a change agent for longevity and the adoption of environmentally conscious apparel procedures.

The study examines customer knowledge, attitudes, behaviours, and buying habits for sustainable fashion. The research study uses SEM (structural equation modelling), CFA (confirmatory factor analysis), and exploratory analysis of factors (EFA) Modelling (SEM) to examine how observed features relate to the direction of underlying structures and how

these structures affect sustainable clothing solutions. The study suggests that educating customers about sustainable fashion improves their awareness and opinions. This highlights how well-informed clients drive beneficial industry change. Despite better comprehension, recycling has dropped dramatically, suggesting a complex link that needs further investigation.

The study's rigorous analytical methodology ensures construct internal coherence and validity, providing a solid foundation for understanding sustainable fashion consumer behaviour dynamics. Consumers, corporations, and politicians can profit from the research' insightful and important insights. Businesses can utilise the insights to create focused marketing strategies and creative goods that meet consumer needs for sustainability. Policymaker insights can be used to design fashion industry rules and policies that promote environmentally responsible business practices. According to the survey, people should educate themselves on sustainable apparel and make informed shopping decisions to create a more enduring future.

Keywords: Sustainability, Slow Fashion, Fast Fashion, Sustainable Fashion, Consumers.

TABLE OF CONTENTS

	<u>Pages</u>
ABSTRACT	vi
LIST OF TABLES	x
LIST OF FIGURES.....	xii
ABBREVIATIONS.....	xiii
1. INTRODUCTION	1
2. LITERATURE REVIEW	4
2.1 SUSTAINABILITY.....	4
2.2 CLOTHING INDUSTRY.....	6
2.2.1 Slow Fashion.....	11
2.2.2 Fast Fashion	13
2.2.3 Sustainable Fashion	15
2.3 MOVEMENT TOWARD SUSTAINABLE FASHION	16
2.4 KNOWLEDGE OF SUSTAINABILITY.....	18
2.5 SUSTAINABLE CONSUMPTION	19
2.5.1 Recycle, Reduce, Reuse	20
2.6 THE CURRENT POSITION OF FASHION INDUSTRY	21
3. METHODOLOGY AND DATA.....	28
3.1 RESEARCH OBJECTIVE	29
3.2 RESEARCH HYPOTHESES	29
3.3 SAMPLE OF THE STUDY	30
3.4 THE TECHNIQUE OF DATA ANALYSIS.....	30
3.5 DATA	30
3.6 CORRELATION	42

4. RESULTS.....	44
4.1 EXPLORATORY VARIABLE EXAMINATION EFA.....	44
4.2 CONFIRMATORY FACTOR ANALYSIS CFA	45
4.3 RELIABILITY AND VALIDITY ASSESSMENT	47
4.4 PATH ANALYSIS AND HYPOTHESIS TESTING	49
5. DISCUSSION.....	54
6. CONCLUSION	56
REFERENCES	58
APPENDIX A.....	66

LIST OF TABLES

	<u>Pages</u>
Table 3.1: Demographic Statistics Gender.....	31
Table 3.2: Demographic Statistics Age.....	31
Table 3.3: Demographic Statistics Qualification	31
Table 3.4: Demographic Statistics Your Current Status	32
Table 3.5: Demographic Statistics How Often Do You Visit The Clothing Store?.....	32
Table 3.6 :Questionnaire Scale Questions Answers.....	33
Table 3.7: Questionnaire Based on Your Understanding, Which Attributes Best Describe Sustainable Fashion?	38
Table 3.8: Questionnaire More Than 80% of Textile and Clothing Waste Ends Up in Landfills. ..	38
Table 3.9: Questionnaire Every Year, The Textile Industry Uses Approximately 93 Billion Cubic Meters of Water to Produce Clothing, Which is Equivalent to the Water Consumption of Five Million People.....	39
Table 3.10: Questionnaire Sustainable Clothing Uses Cheaper Materials in Its Production Than Those of Fast Fashion.	39
Table 3.11: Questionnaire I am Aware of the Connection Between Sustainability and Fashion.....	40
Table 3.12: Questionnaire I am Aware of The Social Issues Caused by the Fast Fashion Industry such as Working Conditions and Ethical Production.	40
Table 3.13:Questionnaire I am Aware of the Environmental Impact of Clothing Production such as Waste and Pollution.	40
Table 3.14: Questionnaire I Generally Feel Well Informed of Companies' Environmental, Social, and Eihical Practices.	41
Table 3.15: Questionnaire I Generally Find It Difficult to Find Information on Which Brands Follow Sustainable Standards.....	41
Table 3.16: Questionnaire When Buying Clothes, Which Attributes are Important to You?	41
Table 3.17: Questionnaire How Long Do You Keep Clothing Before You Get Rid of It (e.g., Donating, Recycling or Throwing Away)?.....	42
Table 3.18: Questionnaire How Do You Dispose of Unwanted Clothes?	42

Table 3.19: Correlation	43
Table 4.1: (KMO) and Bartlett's Test of Sphericity	44
Table 4.2: Exploratory Factor Analysis EFA.....	45
Table 4.3 :CFA Model Fit Results and Interpretation.....	47
Table 4.4: Reliability and Validity	48
Table 4.5: The Variables Reliability Values	48
Table 4.6: The Overall Reliability.....	48
Table 4.7: SEM Model Fit Results and Interpretation	51
Table 4.8: SEM Model Fit Results and Interpretation	51
Table 4.9: Hypotheses Testing Results	52

LIST OF FIGURES

	<u>Pages</u>
Figure 2.1: The Slow Fashion Processes (Pookulangara & Shephard, 2013).....	12
Figure 2.2: Supply Chain Pressures on Input Costs Will Push Some Fashion Companies to Increase Retail Prices Next Year	24
Figure 2.3: Revenue of Non-Luxury Clothes in The United States & China are Projected to Increase By 2021, Whereas They Won't in Europe Before 2022	26
Figure 4.1: Confirmatory Factor Analysis	46
Figure 4.2: Hypothesis Test	50

ABBREVIATIONS

SEM	:	Structural Equational Modeling
CSR	:	Corporate Social Responsibility
GDP	:	Gross Domestic Product
EFA	:	Exploratory Factor Analysis



1. INTRODUCTION

Among them is the fashion sector of the greatest consumer sectors, with significant economic, environmental and social, implications. According to Greenpeace (2017), 1.8 trillion dollars in 2015 as opposed to one trillion dollars in 2002, the sales of clothing have increased dramatically resulting in excessive consumption. The Pulse Score (2018) provides a comprehensive assessment of the apparel industry's sustainability performance. It reveals that the fashion industry's score in 2018 is 38 out of 100, indicating small increases compared to 2017. These improvements can be attributed to advances in resource efficiency within the supply chain. However, the fashion sector is responsible for some of the most significant levels of pollution and environmental and social impact worldwide. In the age of rapid consumption and instant gratification, firms have adopted business methods that prioritize short-term client demands for inexpensive and readily available products, often at the expense of sustainability.

The study aims to evaluate in what the consumers in Iraq perceive sustainability mainly in the clothing industry. The model for this study has been meticulously chosen. The author Hume's research highlights that young individuals are crucial players in sustainability matters, with the requisite knowledge and awareness. Furthermore, it is presumed that young individuals who are engaged in academic pursuits possess a broader range of resources, enabling them to acquire a superior understanding and consciousness regarding sustainability. Consequently, the focus of this study is students enrolled in Iraqi Universities.

Nowadays, sustainability has become more popular as a critical concern in various industries, including the fashion industry. The manufacturing and consumption of clothing have substantial effects on the environment and society, from resource depletion and pollution to worker exploitation and waste generation. So, it is clear that there is an increasing demand for ecologically friendly apparel, which aims to minimize these negative effects and promote ethical practices throughout the supply chain. Customer awareness plays a critical role in driving the demand and adoption of sustainable clothing.

The level of awareness, understanding, and information consumers possess regarding sustainable practices and products can influence their purchasing decisions and behaviours. Therefore, exploring the effect of customer awareness on sustainability, particularly in the

context of sustainable clothing, is essential for understanding how to promote and achieve more sustainable consumption patterns.

- a. The review will likely focus on looking at the effects of consumer knowledge on sustainability and sustainable clothing. To accomplish this goal, the following goals will be addressed:
- b. To assess the existing situation of consumer knowledge regarding sustainability and eco-friendly apparel.
- c. To examine the elements impacting customer knowledge and awareness of sustainable clothing.
- d. To investigate how consumer awareness and environmentally friendly apparel buying practices relate to one another.
- e. To assess the potential barriers and challenges faced by consumers in adopting sustainable clothing practices.
- f. The given research questions will be addressed in the investigation and accomplish the previously mentioned goals:
- g. What is the level of consumer knowledge and awareness regarding sustainability and sustainable clothing?
- h. What factors influence consumer knowledge and awareness of sustainable clothing?
- i. How does consumer knowledge impact purchasing behaviors related to sustainable clothing?
- j. What are the barriers and challenges faced by consumers in adopting sustainable clothing practices?

This study is very important to several parties, including consumers, businesses, policymakers, and researchers. Recognizing the effects of consumer knowledge on sustainability and sustainable clothing can help businesses develop more effective marketing strategies, educational campaigns, and product offerings to promote sustainable choices. The results can be used by policymakers to create rules and guidelines that encourage

environmentally friendly business practices in the fashion sector. Additionally, consumers will benefit from increased knowledge about sustainable clothing, enabling them to make informed choices that support their beliefs and make a contribution to a more sustainable future. These findings can guide policymakers in crafting regulations incentivizing sustainable practices, and fostering a regulatory environment conducive to eco-friendly fashion initiatives.

This study will focus primarily on consumer knowledge and its impact on sustainability and sustainable clothing. The research will involve a comprehensive review of existing literature, surveys, and interviews with consumers to gather data on their knowledge, attitudes, and behaviors related to sustainable clothing. Nevertheless, it is essential to note that this study may have limitations, including the sample size, geographical location, and generalizability of findings. Nevertheless, the insights gained from this study will support the current body of knowledge on sustainability and consumer behavior.

The thesis is divided into five parts. In this first chapter, the research topic will be initiated along with the rationale for the study, its aim and objectives, study questions, and the importance of the research. Chapter Two is a more detailed investigation of references on slow fashion, sustainability, fast fashion, consumer knowledge, and sustainable clothing. Chapter 3 testifies about the techniques used in data collection and analysis such as the service plan, information social affairs, and information investigation strategies. In the fourth chapter, the study follows up with the results obtained and gets regression analysis concerned with the research well. In the end, Chapter Five sums up what we have discussed; then, provides the implications of this work and possible recommendations for future research, thus the thesis comes to an end.

Overall, the motive for this study is to propel information on what buyer information means for manageability and the adoption of sustainable clothing, eventually opening the door to more sustainable consumption procedures in the fashion sector. For instance, if consumers understand the environmental impact of traditional cotton farming versus organic cotton farming, they may be more inclined to purchase clothing made from sustainable materials like organic cotton.

2. LITERATURE REVIEW

Commitment can be distinct as the persistent and enduring activity that involves rejecting other alternative actions (Becker, 1960). As customers become more aware of sustainability challenges, they are becoming increasingly knowledgeable about selecting products and services that align with their environment-friendly behaviors (Cerri et al., 2018). Consumers are anticipated to regularly select products that endorse sustainability when provided with accurate information. Elmualim et al. (2010) argued that in addition to their economic goals, organizations must also prioritize maintaining their existence. They noted that there has been a considerable rise in awareness of sustainability, which has resulted in a greater dedication to adopting sustainable practices. Abidin and Pasquire (2007) emphasize the significance of firms incorporating sustainability problems to foster more engagement at the organizational level and facilitate communication with customers.

Abramovich and Loria (2015) in their qualitative research have demonstrated that the rise in environmental awareness enables individuals to exhibit more dedication. Furthermore, when consumers become more educated, they also develop their stance on sustainability. Dascher et al. (2014) have demonstrated that those sentiments are important factors influencing customer behavior. Research carried out by Singh et al. (2007) reveals that eco-tourists develop favorable attitudes towards sustainable tourism, which enables them to actively participate in conservation and advocacy initiatives to demonstrate their dedication to sustainability. This dedication to sustainability extends beyond individual actions, fostering a collective commitment to preserving natural environments and supporting sustainable tourism practices for future generations to enjoy.

2.1 SUSTAINABILITY

The media is heavily focused on the global scene of clothing. The style of the fashion industry sector contributes 2% of global GDP and is estimated to be worth \$3 trillion (Fashion United, 2018), but rather than applauding it, a life-threatening focus has transported attention to the variability of challenges with the manner of sustainability. Burberry's practice of burning unwanted apparel or movies like the BBC's "Fashion's Dirty Secrets" are just two examples of how the destructive social effects of the global fashion industry have been brought to light, challenging traditional fashion consumption and manufacturing

methods. Sustainable fashion, a general word that refers to light to these problems, apparel as well as approaches that are kinder to individuals and/or the surroundings have grown. Slow fashion, ethical fashion, and eco-fashion are a few examples of activities that highlight different approaches to the fashion sector and challenge the remainder of the sector by claiming "fast fashion needs to slow down" (Dory, 2018). Regardless of a few striking progressions (Fletcher, 2008; Henninger et al., 2016), instructional writing has been delayed to characterize and conceptualize Manageable design, but the practical climate for Sustainable fashion is rapidly changing thanks to a surge in consumer-facing grading and measuring systems, apparel exchanges, civil society groups, and start-up accelerators.

According to Burrell and Morgan (1979), the literature on sustainable fashion may be separated into two primary groups: radical transformation and pragmatic change. Building on the definition of pragmatic consumption provided by Doherty et al. (2013), pragmatic change refers to the expansion of sustainable fashion impact through the utilization of ordinary retail and advertising techniques. Pragmatic change techniques work inside the framework to uplift partners to "do better" by utilizing the dominant social paradigm and common language regarding consumption and production (Prothero et al., 2010; McDonagh and Prothero, 2015). Even though People Tree and Patagonia have very different objectives from their non-sustainable competitors, both use e-commerce, and advertising, in addition to internet advertising. In contrast, nonetheless, radical change refers to more transformative behaviors that operate independently of, or in opposition to, the framework and prevailing consumerist culture (Doherty et al., 2013). Against commercialization, the advancement of novel plans of action, and the interest in individuals (for instance, through garment repair workshops) are some examples.

In recent years many consumers and businesses started to pay attention to sustainability because of the growing social and environmental problems brought on by consumption behavior, sustainability is not a new concept, it appeared in 1972 at the United Nations conference 1972 (Purvis et al., 2019). Sustainability as a concept can have many meanings depending on the way used (Henninger et al., 2016). For instance, it can be defined as any activity that is present but not causing any damage to the environment (Joy et al., 2012). The Cambridge Word reference characterizes manageability as "the idea that goods and services should be produced in ways that do not use resources that cannot be replaced and that do not

harm the environment" (Cambridge Dictionary, 2022). Nevertheless, the Brundtland Report, the World Commission report on Progress argues that in 1987, one of the most usually recognized terms of progress is that "Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland 1987, 24).

As reported by Seidman (2007), he detailed that "Sustainability is about much more than our relationship with the environment: it is about our relationship with ourselves, our communities, and our institutions." By looking at the main aspects of society which are social, economic, and environmental. The sustainable development can be more explained (Purvis *et al.*, 2019). Social sustainability aims to get rid of poverty and improve the economy while protecting the environment at the same time. Economic sustainability is about saving resources while keeping long-term growth. Finally, environmental sustainability by using renewable energy, reducing the amount of waste, and saving natural resources (Basiago, 1998). Sustainable development will occur when the three components of societal aspects meet.

Oral (2019) claims that Turkey is having trouble paying the price of economic expansion, which is accomplished through producing cotton and apparel. This increase has a significant influence on human rights, the environment, and other legal and environmental challenges, such as informal workshops, unregistered employment, and other difficulties.

2.2 CLOTHING INDUSTRY

The fashion sector is one of the greatest in the history of mankind. It employs more than 300 million people and contributes \$2.4 trillion to global manufacturing. As a result, the industry is to blame for up to 10% of pollution and uses around 215 trillion gallons of water a year. Turkey is observed as one of the most important participants in the manner business thanks to its high-quality and diverse apparel production. Europe is the primary market for Turkish clothes, with Germany taking the top spot. According to the Turkish Ministry of Trade, the overall export value of clothes was 18.3 billion US dollars in 2021. The notions of slow fashion, rapid fashion, and sustainable fashion should be split into separate categories to better comprehend the clothing business.

According to Euratex, the EU's material and garments area employed over 1.7 million people in 2017 through 176,400 businesses (mainly SMEs), which generated €181 billion in revenue. Although losing nearly fifty percent of its employees between 1998 and 2009 plus witnessing a 28% decline in employee turnover, the chemical sector nonetheless made up 5% of the workforce and more than 2 percent of the revenue created in all of Europe's production in 2015.

The decline in the European textile sector was a result of the WTO (World Trade Organization's) material amounts, which were staged down beginning during the 1990s and finished in 2005. Because of this material exchange progression, the portion of imported garments in European dress utilization expanded from 33% in 2004 to 87% in 2012. The present global value chains for textile and garment production are among the most complicated because most commodities are produced outside of the EU, frequently in nations with weaker labor and regulations about the environment, and sold on the marketplace of the EU. China, the Republic of Bangladesh, Turkey, India, Indonesia, the Kingdom of Cambodia, and Syria were the top exporters to the EU in 2015, according to the European Commission. However, after China, the EU emerged as the world's second-largest exporter in 2017, according to Euratex. when its textile and apparel sector shipped items valued at €48 billion. In the same year, non-EU countries supplied the EU with textile imports valued at €112 billion.

Based on the analysis of various scenarios within the major consumer markets of the fashion industry, it is widely anticipated that the year 2022 will exhibit a significant expansion. Nevertheless, it is important to acknowledge that there will be disparities among nations, which can be attributed to the capricious characteristics of viral epidemics and disparities in financial and medical treatments. According to an analysis conducted by McKinsey, it is anticipated that the United States will experience a year-on-year Gross Domestic Product growth ranging from 3 to 3.2 percent in the year 2022. China's economy successfully recovered its Gross Domestic Item levels from the second to last quarter of 2019 by the finish of the main quarter of 2020. Nonetheless, it is guessed that the economy will keep on filling in the forthcoming year, with an extended year-on-year development rate going somewhere in the range of 6.3 and 8.2 percent in 2022. The extended year-on-year Gross domestic product development rate for the Eurozone is assessed to be roughly 5.3 percent. In

Germany, it is projected that there will be a GDP growth rate ranging from 5 to 5.3 percent, which is influenced by the increasing number of infections and the acceleration of inflation until the middle of 2021. Despite the significant number of Covid-related fatalities and the profound economic deceleration, the United Kingdom's prospects appear more promising, as indicated by a projected growth rate ranging from 7.2 to 7.4 percent in the year 2022.

In addition to fiscal and healthcare measures, the influence of consumer sentiment will be significant in shaping the pace at which individuals revert to their pre-pandemic social and occupational routines. The implementation of spending limitations by consumers amidst the COVID-19 lockdowns, in conjunction with the provision of stimulus payments, resulted in an increase in savings across significant consumer sectors, notably observed in the United States.

In 2020, the saving rates in the US were twice as high as those recorded in 2019. The forthcoming year is expected to witness a rise in optimism, particularly among younger and more affluent consumers. These demographics will continue to be important in driving expenditure within the fashion industry, with a particular focus on luxury products. The surge in expenditure observed in China during the period known as "revenge shopping" in 2020, characterized by the lifting of lockdown measures and the restoration of consumer confidence, is anticipated to manifest in similar patterns within other fashion markets as they undergo recovery. According to an analysis conducted by McKinsey, it is anticipated that Throughout the USA in addition to the UK, there will be an increase in spending following the commencement of 2022.

Due to a combination of various factors, the McKinsey Fashion Scenarios predict a near-complete restoration of trade levels in Europe, the US, and China to their pre-pandemic state by 2022. Notably, China is expected to experience an additional rise in domestic luxury spending. Globally, the budgetary response to the epidemic is now three times larger than that of the worldwide monetary emergency of 2008, with the G20 countries alone having spent more than \$10 trillion in total.

The global economy is experiencing significant outperformance in the 23rd period. On a global scale, the aforementioned circumstances indicate the potential for growth in total sales within the fashion industry, surpassing the levels observed in 2019. This growth is estimated

to range between 3 to 8 percent in the year 2022. Furthermore, the luxury segment of the industry is projected to experience a substantial surge, with sales expected to increase by 15 to 25 percent compared to the levels observed in 2019.

Nevertheless, the likelihood of COVID-19 is present in lesser- or middle-income nations with lower rates of vaccinations transitioning into an endemic state, leading to recurring surges of the virus and subsequent deceleration in economic progress. Furthermore, the Delta variant, which exhibits a heightened transmissibility, has expedited the dissemination of COVID-19 within certain nations.

Its notable resistance to vaccines has impeded the trajectory of recovery. In India, the rapid spread of the variant during the initial months of 2021 resulted in a significant decline in consumer sentiment and caused disruptions in the logistic chain of the fashion sector. Although urban areas have experienced a resurgence in spending, particularly with the country's Gross domestic product projected to develop by around 8% in 2022 as expressed by McKinsey, the effects of continued factory closures have had a lasting impact on supply chains (Charu Milind et al., 2021).

Growth projections in various regions exhibit disparities and are susceptible to volatile fluctuations. According to McKinsey's projections, Latin America is expected to witness a range of 2 to 5 %GDP falling in Mexico during 2022, which can be ascribed to the development direction of the United States budget. Conversely, Brazil is anticipated to undergo a comparatively decreased rate of expansion of 1.5 to 3 percent.

In the Intermediate East region, there is an anticipated acceleration in economic expansion, primarily attributed to the relaxation of travel constraints and a rise in oil production. In the African context, the current situation presents a varied outlook, contingent upon the effective distribution of vaccines and the potential intensity of future waves of the Coronavirus pandemic. In the Nigerian context, the economic prospects for the year 2022 appear to be less optimistic, as growth is projected to range between 2 to 4.5 percent. This forecast takes into account the impact of a subsequent surge in the Delta variant during the preceding year of 2021.

Considering the diverse global landscape, it is highly probable that there will be notable disparities in the patterns of recovery across consumer markets and sourcing nations, which

hold a pivotal position in the supply chains of fashion companies. Furthermore, the current state of affairs remains unpredictable due to the ongoing COVID-19 pandemic's effects on the worldwide economic landscape. The convergence of these factors, along with the inflationary consequences resulting from further disruptions in the supply chain such as consolidations in the shipping industry, shortages in global labor, enduring regulatory modifications, and an emerging energy crisis, implies that substantial and unforeseeable obstacles will persist in the upcoming years (Suen, 2021).

Moreover, considering the inherent uncertainty in the supply chain, fashion brands should re-evaluate the risks associated with their dependence on each manufacturing hub in their sourcing network. This evaluation should take into account the necessity of supply chain resilience in conjunction with the potential higher costs of sourcing from alternative and varied locations. Regardless, brands must contemplate strategies to improve their networks of logistics and supply chains. By placing a renewed emphasis on adaptability, durability, openness, and financial administration, brands can effectively address fluctuations in consumer demand across various markets. By strategically anticipating an uneven recovery and effectively distributing resources, participants in the fashion industry are more inclined to attain a more seamless upward growth trajectory in the year 2022 and subsequent periods.

According to Jefferies (2021), an investment bank, the ultra-wealthy VIP consumers in the luxury sector, who are most likely to be affected by any explicit measures aimed at reducing perceived extravagance, are individuals who spend over €100,000 (\$117,000) annually on indulgence goods. The estimated size of this cohort is approximately 110,000 individuals, representing 25% of the overall expenditure in China.

While this constitutes a substantial segment of the market for luxury goods, it does not serve as the primary catalyst for luxury expenditure in China. Conversely, the demographic in question pertains to the middle and upper-middle socioeconomic classes, a segment that experienced a notable growth of 350 percent from 2009 to 2020. This demographic's expanding presence signifies a substantial shift towards sustainability within affluent segments, indicating a growing awareness and prioritization of eco-conscious consumption practices among middle to upper-middle socioeconomic classes.

According to certain analysts, there is an argument that promoting an "olive-shaped" economy in China, which aims to reduce economic disparities at both ends and foster growth in the middle, could potentially have a positive impact on luxury sales in the future. However, according to analysts, the year 2022 is considered a crucial period for luxury brands in the context of future policymaking. Certain individuals may perceive the potential for altering marketing strategies, distribution methods, and product development processes to cater to customers who are less inclined to openly display their fortune or favor a more inconspicuous and unnoticeable experience.

2.2.1 Slow Fashion

The slow fashion trend is an approach to clothing production that takes into account the demands of a variety of stakeholders involved in the clothing-making process, as well as the impacts of creation on buyers, laborers, and the climate (Joy et al., 2012). The beginning of the sluggish fashion trend can be seen as a reaction to fast fashion (Fletcher, 2010). The main aim of slow fashion is to make consumers rethink by asking how the product is created and how this information will make different prospects for the consumer, this will lead to socially responsible actions (Alpat 2013). In contrast to fast fashion, slow fashion places a greater importance on quality rather than quantity, using materials that are friendly to the environment and old crafting techniques.

According to Clark (2008), the three main goals of slow fashion are transparent production procedures, the importance of regional resources and distributed economies, and making goods that are both enduring and perceptual. The huge scope, and rushed models that are presently the business standard are opposed by this trend. Slow fashion, similarly, urges clients to revisit an older way of life and become more active in the selection process. Pookulangara and Shephard depicted a sluggish style process that included plan, manufacture, and utilization stages (2013). Slow fashion places quality emphasis on all aspects of design, including corporate strategy, environment, and workplace (Fletcher, 2010).

Customers put their faith in the integrity of the products when they know where the items are coming from. Customers appreciate the product more by learning more about the manufacturing process (Wanders, 2009).

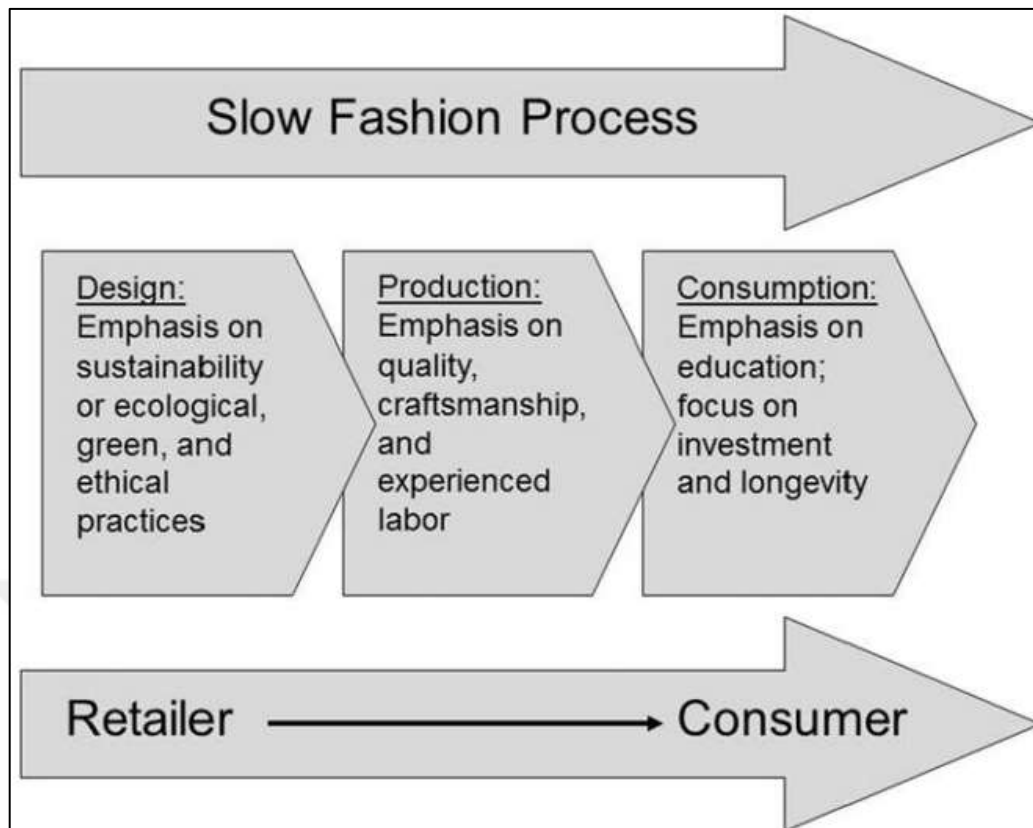


Figure 2.1: The Slow Fashion Processes (Pookulangara & Shephard, 2013).

Slow fashion is becoming more and more popular, almost encouraging local design and manufacturing. For the client, a more transparent supply chain and less environmental impact are the outcomes of local design and manufacture. Because various goods are offered in various places, localism also contributes to the creation of a less homogenous society.

Although there hasn't been much study on slow fashion buyers, it's safe to presume that they are perceived as being different from fast fashion buyers in certain aspects. Consumers of slow fashion, according to relevant studies, make buys that match their closet. Since slow style depends on the ageless and unequalled quality, buyers will consider how their new buys will complement their existing items and add to their wardrobe (Pookulangara & Shephard, 2013). Compared to quick fashion customers, who prioritize quantity over quality, slow design purchasers are bound to stress fit, quality, and venture (Watson and Yan, 2013). As indicated by Pookulangara and Shephard's (2013) study, youthful shoppers who put a high worth on appearance considered that unless they were trying to reduce their expenditures due to difficult circumstances, a sluggish design way of life was more appealing to their

folks' age'. The survey results revealed to the researchers that young consumers believed they lacked the knowledge necessary to make an informed decision on slow fashion.

2.2.2 Fast Fashion

Customers have minimal regret about their purchases and the ensuing removal of these things because of the fast turnover (Delight et al., 2012). Lack of connection to the designer or the production process can lead to dissatisfaction, which is then followed by frustration while apparel is disposed of because individuals become burnt out on it, or it becomes unfashionable (Fletcher, 2008). Quick design is defined by Fletcher (2008) as "a combination of high-speed production-tracking sales with electronic tills, and just-in-time manufacturing that now makes it possible to turn a design sketch or a sample into a final product in as little as three weeks". The speed, volume, plus consumerism characterize the rapid fashion business's model, much like it does for the fast-food industry.

Fast is a business strategy used to boost production and profitability in the food and fashion industries alike (Fletcher, 2010). Since these items are simply intended to get through 10 washes, "quick" likewise insinuates the pace of removal (Euphoria et al., 2012).

To maintain very low sticker costs for quick-style items, planners center around making these in-vogue things and give less attention to the fabric's quality or the garment's structure. Because of the short turnover, buyers don't frequently regret their purchases or subsequent removal of these things (Bliss et al., 2012). There is no collaboration with the maker or the piece of clothing-making process, which causes disappointment and then further disappointment when clothing is discarded once consumers tire of the item, or it goes out of style (Fletcher, 2008).

The term "pleasure-seeking hedonists" is used by the majority of the authors to refer to fast fashion consumers who value owning "on-trend" items more cheaply than they do environmental health (Crane, 2010; Morgan & Birtwistle, 2009). According to research by Morgan and Birtwistle (2009), the greater part of youthful grown-up females buy clothing items within two weeks and greater than 75% do so every month. Young female consumers have a strong passion for fashion and spend their money when needed often making large purchases (Watson and Yan, 2013). A lot of youths expect to be able to buy items that are now relatively cheap (Morgan & Birtwistle, 2009).

It is important to remember that finding more ecologically friendly clothing may be difficult. For instance, fast fashion customers are not aware of where to find environmentally friendly items, and they might not consider this problem serious enough to direct the necessary exploration (Cowan and Kinley, 2014; Kollmuss and Agyeman, 2002). Consumers in this sector may also lack the expertise to regard this as a problem. Environmentally responsible behavior might also be discouraged by institutional problems like a lack of infrastructure. Furthermore, Kollmuss and Agyeman (2002) demonstrated how economic variables have a substantial influence on consumers' decisions and how little is known about both their intentions to make sustainable purchases and their actual buying patterns. Because customers are not burdened by externalized disposal costs, the rapid fashion business model has partially survived (Cooper, 2005). Customers experience the environmental expenses associated with externalized expenditures and the exhaustion of normal assets because of production network requests in a roundabout way as opposed to straightforwardly (Fletcher, 2010).

Although fast fashion has gained popularity among young customers, (Kim et al., 2012) showed that certain consumers would refrain from purchasing products from the fast fashion industry due to its negative environmental effects and inferior quality. For those customers, the slow fashion business model offers options.

Fast fashion is the dominant actor in the fashion industry and the reason behind the growth of the fashion industry (Pookulangara & Shephard, 2013). The reason behind the growth of fast fashion is not creating clothing all around the year instead of seasonally so the products will have a short life cycle (Joy et al., 2012). One of the fast fashion brands is Zara the biggest retailer they renew clothing in their stores weekly, other fast fashion retailers are H&M and Forever, these are just examples in the sector, and there are several additional quick fashion firms. Economic growth is the main goal of fast fashion it is achieved by reducing production costs and producing large amounts of clothing (Fletcher 2010).

According to Joy et al., (2012) to keep the price of products low by manufacturing low-cost labor, and materials and not caring about the environmental harm caused by these business practices, keep the price of fast fashion products cheap, designers place more emphasis on how these items look than they do on the fabric or construction quality. This emphasis on appearance over quality perpetuates unsustainable production practices.

2.2.3 Sustainable Fashion

The lack of a recognized standard regarding environmentally friendly clothing makes it challenging to define the term (Landlady & Davis, 2016). Heinz and colleagues (2020) emphasize that fashion that is environmentally friendly both open supply chains and the use of eco-friendly materials in the manufacture of garments. Eco-fashion is another name for sustainable fashion, according to Cervellon et al., (2010). The writers also use the expression "feasible style" to allude to different ideas that are utilized reciprocally in the business, including "moral," "natural," "green," "reused," and "utilized" design. As per Clark's (2008) meaning of slow design, all parts of the biological system know about the adverse consequence that attire creation has on our current circumstances as well as delivering clothing more leisurely than fast style. The sustainability of a fashion product can be significantly impacted by other consuming factors, such as consumption, recycling, and disposal, in addition to the sustainable fashion production and supply chain elements (Cervellon et al., 2010).

Sustainable fashion, in recent years many consumers and business owners started to pay more attention to sustainable fashion events though there is no specific definition for sustainable fashion (Lundblad & Davies, 2016). Despite consumer awareness of sustainable fashion still, there is lack of information about it, consumers take only the sources and production practices without paying attention to the social aspect (Henninger et al., 2016). Furthermore, Niinimäki (2013) said that sustainable fashion should take into account all the aspects of a product's life cycle starting from design and ending with disposing of them. However, classifying fashion as sustainable is possible after taking into account social, economic, and environmental sustainability (Harris et al., 2016).

By purchasing used or second-hand, apparel Consumers could adopt more environmentally friendly purchasing habits in addition to purchasing new, sustainably made apparel. The typical lifespan of clothing might be extended by three months, which would minimize the environmental effects of garbage and water by 10% (Wrap, 2012). Consumers opt to buy used clothing due to the emotional value it generates, but the primary danger they believe might them to choose not to buy used products is the worry that the item is unhygienic, according to Kim et al. (2012). Also, Younger generations are more likely to prefer buying used clothing, according to Norum and Norton (2017), although they note that this may be

related to having a poor income and is frequently associated with a stigma of inferiority. Moreover, second-hand clothing can be used to advance one's financial interests, for instance, by acquiring pricey or luxuriant clothing at a discount because such purchases are considered investments (Ramkumar et al., 2021).

Compared to the value obtained only by buying sustainable fashion items, people who buy garments can profit from a larger compounding value from things including product attributes, perceived style or appearance, quality, and cost (Beard, 2008). According to Joergens (2006), consumers would be willing to forgo a purchase of an attractive fashion clothes item that is not thought to be sustainable if they find the appearance or style of a sustainable clothing item to be undesirable. Furthermore, according to Joergens (2006), The cost difference between environmentally friendly and non-eco-friendly apparel also influences a customer's purchasing choice.

Four principles should be taken into account to understand whether fashion is sustainable or not, firstly one, using environmentally friendly materials in production like recycled or organic ones, that have a long-life cycle. The second principle there should not be any child labor in the production process. Thirdly, respecting human rights, and taking into account ethical and social conditions during the production process. Finally, having a good relationship with all stakeholders engaged (Henninger et al., 2017).

2.3 MOVEMENT TOWARD SUSTAINABLE FASHION

In 2013, the Bangladeshi garment factory in Dhaka collapsed, raising consumer interest in sustainability in the fashion sector. It is regarded as the largest public outcry for enhanced accountability and CSR standards among garment firms with over 1,000 lives lost and over 2,000 deaths (Henninger et al., 2017). Sustainability has been elevated to the top of the priority list for fashion retailers. Numerous retailers and apparel producers have included sustainable methods in their daily operations as a result of the importance of environmental preservation (Niinimäki, 2013).

A prime example is the well-known firm H&M, which, along with Primark, forever 21, Zara, and GAP, was once thought of near the greatest in the entire globe providers of fast-fashion clothes. H&M recently started a big step toward recognizing the fashion footprint of its products and reducing it by providing more options to encourage its clients to buy

environmentally friendly products, which is called the Conscious collection. The main focus of the Conscious line is on creating products using reclaimed materials and ecological components. However, fashion merchants, who are producing fewer clothes and using eco-friendly materials throughout their processes, are not solely to blame for the unexpected sustainability change in the industry. Customers make a significant contribution to the choice of sustainable fashion. There will always be a supply of quick fashion goods as long as there is a market for them (Joy et al., 2012).

Customers must start doing so so that they might now alter their shopping patterns and grow into more informed buyers. By purchasing more sustainable goods reducing the use of cheap clothing with familiar benefits investing in high-quality apparel and taking more care, consumers can change their behavior (Harris et al., 2016). Consumption of sustainable clothing would therefore decrease as a result of this new behaviour, placing tremendous pressure on clothing merchants to adjust to the new consumer needs and to more sustainable production techniques. However, it seems that consumer sentiments and real-world present behavior are at odds when it comes to environmentally friendly clothes. The main reason behind this is perceived behavioral control or any other barriers that prevent them from choosing sustainable fashion, one of the barriers is the social condition (McNeill & Moore, 2015),

Worrying about the performance of products (Harris et al., 2016), quality, style, and the desire for a new color or new model (Joy et al., 2012). Consumers' top issue when it comes to sustainable clothes is typically the cost. Recent studies show that many buyers say that sustainable designs are much more expensive than fast fashion (Lundblad & Davies, 2016; Henninger et al., 2016). This is because sustainable designs use organic materials, which are more expensive.

Even while there is a desire to buy, some consumers perceive this premium price as engaging in the consumption of sustainable products as a barrier preventing them from buying according to a study done by Henninger et al. (2016). Consumers do not view sustainable fashion as a fast fashion alternative because they do not see it perceived as "fashionable", in contrast to the designs of fast fashion (Henninger et al., 2016). Factors preventing consumers from being sustainable like "fashion ability," style, and self-expression often are more important for consumers than being ethical or environment friendly to express self-identity

(McNeill & Moore, 2015). Making this distinction between actual sustainable consumption habits and consumer attitudes and aspirations is crucial.

As a result, understanding sustainable consumption requires measuring the amount of client awareness of sustainability and environmental issues. The main goal of sustainable fashion is creating a system that can deal with social responsibility principles and environmentalism, many advantages can be gained through using a sustainable fashion system which are, firstly improving the relationship with consumers by creating environmental and social projects. Secondly, increasing brand popularity by improving social and environmental performance. Thirdly, adopting new technologies in the production chain will result in a cut in the cost of production. Finally, increasing the number of environmentally friendly brands will result in an improvement in the performance of environmental companies (Mangır 2016; Can and Ayvaz 2017). The purpose of the section that follows is to better understand the background of environmental sustainability and the impact and actions that should be taken to save natural resources and the future of future generations.

2.4 KNOWLEDGE OF SUSTAINABILITY

Knowledge can be classified into two different types which are objective and subjective, objective is about the real knowledge that an individual knows, while, subjective is about how much individuals think they know (Brucks, 1985). The level of awareness of an individual regarding a specific topic has an impact on the decision (Kaplan, 1991), this means people who are unaware of the environmental effects of the apparel sector are less likely to buy sustainable clothing.

According to research findings, individuals knowing environmental issues are more likely to choose sustainable clothing (Haron et al., 2005). Another one finds out that many people are ready to reconsider buying clothes after knowing the effects on the environment brought about by the process of creating fast fashion (Morgan & Birtwistle, 2009). This shows that people are motivated to purchase sustainable clothes if they have enough about sustainability and its benefits for the environment. It's thought that sustainable fashion is a novel idea but sustainability in general is not a new concept, making the connection between these two concepts is important which is sustainable of the fashion industry's impact on the environment and encouraging people toward sustainable consumption.

Understanding the holistic meaning of sustainability in the clothing industry is the main issue since people are not aware of the process of producing clothes most people relate sustainability to the environment only, thus taking steps toward educate and market the meaning of sustainability is important to make people aware of this issue (Hill & Lee, 2012).

2.5 SUSTAINABLE CONSUMPTION

Satisfying the requirements of present and future generations through sustainable consumption while considering economic, social, and environmental sustainability, according to the UN (United Nations, 2016). In 1992, at the Rio Earth Summit, the concept was introduced as a legal term. The environmental risk factors resulting from unsustainably, high consumption and production practices are discussed (Amaral Junior et al., 2019). Throughout history, the Joined Countries plays had a significant impact in bringing reasonable consumption into action. By stressing the need for better information and education about the environmental effects of consumer purchases, significant progress was made in 1985 toward the promotion of sustainable consumption among consumers. It represented progress in encouraging customers to engage in sustainable consumerism. In addition to encouraging consumers to make informed decisions about their consumption behavior (United Nations, 2016), individuals have placed a greater emphasis on sustainable consumption in recent years.

As stated by Niinimäki (2013), the system of industrial manufacturing and society's underlying economic values are both connected to this type of impulsive consumption. According to Kaufman (2010), consumer decisions are based on the following nine economic values: speed, status, cost, reliability, flexibility, efficiency, emotion, ease of use, and aesthetic appeal. Consumption that does not harm the environment is known as "sustainable consumption," and it is a wide notion that encompasses several facets of the cycle of consumer behavior.

For instance, it is relevant to all stages of a consumer's decision-making process, including pre-, during-, and following-purchase assessments of a good or service (Morgan & Birtwistle, 2009). This includes clothing "acquisition, storage, use, maintenance, and disposal" (Brookshire & Hodges, 2009). This means, that sustainable consumption is the cycle that begins when a consumer considers buying a product and ends when the product's

life span expires, or they no longer need it. As a consequence of this, it is essential, when researching sustainable consumption, to have an understanding of the behaviors of consumers throughout the various stages of use.

2.5.1 Recycle, Reduce, Reuse

According to Fletcher (2013), the best way to effectively reduce the quantity of trash generated by the textile and apparel sectors is to implement a waste management strategy that includes reducing, reusing, and recycling waste. Recycling is the act of giving previously used clothing a second opportunity to be worn; reusing means wearing an item of clothing more than once; reducing means buying clothes that are created in an ecologically responsible way; and purchasing less clothing implies doing so. Manufacturers will be able to increase the amount of time that clothing and materials can be worn before being thrown away through using these strategies.

As reported by Morgan & Birtwistle, (2009), the consumption stage of the consumer behavioral cycle, which is the final stage of the cycle, includes waste management as one of its components. It refers to how individuals get rid of old clothing, including whether consumers reduce, reuse, or recycle the clothing, and whether it is easily discarded so that space can be made for the newest fashion in the market.

Recycling is materials or in the case of clothing fabric which are created from used items or old clothes instead of throwing them away. Patagonia, a company that specializes in outdoor and sportswear, is famous for the high-quality recycled clothing that it produces by using old consumer waste. Recently, Patagonia has been promoting its Common Thread Program, by collecting used polyester clothing and recycling material using fiber-to-fiber recycling methods to create new products. According to Fletcher (2013), using recycled polyester instead has a considerable positive environmental impact and reduces CO₂ emissions by 71% and energy use by 76% throughout the production process.

The decrease in quality that results from using recycled materials is one of the most significant challenges that businesses face during this process (Henninger et al., 2017). There are two common forms of recycling which are commonly used are known as upcycling and downcycling (Niinimäki, 2013). Upcycling method in this case the value of the product will increase and will lead to a good product. The other one is downcycling method reduces the

value of finished goods, hence leading to result in a decrease in the general quality of the final product (Fletcher, 2013). Another way consumers can take steps to lessen their environmental effects is by reusing old clothing (Fletcher, 2013).

Reusing means rather than discarding used clothing that is still in good condition, but the consumer is not wearing, the consumer may wish to think about donating this clothing to friends and family members or a non-governmental organization. The report of the Environmental Protection Agency (EPA) shows that the amount of textile waste that was dumped in landfills increased from 6.28 million tons in 2000 to 11.3 million tons in 2018. In comparison to 1.3 million tons in 2000, the estimated recycled textiles in 2018 were only 2.5 million tons (EPA, 2019). This indicates that most clothing is not recycled or donated to others, but rather ends up in landfills.

Many consumers lack knowledge about Environmental harm brought about by manufacturing and dumping of old clothing, as well as the value of recycling old products (Morgan & Birtwistle, 2009). The average buyer discards 11 kilos of textile waste and purchases annually 26 kilos of textiles in Europe only (Manshoven et al., 2019).

The importance of educating consumers about the environmental advantages and consequences of their clothing activities like care, disposal, and recycling cannot be overstated. Although it has been demonstrated that recycling and recycled materials are better for the environment, these practices will not, on their own, result in such advancement in fashion sustainability because they do not affect the consumption and purchasing behaviors of consumers (Fletcher, 2013). Developing a sustainable fashion industry is important by changing consumption behavior, not just focusing on reusing and recycling which are also better than discarding (Fletcher, 2013).

2.6 THE CURRENT POSITION OF FASHION INDUSTRY

Executives within the global fashion industry exhibit a measured sense of optimism regarding the forthcoming year; however, a subset of these individuals are beginning to experience a waning of this positive outlook due to emerging and persistent challenges. Certain global markets are exhibiting signs of improvement following a period of approximately 18 to 20 months characterized by significant volatility resulting from the global pandemic. This phenomenon can be attributed to the increased adoption of e-

commerce platforms and the subsequent rise in consumer expenditure within domestic settings. Nevertheless, the fashion industry continues to face challenges in its growth trajectory due to issues such as supply chain bottlenecks and fluctuating consumer demand (McKinsey & Company, 2021)

In general, there is a projected acceleration in global fashion sales for the year 2022. This phenomenon can be attributed to the increasing optimism among consumers, who are anticipated to utilize their accumulated purchasing capacity to refresh their wardrobes, coinciding with the resumption of social activities in various significant global markets. Despite projections indicating a complete recovery of the premium industry by the last quarter of 2021, it was and won't happen before the start of 2022 that the clothing industry overall rebounds to its previous level. The speed at which events are progressing forward is currently faster than what doctors had predicted a month ago.

According to the findings of the apparel industry's BoF-McKinsey State for Trend 2022 Assessment leaders have identified "recovery," "challenging," and "changing" as the foremost terms to characterize the prevailing business landscape in the upcoming year. The term "recovery" was selected by a majority of 59 percent of fashion industry executives, while "challenging" was chosen by 50 percent, and "changing" by 42 percent. However, executives' concerns regarding market conditions characterized by uncertainty have diminished compared to the previous year, 2021. However, their current emphasis lies in fostering expansion within an altered market environment, notwithstanding the lingering ambiguity surrounding crisis recuperation and forthcoming fluctuations (McKinsey & Company, 2022).

It is anticipated that the fashion industry will encounter favorable impacts stemming from fundamental macroeconomic factors in the year 2022. The current state of the downward trend of consumer opinion continues to shift, particularly in emerging economies that are characterized by high rates of vaccination and increased levels of savings. Based on estimations, the savings in the United States during the initial quarter of 2021 exhibited an approximate increase of 3.1 times when compared to the corresponding period in 2019. Furthermore, a significant portion of 43% of consumers residing in the United States have indicated their intention to increase their spending on fashion during the calendar year 2021.

Their primary emphasis is on procuring apparel that is appropriate for professional commitments and significant occasions.

The occurrence of pent-up demand, often known as "revenge shopping," has already been observed within the luxury industry in China. It is expected that a comparable pattern will gather momentum within the broader design industry in the US at the beginning of 2022. Within the European context, there is a prevailing sentiment of prudent consumer confidence concerning the potential for economic recuperation. Based on a survey carried out in September 2021, it was found that around 25% of participants expressed a positive outlook regarding the economy's recovery before proportions before the outbreak by the conclusion of 2021. On the contrary, a significant majority exceeding 50% expressed the expectation that the recovery would transpire in the year 2022 or subsequent years. (Rich Mendez, 2021). This cautious optimism reflects a nuanced understanding of economic dynamics, with many anticipating a gradual rather than immediate rebound from the pandemic's impact.

As certain regions in the fashion industry experience a gradual improvement in conditions, notable figures within the sector are expressing a more positive outlook in comparison to the preceding year. A considerable percentage of executives in the luxury sector (75%), mid-market sector (61%), and value sector (50%) express expectations for enhanced trading conditions in the forthcoming year of 2022 in comparison to the preceding year of 2021. The present observations reveal a divergent pattern of mood when contrary to the last survey, which was carried out in 2020 and intended to gather sentiments regarding the year 2021. In particular, executives operating in the mid-market segment demonstrated the least amount of optimism, as only 22 percent of them projected an anticipation of enhanced trading conditions.

In contrast, executives in the value sector demonstrated the most optimistic outlook, as evidenced by 36 percent expressing anticipation of improved trading conditions. This was closely followed by luxury executives, with 31 percent expressing similar expectations. There exist various potential factors that may contribute to the heightened optimism observed among mid-market executives about the year 2022 as compared to 2021.

A conceivable rationale is that the entities that have endured and undergone restructuring within this particular market segment are foreseeing a resurgence after a prolonged phase of

subpar performance extending over several years. (McKinsey & Company, 2022). This optimism among mid-market executives may stem from their resilience and strategic adjustments amid challenging conditions. The prospect of recovery signals a shift from stagnation to growth, potentially driven by pent-up demand and improved operational efficiencies. Such transformations position them favorably for capitalizing on emerging opportunities and restoring profitability in the coming year.

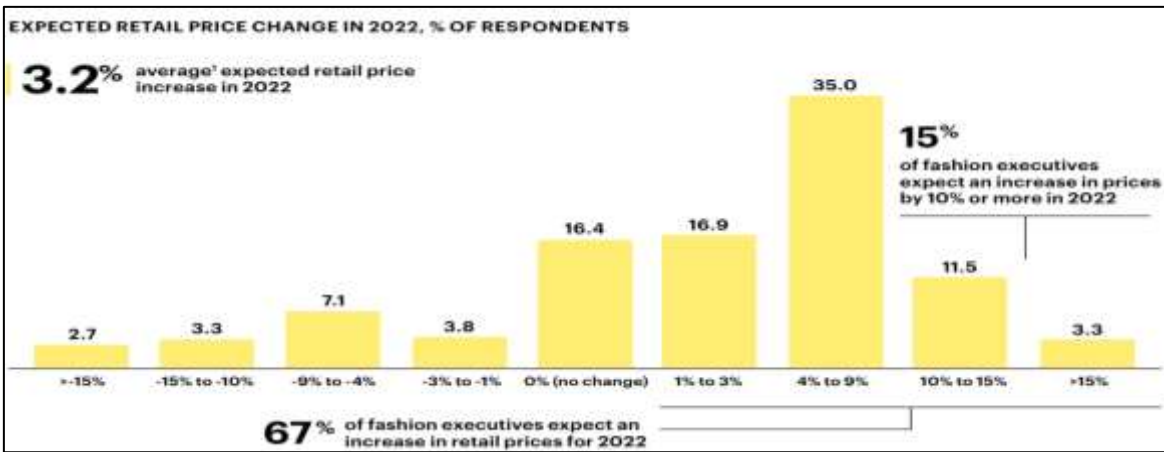


Figure 2.2: Supply Chain Pressures on Input Costs will Push Some Fashion Companies to Increase Retail Prices Next Year.

Source: Bof-Mckinsey State Of Fashion 2022 Survey.

Despite the anticipated slower recovery of sales in Europe to pre-pandemic levels, executives in this region exhibit a higher level of optimism regarding the upcoming year. This optimism can be attributed to various factors, including the relatively robust presence of European luxury brands in global markets. According to a survey conducted among executives based in Europe, a significant majority of 67 percent anticipate improved trading conditions in the year 2022 compared to the preceding year, 2021.

This is in contrast to the findings that indicate 57 percent of executives in North America experienced a surge in pent-up spending in 2021, and in Asia, since most significant business sectors have since gotten back to their deals levels past the spreading, it in the percentage stood at 52 percent. The executives based in Asia do not foresee any deterioration in trading conditions for the year 2022.

However, executives in Europe and North America exhibit a certain level of skepticism, with 8 percent and 9 percent respectively anticipating a decline in trading conditions. The sentiments expressed by individuals in aggregate are indicative of a potential easing of stimulus measures and the subsequent surge in consumer spending, which in turn highlights the need for prudence in the upcoming year due to the strain on supply chains and the difficulties associated with sustaining consistent economic growth (McKinsey & Company, 2022).

In the year 2022, various factors are concurrently operating to generate potential avenues for growth as well as potential hazards. These factors encompass emerging avenues for expansion, shifts in consumer behavioural patterns, and intricacies within the global economic landscape. Navigating the complexities of 2022 entails seizing growth opportunities, understanding consumer behaviour shifts, and adapting to the evolving global economic dynamics.

In 2022, executives anticipate that their business will be significantly influenced by various factors, including supply chain pressures, the increasing domestic luxury expenditure in light of limited traveling and an ongoing development of technology for communication. Evidently, 84% of executives who responded to the BoF-McKinsey survey highlighted disruption of the global chain of supply. These multifaceted influences underscore the critical importance for businesses to develop adaptive strategies, particularly in supply chain management, to effectively navigate the evolving landscape and maintain competitiveness amidst dynamic market conditions.

The expected impacts on businesses in 2022 encompass a wide spectrum, from supply chain challenges to shifting consumer behaviours. With restricted travel, domestic luxury spending is anticipated to rise, while advancements in communication technology continue to reshape consumer interactions and preferences. The overwhelming emphasis on the disruption of global supply chains underscores the critical need for adaptive strategies to mitigate risks and ensure operational resilience in the face of uncertainty. This underscores the necessity for resilient strategies amid uncertain supply chains.

In the landscape of 2022, businesses face a myriad of challenges, including supply chain disruptions and evolving consumer behaviours. With travel restrictions driving up domestic

luxury spending and technological advancements reshaping consumer interactions, the emphasis on adaptive strategies to ensure operational resilience amidst uncertain supply chains becomes paramount. Navigating these dynamics necessitates proactive measures to anticipate and address disruptions, ensuring sustained viability and responsiveness in an ever-evolving business environment. In response, businesses must continually innovate and adapt to meet changing demands, fostering resilience and agility in an increasingly complex marketplace.

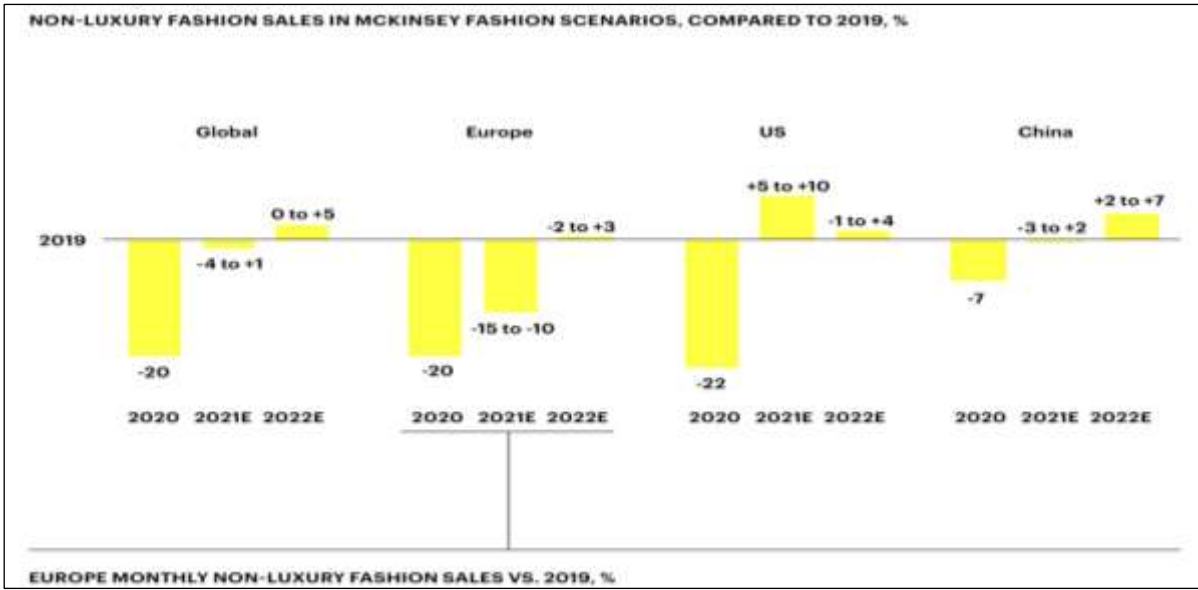


Figure 2.3: Revenue Of Non-Luxury Clothes In The United States & China Are Projected To Increase By 2021, Whereas They Won't In Europe Before 2022.

Source: Mckinsey Fashion Scenarios, Mckinsey Analysis, Expert Interviews.

It is anticipated the economic turbulence of the two prior years—which encompassed shortages of materials, gridlocked roads, and a sharp rise in freight expenses—will remain in the forthcoming year. The turbulence has been exacerbated by a spike in demand from consumers in certain geographic regions. Considering the current transformation and increasing difficulties faced by the logistics sector, it is imperative for executives to diligently focus on enhancing transparency and implementing effective control mechanisms within their supply chains in order to effectively cater to consumer demand. The persisting economic turbulence from the preceding years, marked by material shortages, congested transportation routes, and soaring freight costs, is expected to endure into the upcoming year.

This turbulence has been further intensified by heightened consumer demand in specific geographic regions, placing additional strain on already stretched supply chains. For instance, the epidemic of COVID-19 caused disturbances in manufacturing and shipping, resulting in delays and shortages of essential goods globally.

In response to these challenges, executives must prioritize enhancing transparency and implementing robust control mechanisms within their supply chains. For example, companies can invest in technologies like block chain to track a product's movement from manufacturing to delivery, ensuring transparency and accountability. Additionally, establishing strategic partnerships with reliable suppliers and optimizing inventory management systems can help mitigate the impact of disruptions. By proactively addressing these issues, companies can better meet consumer demand and maintain operational resilience in the face of ongoing economic uncertainty and logistical challenges.

Post the pandemic there is a big change According to (Haukkala et al., 2023) the need the threat of climate change has encouraged initiatives to lower emissions of greenhouse gases and the pandemic has highlighted the fragility of long-distance transportation. Customers are now more aware of the conditions in which clothing is manufactured thanks to these two considerations, working in parallel with the fact that business and industry have demonstrated the need for risk management at all levels.

The textile and apparel sector has demonstrated greater accountability, which includes taking responsibility for societal and environmental impacts, managing relationships with suppliers and consumers, managing concerns about social responsibility with workers in factories on the other side of global supply chains, and brand image.

3. METHODOLOGY AND DATA

To accomplish the goal of the review, quantitative exploration methodology will be employed. A survey was designed and disseminated to the target demographic, consisting of students in Iraq. The questionnaire was created using Google Forms and disseminated through various social media platforms.

The questionnaire was designed and disseminated in the English language and comprised seven sections. Part I included inquiries regarding the segment attributes of the members, like their age, orientation, and instructive level. Part II encompassed inquiries designed to assess respondents' level of understanding, knowledge, awareness, attitudes, purchasing behaviour, recycling practices, and overall commitment to sustainable fashion clothes and sustainability.

The questions were generated by analysing various concepts related to the topic through internet searches. They were compiled from a range of sources to ensure diversity and relevance. Some of the questions were adopted from (Evelyn, 2021; Osk, 2022). The analysis involved categorizing and structuring the questions based on their subject matter and complexity.

The research methodology incorporated both descriptive analysis and correlation tests to comprehensively explore the dataset. Descriptive analysis was first employed to unveil variable proportions and frequencies, providing a detailed overview of the data's main characteristics. Following this, correlation tests were conducted using the factual methods utilized for this examination, Variable Investigation, and Underlying Equational Displaying (SEM).

- a. **Factor Investigation:** It evaluates the connection between the noticed factors and their relationship to one another, as well as the element stacking of the scale's things (Byrne, 2012). Factor investigation is a factual strategy used to investigate the hidden design of a bunch of factors, determining the extent to which they contribute to common factors or dimensions.
- b. **Structural Equational Modeling (SEM):** which test a hypothesize hypothetical model, and how a way is characterized by factors and how these factors are quantitatively connected " (Schumacker and Lomax, 2010).

- c. The examination programming utilized for this exploration is IBM SPSS variant 27.
- d. To analyze our research question, we consider index variables associated with knowledge, awareness, attitude, purchasing behavior, willingness to pay more, and recycling by using their section in the questionnaire. we take the mean of the responses to each question in each section to obtain the index value for that section. Below, we give the formulas of the variable we use in our analysis:

Knowledge = (Section 1 (Q1+Q2+Q3) Section 2(Q1+Q2+Q3+Q4+Q5+Q6))/9

Awareness = Section 4 (Q1+Q2+Q3+Q4+Q5)/5

Attitude = Section 5 (Q1+Q2+Q3) /3

Purchasing behavior = Section 6 (Q1+Q2+Q3) /3

WTP = Section 6 (Q4+Q5+Q6) /3

Recycling = Section 7 (Q1+Q2+Q3+Q4)/4

3.1 RESEARCH OBJECTIVE

To examine the relationship between consumer knowledge, sustainability attitudes, purchasing behaviour, willingness to pay a premium, awareness, and engagement in sustainable clothing practices.

3.2 RESEARCH HYPOTHESES

- a. Consumer knowledge about sustainability positively influences their attitudes towards sustainable clothing.
- b. Consumer knowledge about sustainability positively influences their purchasing behaviour towards sustainable clothing.
- c. Consumer knowledge about sustainability positively influences their willingness to pay a premium for sustainable clothing.
- d. Consumer knowledge about sustainability positively influences their awareness about sustainable clothing.

- e. Consumer knowledge about sustainability positively influences their engagement in sustainable clothing practices, such as repair, recycling, and second-hand shopping.
- f. Consumer awareness about sustainability positively influences their purchasing behaviour towards sustainable clothing.
- g. Consumer attitude about sustainability positively influences their purchasing behaviour towards sustainable clothing.
- h. Consumer willingness to pay positively influences their purchasing behaviour towards sustainable clothing.
- i. Consumers' Recycling positively influences their purchasing behaviour towards sustainable clothing.

3.3 SAMPLE OF THE STUDY

A representative sample of consumers was selected from Iraq. questionnaire was shared online in the University of Tikrit. ensuring diversity Considering age, gender, and level of education, the participant size is (200) determined based on statistical power calculations to ensure sufficient statistical validity.

3.4 THE TECHNIQUE OF DATA ANALYSIS

Descriptive investigation was utilized to find out the variable proportions and frequencies. Correlation tests were performed to conclude the population from the number of participants, by using IBM SPSS version 27 to ease data processing. The findings were provided in the form of tables and figures.

3.5 DATA

In order to gain insight into the participants and their responses, a frequency analysis was conducted. This analysis provides a comprehensive instantaneous of the respondent's answers based on the regularity distribution of the collected data.

Table 3.1: Demographic Statistics Gender.

Gender			
	Frequency	Percent	Valid Percent
Male	131	65.5	65.5
Female	69	34.5	34.5
Total	200	100.0	100.0

The majority of the respondent to the survey are males (131) person, while the number of was females (69).

Table 3.2: Demographic Statistics Age.

Age			
	Frequency	Percent	Valid Percent
Less than 20 years old	12	6.0	6.0
21-30 years old	138	69.0	69.0
31-40 years old	35	17.5	17.5
More than 41 years old	15	7.5	7.5
Total	200	100.0	100.0

The aftereffects of the review showed that the largest number of samples aged between (21-30) followed by those whose age ranged between (31-40), then those whose age was more than (41) years old, then followed by those whose age was less than (20) years.

Table 3.3: Demographic Statistics Qualification.

Qualification			
	Frequency	Percent	Valid Percent
High School	14	7.0	7.0
Diploma	12	6.0	6.0
Bachelor's	148	74.0	74.0
Postgraduate	26	13.0	13.0
Total	200	100.0	100.0

It was found that the educational qualification of the sample is majority possessing a bachelor's degree (148), while it was followed by those who possess a master's degree (26), then followed by those who possess a secondary certificate (14), then followed by those who possess a diploma (12).

Table 3.4: Demographic Statistics Your Current Status.

Your current status			
	Frequency	Percent	Valid Percent
Studying	21	10.5	10.5
Working	160	81.0	81.0
Retired	19	9.5	9.5
Total	200	100.0	100.0

The aftereffects of the review showed that most of the example are working (128), followed by those who employed (32), then followed by students (21), then followed by the retired (19).

Table 3.5: Demographic Statistics How Often do You Visit the Clothing Store?.

How often do you visit the clothing store				
	Frequency	Percent	Valid Percent	Cumulative Percent
Weekly	26	13.0	13.0	13.0
Monthly	122	61.0	61.0	74.0
Yearly	16	8.0	8.0	82.0
When I need	36	18.0	18.0	100.0
Total	200	100.0	100.0	

The consequences of the study showed that the middle-of-the-road of the sample visit clothing stores on a monthly basis (122), while it was followed by those who visit stores whenever needed (36), then followed by those who go to stores on a weekly basis (26), then followed by those who visit stores on an annual basis (16).

Tables 3.6 to 3.9 present responses to 23 scale questions, covering a spectrum from 1 denoting strong disagreement to 5 indicating strong agreement. These questions likely delve into diverse facets of consumer attitudes, preferences, or behaviors. By examining these responses, researchers can gain profound insights into the subject matter of the study, such as shopping habits, perceptions, and perhaps even broader socio-economic trends influencing consumer decision-making processes.

Table 3.6: Questionnaire Scale Questions Answers.

Question	Scale	Frequency	Percent	Valid Percent	Cumulative Percent
The issue of climate change is important to me personally	1. Strongly disagree	3	1.5%	1.5%	1.5%
	2. Disagree	11	5.5%	5.5%	7.0%
	3. Neutral	10	5.0%	5.0%	12.0%
	4. Agree	111	55.5%	55.5%	67.5%
	5. Strongly Agree	65	32.5%	32.5%	100.0%
	Total	200	100.0%	100.0%	
I am actively trying to reduce my environmental footprint	1. Strongly disagree	2	1.0%	1.0%	1.0%
	2. Disagree	22	11.0%	11.0%	12.0%
	3. Neutral	35	17.5%	17.5%	29.5%
	4. Agree	112	56.0%	56.0%	85.5%
	5. Strongly Agree	29	14.5%	14.5%	100.0%
	Total	200	100.0%	100.0%	
I consider myself a green consumer	1. Strongly disagree	37	18.5%	18.5%	18.5%
	2. Disagree	111	55.5%	55.5%	74.0%
	3. Neutral	39	19.5%	19.5%	93.5%
	4. Agree	4	2.0%	2.0%	95.5%
	5. Strongly Agree	9	4.5%	4.5%	100.0%
	Total	200	100.0%	100.0%	
I am familiar with the term "fast fashion"	1. Strongly disagree	4	2.0%	2.0%	2.0%
	2. Disagree	12	6.0%	6.0%	8.0%
	3. Neutral	18	9.0%	9.0%	17.0%
	4. Agree	104	52.0%	52.0%	69.0%
	5. Strongly Agree	62	31.0%	31.0%	100.0%
	Total	200	100.0%	100.0%	
I am familiar with the term "slow fashion"	1. Strongly disagree	2	1.0%	1.0%	1.0%
	2. Disagree	17	8.5%	8.5%	9.5%
	3. Neutral	18	9.0%	9.0%	18.5%
	4. Agree	94	47.0%	47.0%	65.5%
	5. Strongly Agree	69	34.5%	34.5%	100.0%
	Total	200	100.0%	100.0%	
I am familiar with the term "sustainable fashion"	1. Strongly disagree	3	1.5%	1.5%	1.5%
	2. Disagree	25	12.5%	12.5%	14.0%
	3. Neutral	37	18.5%	18.5%	32.5%
	4. Agree	75	37.5%	37.5%	70.0%
	5. Strongly Agree	60	30.0%	30.0%	100.0%
	Total	200	100.0%	100.0%	

Table 3.6: Questionnaire Scale Questions Answers (Table Continued).

Question	Scale	Frequency	Percent	Valid Percent	Cumulative Percent
I understand the difference in quality between the clothing of fast fashion and slow fashion	1. Strongly disagree	4	2.0%	2.0%	2.0%
	2. Disagree	11	5.5%	5.5%	7.5%
	3. Neutral	12	6.0%	6.0%	13.5%
	4. Agree	93	46.5%	46.5%	60.0%
	5. Strongly Agree	80	40.0%	40.0%	100.0%
	Total	200	100.0%	100.0%	
I am aware of the environmental impacts of fast fashion	1. Strongly disagree	7	3.5%	3.5%	3.5%
	2. Disagree	24	12.0%	12.0%	15.5%
	3. Neutral	33	16.5%	16.5%	32.0%
	4. Agree	67	33.5%	33.5%	65.5%
	5. Strongly Agree	69	34.5%	34.5%	100.0%
	Total	200	100.0%	100.0%	
I am aware of the environmental Impacts of slow fashion	1. Strongly disagree	5	2.5%	2.5%	2.5%
	2. Disagree	15	7.5%	7.5%	10.0%
	3. Neutral	50	25.0%	25.0%	35.0%
	4. Agree	90	45.0%	45.0%	80.0%
	5. Strongly Agree	40	20.0%	20.0%	100.0%
	Total	200	100.0%	100.0%	
I am aware of the connection between sustainability and fashion	1. Strongly disagree	7	3.5%	3.5%	3.5%
	2. Disagree	15	7.5%	7.5%	11.0%
	3. Neutral	49	24.5%	24.5%	35.5%
	4. Agree	90	45.0%	45.0%	80.5%
	5. Strongly Agree	39	19.5%	19.5%	100.0%
	Total	200	100.0%	100.0%	
I am aware of the social issues caused by the fast fashion industry such as working conditions and ethical production	1. Strongly disagree	11	5.5%	5.5%	5.5%
	2. Disagree	30	15.0%	15.0%	20.5%
	3. Neutral	27	13.5%	13.5%	34.0%
	4. Agree	103	51.5%	51.5%	85.5%
	5. Strongly Agree	29	14.5%	14.5%	100.0%
	Total	200	100.0%	100.0%	
I am aware of the environmental impact of clothing production such as waste and pollution	1. Strongly disagree	4	2.0%	2.0%	2.0%
	2. Disagree	20	10.0%	10.0%	12.0%
	3. Neutral	26	13.0%	13.0%	25.0%
	4. Agree	96	48.0%	48.0%	73.0%
	5. Strongly Agree	54	27.0%	27.0%	100.0%
	Total	200	100.0%	100.0%	

Table 3.6: Questionnaire Scale Questions Answers (Table Continued).

Question	Scale	Frequency	Percent	Valid Percent	Cumulative Percent
I generally feel well informed of companies' environmental, social, and ethical practices	1. Strongly disagree	5	2.5%	2.5%	2.5%
	2. Disagree	24	12.0%	12.0%	14.5%
	3. Neutral	41	20.5%	20.5%	35.0%
	4. Agree	92	46.0%	46.0%	81.0%
	5. Strongly Agree	38	19.0%	19.0%	100.0%
	Total	200	100.0%	100.0%	
I generally find it difficult to find information on which brands follow sustainable standards	1. Strongly disagree	5	2.5%	2.5%	2.5%
	2. Disagree	18	9.0%	9.0%	11.5%
	3. Neutral	36	18.0%	18.0%	29.5%
	4. Agree	94	47.0%	47.0%	76.5%
	5. Strongly Agree	47	23.5%	23.5%	100.0%
	Total	200	100.0%	100.0%	
I generally have a positive attitude towards sustainable fashion	1. Strongly disagree	8	4.0%	4.0%	4.0%
	2. Disagree	25	12.5%	12.5%	16.5%
	3. Neutral	34	17.0%	17.0%	33.5%
	4. Agree	105	52.5%	52.5%	86.0%
	5. Strongly Agree	28	14.0%	14.0%	100.0%
	Total	200	100.0%	100.0%	
I am concerned with the environmental, social, and ethical impact of the fashion industry.	1. Strongly disagree	11	5.5%	5.5%	5.5%
	2. Disagree	32	16.0%	16.0%	21.5%
	3. Neutral	50	25.0%	25.0%	46.5%
	4. Agree	85	42.5%	42.5%	89.0%
	5. Strongly Agree	22	11.0%	11.0%	100.0%
	Total	200	100.0%	100.0%	
I believe that purchasing sustainable clothing has a positive impact on the environment	1. Strongly disagree	43	21.5%	21.5%	21.5%
	2. Disagree	102	51.0%	51.0%	72.5%
	3. Neutral	31	15.5%	15.5%	88.0%
	4. Agree	21	10.5%	10.5%	98.5%
	5. Strongly Agree	3	1.5%	1.5%	100.0%
	Total	200	100.0%	100.0%	
I think about the environmental impacts of clothing when I am shopping	1. Strongly disagree	7	3.5%	3.5%	3.5%
	2. Disagree	29	14.5%	14.5%	18.0%
	3. Neutral	57	28.5%	28.5%	46.5%
	4. Agree	80	40.0%	40.0%	86.5%
	5. Strongly Agree	27	13.5%	13.5%	100.0%
	Total	200	100.0%	100.0%	

Table 3.6: Questionnaire Scale Questions Answers (Table Continued).

Question	Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Have you switched from purchasing conventional clothing to sustainable clothing due to environmental or ethical concerns?	1. Strongly disagree	14	7%	7%	7%
	2. Disagree	33	16.5%	16.5%	23.5%
	3. Neutral	59	29.5%	29.5%	53.0%
	4. Agree	72	36%	36%	89%
	5. Strongly Agree	22	11 %	11%	100.0%
	Total	200	100.0%	100.0%	
How likely are you to recommend sustainable clothing brands to others based on your own purchasing experiences?	1. Strongly disagree	7	3.5%	3.5%	3.5%
	2. Disagree	34	17%	17%	20.5%
	3. Neutral	72	36%	36%	56.5%
	4. Agree	59	29.5%	29.5%	86.0%
	5. Strongly Agree	28	14.0%	14.0%	100.0%
	Total	200	100.0%	100.0%	
How would you consider your willingness to pay a higher price for sustainable fashion	1. Strongly disagree	15	7.5%	7.5%	7.5%
	2. Disagree	31	15.5%	15.5%	23.0%
	3. Neutral	36	18%	18%	41.0%
	4. Agree	80	40.0%	40.0%	81.0%
	5. Strongly Agree	38	19.0%	19.0%	100.0%
	Total	200	100.0%	100.0%	
I actively seek out information about a brand's sustainable practices before purchasing their clothing, even if it means paying a higher price?	1. Strongly disagree	24	12%	12%	12%
	2. Disagree	42	21.0%	21.0%	33.0%
	3. Neutral	54	27.0%	27.0%	60.0%
	4. Agree	50	25%	25%	85%
	5. Strongly Agree	30	15 %	15 %	100.0%
	Total	200	100.0%	100.0%	
I'm willing to pay a premium for sustainable clothing even if it means sacrificing other features such as trendy designs or fast fashion trends?	1. Strongly disagree	20	10.0%	10.0%	10.0%
	2. Disagree	38	19%	19%	29.0%
	3. Neutral	42	21%	21%	50.0%
	4. Agree	56	28.0%	28.0%	78.0%
	5. Strongly Agree	44	22.0%	22.0%	100.0%
	Total	200	100.0%	100.0%	
I am aware of the concept reduce, reuse, and recycle	1. Strongly disagree	7	3.5%	3.5%	3.5%
	2. Disagree	35	17.5%	17.5%	21.0%
	3. Neutral	71	35.5%	35.5%	56.5%
	4. Agree	59	29.5%	29.5%	86.0%
	5. Strongly Agree	28	14.0%	14.0%	100.0%
	Total	200	100.0%	100.0%	

Table 3.6: Questionnaire Scale Questions Answers (Table Continued).

Question	Scale	Frequency	Percent	Valid Percent	Cumulative Percent
I am aware of the environmental impact of recycling my old clothes	1. Strongly disagree	7	3.5%	3.5%	3.5%
	2. Disagree	29	14.5%	14.5%	18.0%
	3. Neutral	64	32.0%	32.0%	50.0%
	4. Agree	72	36.0%	36.0%	86.0%
	5. Strongly Agree	28	14.0%	14.0%	100.0%
	Total	200	100.0%	100.0%	
I repair old clothing instead of getting rid of them	1. Strongly disagree	9	4.5%	4.5%	4.5%
	2. Disagree	23	11.5%	11.5%	16.0%
	3. Neutral	65	32.5%	32.5%	48.5%
	4. Agree	70	35.0%	35.0%	83.5%
	5. Strongly Agree	33	16.5%	16.5%	100.0%
	Total	200	100.0%	100.0%	
On average, I use clothing only few times before dispose of it	1. Strongly disagree	3	1.5%	1.5%	1.5%
	2. Disagree	10	5.0%	5.0%	6.5%
	3. Neutral	11	5.5%	5.5%	12.0%
	4. Agree	111	55.5%	55.5%	67.5%
	5. Strongly Agree	65	32.5%	32.5%	100.0%
	Total	200	100.0%	100.0%	

The survey reflects a prevalent concern for environmental and ethical aspects within the fashion industry. Respondents exhibit substantial awareness and positive attitudes toward sustainability. Most participants express an understanding of terms like "fast fashion," "slow fashion," and "sustainable fashion," showcasing familiarity with these concepts. Additionally, there's a notable inclination to reduce environmental footprints, a willingness to pay more for sustainable fashion, and a recognition of the environmental and social impacts of clothing production.

Overall, respondents demonstrate a collective consciousness and readiness to engage in sustainable practices, emphasizing an emerging trend towards environmentally responsible behaviours within the fashion sphere. This growing awareness and positive attitude toward sustainability among respondents indicate a promising shift towards environmentally conscious behaviours within the fashion industry, fostering a culture of ethical consumption and environmental stewardship. These findings suggest a promising trend towards sustainable fashion adoption.

Table 3.7: Questionnaire Based on your Understanding, Which Attributes Best Describe Sustainable Fashion?.

Based on Your Understanding, Which Attributes Best Describe Sustainable Fashion?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Use of recycled materials	152	76.0	76.0	76.0
Low-impact care	12	6.0	6.0	82.0
Expensive	18	9.0	9.0	91.0
Ethical and fair trade	18	9.0	9.0	100.0
Total	200	100.0	100.0	

The aftereffects of the review showed that the biggest rate of the respondents (152) answered that they are aware that the clothes are recycled through recycled materials, then some of them indicated that they knew about these clothes that they are expensive by a percentage of (18) of the sample, then followed Ethical and fair trade (18) and Low-impact care by (12).

The review uncovered that most of respondents (152) were aware that recycled materials are used in producing sustainable clothing. Additionally, a smaller proportion recognized their expense (18%), ethical sourcing (18%), and low-impact care (12%).

Table 3.8: Questionnaire More than 80% Textile and Clothing waste ends up in Landfills.

"More than 80% of Textile and Clothing Waste Ends Up in Landfills"				
	Frequency	Percent	Valid Percent	Cumulative Percent
True	183	91.5	91.5	91.5
False	17	8.5	8.5	100.0
Total	200	100.0	100.0	

Sample largely concurred with the assertion that a significant portion of clothing ends up in landfills, citing statistics of 183 units disposed versus 17 not disposed. However, they expressed skepticism regarding the accuracy of these figures, indicating a degree of disbelief in the claim. This implies a nuanced perspective, acknowledging the issue while questioning the specific data presented.

Table 3.9: Questionnaire Every Year, the Textile Industry Uses Approximately 93 Billion Cubic Meters of Water to Produce Clothing, Which is Equivalent to the Water Consumption of Five Million People.

Every year, the Textile Industry uses Approximately 93 Billion Cubic Meters of Water to Produce CLOthing, which is Equivalent to the Water Consumption of Five Million People				
	Frequency	Percent	Valid Percent	Cumulative Percent
True	187	93.5	93.5	93.5
False	13	6.5	6.5	100.0
Total	200	100.0	100.0	

Sample answered this question for every year, the material business utilizes roughly 93 billion cubic meters of water to create clothing, which is equivalent to the water consumption of five million people at a rate of (187) and (13) they do not believe that.

Table 3.10: Questionnaire Sustainable Clothing uses Cheaper Materials in its Production Than Those of Fast Fashion.

"Sustainable Clothing Uses Cheaper Materials in its Production than those of Fast Fashion"				
	Frequency	Percent	Valid Percent	Cumulative Percent
True	187	93.5	93.5	93.5
False	13	6.5	6.5	100.0
Total	200	100.0	100.0	

Sample answered this question for Sustainable clothing uses cheaper materials in its production than those of fast fashion at a rate of (187) and (13) they do not believe that. This suggests a notable perception gap regarding the cost of materials between sustainable clothing and fast fashion production methods.

A significant portion of the sample (187 respondents) believed that sustainable clothing uses cheaper materials in its production compared to fast fashion, while a minority (13 respondents) disagreed. This highlights a notable perception gap regarding material costs between the two production methods.

Table 3.11: Questionnaire I am Aware of the Connection between Sustainability and Fashion.

I am aware of the connection between sustainability and fashion				
	Frequency	Percent	Valid Percent	Cumulative Percent
True	25	12.5	12.5	12.5
False	175	87.5	87.5	95.5
Total	200	100.0	100.0	

The connection between sustainability and fashion at a rate of (25) and (175) .

Table 3.12: Questionnaire I am Aware of the Social Issues Caused by the Fast Fashion Industry Such as Working Conditions and Ethical Production.

I am aware of the social issues caused by the fast fashion industry such as working conditions and ethical production				
	Frequency	Percent	Valid Percent	Cumulative Percent
True	34	16.5	16.5	14.5
False	166	83.0	83.0	85.5
Total	200	100.0	100.0	

Sample answered this question for I am aware of the connection between sustainability and fashion at a rate of (34) and (166) they do not believe that.

Table 3.13: Questionnaire I am Aware of the Environmental Impact of Clothing Production Such as Waste and Pollution.

I am aware of the environmental impact of clothing production such as waste and pollution				
	Frequency	Percent	Valid Percent	Cumulative Percent
True	46	13	13	13
False	154	87	87	87
Total	200	100.0	100.0	

Sample answered this question for I am aware of the connection between sustainability and fashion at a rate of (46) and (154) they do not believe that.

Table 3.14: Questionnaire I generally Feel Well-informed of Companies' Environmental, Social, and Ethical Practices.

I generally feel well informed of companies' environmental, social, and ethical practices				
	Frequency	Percent	Valid Percent	Cumulative Percent
True	177	77	77	77
False	23	23	23	23
Total	200	100.0	100.0	

Sample answered this question for I am aware of the connection between sustainability and fashion at a rate of (177) and (23) they do not believe that.

Table 3.15: Questionnaire I Generally Find it Difficult to find Information on Which Brands Follow Sustainable Standards.

I generally find it difficult to find information on which brands follow sustainable standards				
	Frequency	Percent	Valid Percent	Cumulative Percent
True	33	18.5	18.5	18.5
False	167	83.5	83.5	81.5
Total	200	100.0	100.0	

Sample answered this question for I am aware of the connection between sustainability and fashion at a rate of (177) and (23) they do not believe that.

Table 3.16: Questionnaire When Buying Clothes, Which Attributes are Important to you?.

When buying clothes, which attributes are important to you?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Style	14	7.0	7.0	7.0
Quality	166	83.0	83.0	90.0
Environmental impact	14	7.0	7.0	97.0
Brand Availability	6	3.0	3.0	100.0
Total	200	100.0	100.0	

The results of the study indicated that the majority of the respondents care about the quality of clothes, as their percentage reached (166), then followed by style (14), then followed by that some of the sample care about the environment at a rate of (14).

Table 3.17: Questionnaire How Long do you Keep Clothing Before you get rid of it (e.g., Donating, Recycling, or Throwing Away)?

How long do you keep clothing before you get rid of it (e.g., donating, recycling, or throwing away)?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than a month	39	19.5	19.5	19.5
1-6 months	129	64.5	64.5	84.0
6-12 months	15	7.5	7.5	91.5
1-3 years	17	8.5	8.5	100.0
Total	200	100.0	100.0	

The aftereffects of the review showed that most of the respondents kept their clothes for a period ranging between (1-6) months, at a rate of (129), while it was followed by a percentage of (39) of the respondents, who kept their clothes for a period of less than a month, then followed by a percentage of (17) who kept their clothes. For a period ranging between (1-3) years, then followed by the respondents keeping their clothes for a period ranging between (6-12) months.

Table 3.18: Questionnaire How do you Dispose of Unwanted Clothes?

How do you dispose of unwanted clothes?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Give it to family or friends	152	76.0	76.0	76.0
Drop-off bin donation	26	13.0	13.0	89.0
Throw it in the trash	22	11.0	11.0	100.0
Total	200	100.0	100.0	

The results of the study indicated that the majority of the respondents, who numbered (152), give their clothes that they do not need to their friends and families, then followed by those who donate them at a rate of (26) and finally throw them in the trash at a rate of (22).

3.6 CORRELATION

Correlation measures the degree and orientation of the correlation between two variables, demonstrating how modifications in one may impact changes in the other. Its values range

from -1 to 1, where 0 indicates no relationship, - 1 addresses an ideal negative connection, and 1 addresses an ideal positive connection. Relapse, then again, evaluates the connection between factors as well as predicts the worth of one variable in light of the upsides of others. The meaning of connection is in many cases surveyed utilizing the p-esteem, which demonstrates the likelihood of noticing the relationship coefficient if the invalid speculation (no relationship) were valid. A p-esteem under 0.05 recommends that the connection noticed is genuinely critical.

Table (3.19) presents the correlation coefficients between the selected variables, providing valuable insights into their relationships and potential predictive power. These findings are crucial for understanding how different factors influence one another within the context of the study, aiding in informed decision-making and further analysis.

Correlation is “the extent to which two variables are linearly related” while Relapse is characterized (Gkioulekas & Papageorgiou, 2019) as “a predictive analysis tool that examines the relationship between independent and dependent variables, to fit a mathematical function describing how the value of the response changes when the values of the predictors vary”. To find that there is a connection between's two factors the P-worth ought to be under 0.05. Table. (3.19) shows the relationship between's the chose factors:

The connection grid shows significant positive associations ($p < 0.01$) between Awareness (0.613), Attitude (0.531), Recycling (0.451), and Purchasing Behavior (0.378). Willingness to Pay (WTP) exhibits negligible correlations (-0.076 to -0.096). Notably, WTP and Recycling display a negative correlation (-0.079).

Table 3.19: Correlation.

	Knowledge	Awareness	Attitude	WTP	Recycling	Purchasing behaviour
Knowledge	1					
Awareness	.613**	1				
Attitude	.531**	.659**	1			
WTP	-.076	-.064	-.096	1		
Recycling	.451**	.623**	.475**	-.079	1	
Purchasing behaviour	.378**	.594**	.657**	-.191**	.572**	1
**. Correlation is significant at the 0.01 level (2-tailed).						

The connection table (Table 3.19) shows the connections between various variables: Knowledge, Awareness, Attitude, Willingness to Pay (WTP), Recycling behavior, and Purchasing behavior. Significant correlations are denoted by ** at the 0.01 level.

4. RESULTS

This part envelops the assessment led on the accumulated information, it incorporates Component examination addressed by Exploratory element investigation and Corroborative variable examination as well as dependability and legitimacy investigation. It further incorporates the testing Path analysis for hypotheses testing, along by an elucidation of the findings.

4.1 EXPLORATORY VARIABLE EXAMINATION EFA

Exploratory Component Examination surveys the degree of relationship between the inactive builds that underlie the perceptible variable, determining the number of factors that covary with the observed variables and elucidating their interrelationships' helps to the level of connection between the observed variables and their latent variable. it works on distinguishing the quantity of elements that have a covariance with the noticed variable. (KMO) factor measure and Bartlett's Trial of Sphericity as displayed in underneath table were giving a positive pointer for a decent stacking:

Table 4.1: (KMO) and Bartlett's Test of Sphericity.

	KMO	Bartlett's Test of Sphericity
Knowledge	0.799	.000
Awareness	0.789	.000
Attitude	0.601	.000
Purchasing behavior	0.660	.000
WTP	0.704	.000
Recycling	0.621	.000

In order to get the needed factor loading, the questions that have stacking under 0.50 and furthermore have numerous stackings between factors were eliminated. (Byrne, 2010).

The KMO sampling adequacy test tests the data consistence as KMO value of close to one means that data is fit for factor analysis. Where all variables have values greater than 0.6 implying Factor Analysis as a fitting information decrease procedure. Bartlett's Trial of Sphericity is critical at ($p < .000$), as this offers a large correlation between variables and factor analysis is applicable. Thus, the given data proved a fit case of conducting factor analysis on the identified variables. The high KMO value close to one and the significance

of Bartlett's Test of Sphericity ($p < .000$) indicate strong consistency and significant correlations among variables, validating the suitability of factor analysis for data reduction.

Table 4.2: Exploratory Factor Analysis EFA.

Question	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Knowledge Q01	.533					
Knowledge Q04	.620					
Knowledge Q05	.745					
Knowledge Q07	.619					
Knowledge Q08	.670					
Knowledge Q09	.532					
Awareness Q10		.744				
Awareness Q11		.776				
Awareness Q12		.664				
Awareness Q13		.755				
Awareness Q14		.603				
Attitude Q15			.853			
Attitude Q16			.877			
Attitude Q17			.421			
Purchasing behavior Q1				.743		
Purchasing behavior Q2				.588		
Purchasing behavior Q3				.900		
WTP Q1					.785	
WTP Q2					.858	
WTP Q3					.692	
Recycling Q20						.535
Recycling Q21						.953
Recycling Q22						.981

4.2 CONFIRMATORY FACTOR ANALYSIS CFA

CFA or Corroborative component investigation “works on testing the hypothesized factor model significance, it shows if the sample data confirms the related model or not, for a prior specified theoretical model CFA works on specifying the number of factors, which group of factors are correlated as well as which observed variables measure each factor” (Schumacker & Lomax, 2010).

CFA chips away at affirming the connection between the noticed elements and their idle component, it additionally checks and assesses the relapse ways that interface the factors. The initial step of CFA is to get a model fit, using SPSS AMOS, a CAF model was created. In order to determine the proper model fit, preliminary analysis was conducted using all of the research survey's questions. Covariance between questions was calculated, and questions were eliminated in order to obtain a suitable model as shown in figure (4.1).

CFA model not entirely settled by these actions:

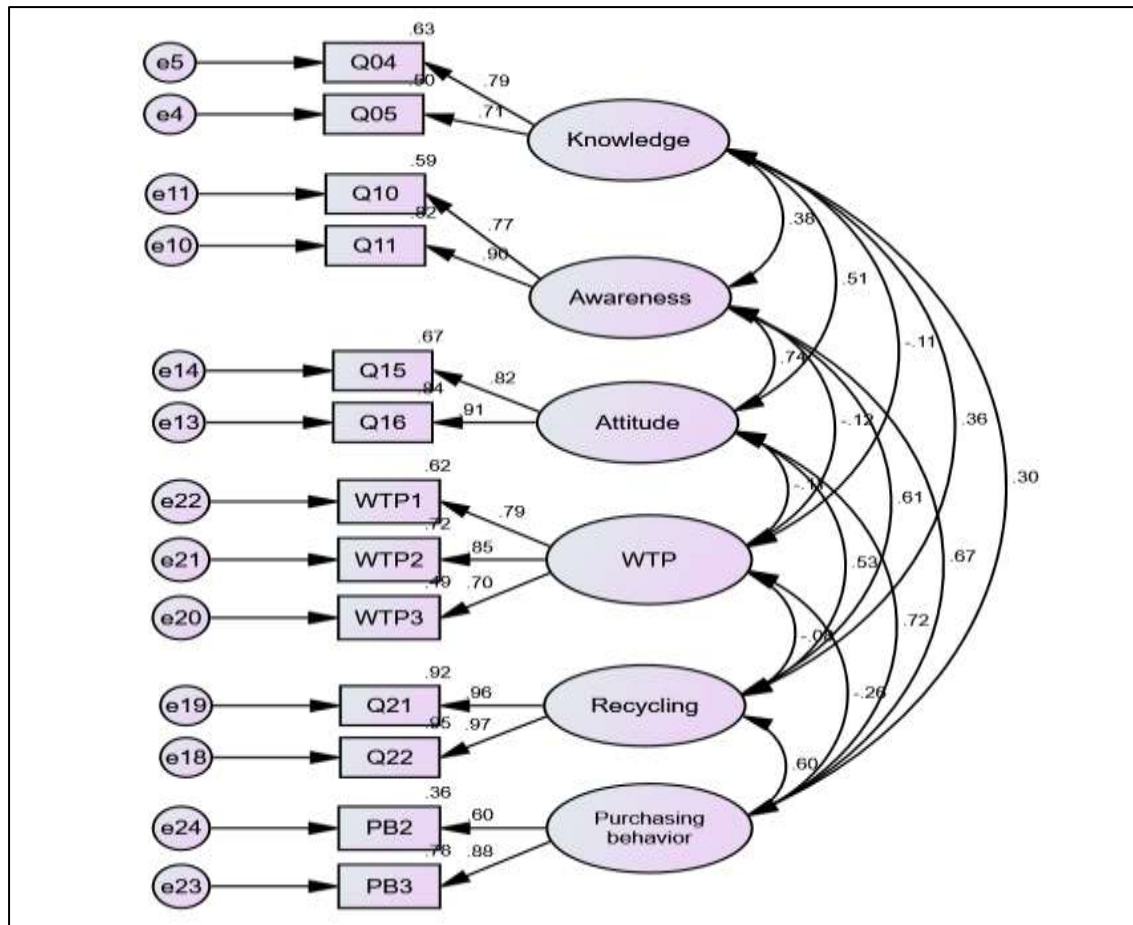


Figure 4.1 Confirmatory Factor Analysis.

- CFI: which must be more noteworthy than or equivalent to 0.95 (Hooper, et al., 2008).
- RMSEA: which must be not exactly or equivalent to 0.06 citing from (Hooper, et al., 2008).
- PCLOSE: which must be more noteworthy than or equivalent to 0.05 (value $\geq$ 0.05) (Hu & Bentler, 1999).

Table 4.3: CFA Model Fit Results and Interpretation.

Measure	Standard fit	Result	Interpretation
CMIN/DF	(3 $\geq$ value $\geq$ 1)	1.082	Good Fit
CFI	(value $\geq$ 0.95)	0.997	Good Fit
RMSEA	(0.06 $\geq$ value)	0.020	Good Fit
PCLOSE	(value $\geq$ 0.05)	0.941	Good Fit

Based on the model fit results shown in the tale 4.3 above it is concluded that the collected data fits the research model and can be used for further path analysis and hypotheses testing.

4.3 RELIABILITY AND VALIDITY ASSESSMENT

Reliability: “shows whether the scores are free from measurement error or not” (Muijs, 2004). It works on finding the analysis results consistency of over groups of people (Smith & Albaum, 2010).

To say that the data is reliable, the analysis results of reliability have to be above 0.70 for the measurement to be reliable, reliability test starts with Cronbach alpha test which is shown in the below tables: Table (4.5) shows the Cronbach Alpha values that step in for the internal consistency reliability test. Table 1 shows the variable levels that refer to the independent and dependent studies as well as their intersecting aspects.

A close to perfect Cronbach Alpha value for each dimension of the model assures that items within the scale are correlated highly and therefore reliable. The results in the table are an essential part of the evaluation of the power and validity of the research tools' measurements in the study for the reliability and confidence they provide for future analysis. Besides, the respondents' results suggest that we can direct our attention to the quality of information provided, identifying weak points and better research design and instrument development. High Cronbach's Alpha values indicate strong internal consistency among scale items, ensuring reliability.

Table 4.4: Reliability and Validity.

	CR	AVE	MSV	MaxR(H)
Recycling	0.966	0.935	0.378	0.968
Knowledge	0.722	0.566	0.260	0.730
Awareness	0.826	0.704	0.551	0.856
Attitude	0.858	0.752	0.551	0.877
WTP	0.824	0.611	0.068	0.839
Purchasing behavior	0.720	0.571	0.513	0.807

According to the table 4.4 it is concluded that the scale is also valid as the results of AVE are more than 0.5 and the MSV are less than the AVE, so since the data are reliable and valid, it is possible to move to hypothesis testing.

Table 4.5: The Variables Reliability Values.

Variable	Reliability Coefficients	Remarks
Knowledge	0.69	Good
Awareness	0.83	Good
Attitude	0.75	Good
Purchasing behaviour	0.71	Good
WTP	0.72	Good
Recycling	0.77	Good

Additionally, Table(4.6) shows the results of the Cronbach Alpha test overall reliability coefficient.

Table 4.6: The Overall Reliability.

Variable	Reliability Coefficients	Remarks
Overall reliability	0.88	Good

According to the tables above it is concluded that there is an internal consistency in the scale used and it is reliable as all the results are more than 0.70, which leads to test the validity.

Validity: “confirms that we are measuring what should be measured. It shows the accuracy of the measurement process of the data, especially with the latent variables” (Muijs, 2004). The convergent validity indicates the correlation of two proportions of a similar variable. The discriminant legitimacy shows the degree of separateness between two adroitly comparable ideas (Hair Jr, et al., 2014).

To achieve acknowledged validity, the average extracted variance must be more than or equivalent to 0.5, and the greatest common fluctuation should be not exactly the normal extricated difference (Gefen & Straub , 2005).

The consequences of the unwavering quality and legitimacy appraisal displayed in Table (4.4) show that there is acknowledged dependability and legitimacy for the examination factors.

4.5 PATH ANALYSIS AND HYPOTHESIS TESTING

The Underlying Condition Displaying inspects and evaluates the expected connections between dormant factors. It is “a multivariate statistical analytic approach for analysing structural relationships that combines factor analysis and multiple regression analysis, and it is used to investigate the structural link between measured variables and latent constructs.” (Byrne, 2016). “It's a strong method for combining complicated route models with latent variables and assisting in the specification of corroborative variable investigation, relapse, and complex way models (Hox & Bechger , 1999).

The speculation primary model was constructed using SPSS AMOS. The model presents knowledge as an independent variable that has an impact on awareness, attitude, willing to pay a price premium (WTP), recycling, and purchase behaviour. The model also shows the impact of awareness, attitude, willingness to pay a price premium (WTP), and recycling on the purchase behaviour, which means that the dependent variable of this research model is the purchase behaviour and the other variables are in the middle between knowledge and purchase behaviour.

The hypothesis structural model which shows the independent and dependent variables with their factors loading is shown in Figure (4.2)

There are three steps to be done before testing the hypothesis, and it is not acceptable to go forward to the next step before getting accepted results in the first step, these steps are:

- i. Model fit
- ii. R-squared
- iii. P-value

It is vital to get an acknowledged model fit for the speculation underlying model, then to get an acknowledged R-squared esteem, after that the P-worth can be assessed to test the speculation, as displayed in figure (4.2)

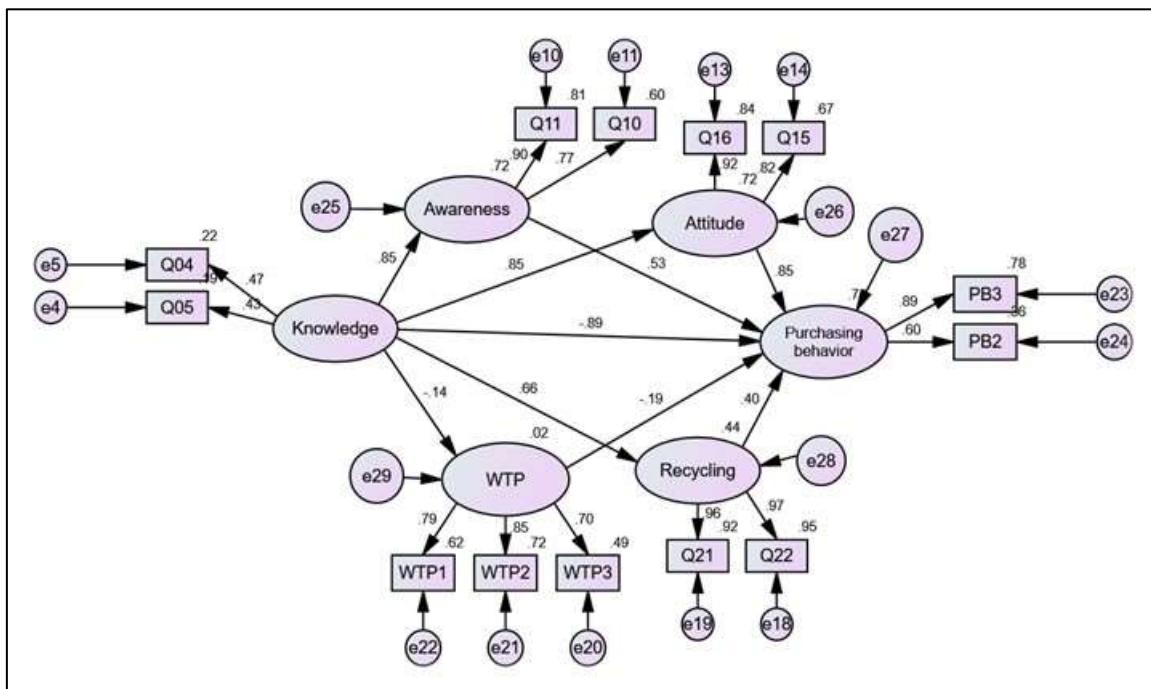


Figure 4.2: Hypothesis Test.

In Structural Equation Modeling (SEM) Hypotheses Testing, akin to Confirmatory Factor Analysis (CFA), the proposed structural model undergoes fitting assessment. This involves evaluating fit indices such as CMIN/DF (minimum discrepancy divided by degrees of freedom), CFI (Comparative Fit Index), RMSEA (Root Mean Square Error of Approximation), and PCLOSE. These metrics gauge how well the model aligns with the observed data.

Table 4.7: SEM Model Fit Results and Interpretation.

Measure	Standard fit	Result	Interpretation
CMIN/DF	($3 \geq \text{value} \geq 1$)	1.983	Good Fit
CFI	($\text{value} \geq 0.85$)	.961	Good Fit
RMSEA	($0.06 \geq \text{value}$)	.070	Good Fit
PCLOSE	($\text{value} \geq 0.05$)	0.43	Good Fit

This will lead to the conclusion that fitted SEM is available the first testing criteria are fulfilled, and the evaluation of the R-square results can be done. The second step is to look at the R-squared, which shows the proportion of variance represented by the question's variable predictors; it is normally between 0 and 100 percent, and the greater the number, the better the sample data matches the model (Byrne, 2010). As shown in Table 5.12 accepted R2 results were obtained:

Table 4.8: SEM Model Fit Results And Interpretation.

Variable	R2
Awareness	0.72
Attitude	0.72
Purchasing behavior	0.74
WTP	0.02
Recycling	0.44

After getting the accepted model fit and R-square, the P-value can be determined. it is the indicator of accepting or rejecting the null hypothesis H0 (Carvalho & Chima, 2014), it has a cutoff point of accepting or rejecting the null hypothesis as long as it is less than 0.05 the null hypothesis H0 will be rejected (Hair Jr, et al., 2014).

The result in the table below shows that there is a positive significant impact from consumer knowledge about sustainability to their awareness about sustainable clothing, attitudes towards sustainable clothing, and a negative impact from knowledge to recycling, and second-hand shopping.

Table 4.9: Hypotheses Testing Results.

		Estimate	S.E	C.R	P-value	Explanation
H1	Knowledge ---> Awareness	2.068	0.375	5.517	0.000	Accepted
H2	Knowledge ---> Attitude	2.041	0.369	5.537	0.000	Accepted
H3	Knowledge ---> Purchasing behavior	-0.317	0.205	1.548	0.166	Rejected
H4	Knowledge ---> WTP	1.675	0.32	5.237	0.122	Rejected
H5	Knowledge ---> Recycling	-2.024	1.461	1.385	0.000	Accepted
H6	Awareness ---> Purchasing behavior	0.802	0.301	2.665	0.089	Rejected
H7	Attitude ---> Purchasing behavior	0.498	0.293	1.701	0.008	Accepted
H8	WTP ---> Purchasing behavior	0.355	0.113	3.149	0.003	Accepted
H9	Recycling ---> Purchasing behavior	-0.191	0.064	2.963	0.002	Accepted
Chi-square = 111.062 Degrees of freedom = 56 Probability level = .000						

The investigation unveiled a nuanced relationship between sustainability knowledge and sustainable clothing purchase behavior. On one hand, heightened awareness of sustainability positively correlates with purchasing behavior through the cultivation of favorable attitudes towards sustainable apparel. Conversely, sustainability knowledge exhibits a negative indirect impact on purchasing behavior. This occurs as consumers, armed with sustainability knowledge, opt for alternative eco-friendly practices like recycling and second-hand shopping over direct purchasing. This shift towards alternative practices reflects a broader trend of consumers prioritizing sustainability over convenience, highlighting the nuanced ways in which knowledge influences behavior and the importance of adapting strategies accordingly.

The intricate interplay between various factors in consumer decision-making within the sustainability sphere highlights the multifaceted nature of this process. While knowledge about environmental issues can directly influence purchasing intentions towards sustainable options, it also has the power to indirectly shape consumer behavior. This indirect influence may manifest in various ways, such as raising awareness about the environmental consequences of certain choices or prompting individuals to reconsider their consumption patterns. These indirect pathways underscore the importance of comprehensive

understanding in devising effective strategies aimed at promoting sustainable consumption practices. By recognizing and addressing these nuances, businesses and policymakers can better navigate the complexities of consumer behavior and develop targeted initiatives to encourage environmentally conscious choices. Ultimately, such efforts are essential for mitigating the environmental impact of clothing production and disposal, contributing to a more sustainable future.

Moreover, fostering collaboration between stakeholders, including consumers, businesses, and policymakers, is crucial for implementing holistic solutions. This collaborative approach can involve initiatives such as promoting transparency in supply chains, incentivizing sustainable practices, and educating consumers about the environmental footprint of their choices. Together, these efforts can drive meaningful progress towards a more sustainable and resilient global economy. Through collective action and shared responsibility, we can create a culture of sustainability that transcends individual preferences and fosters lasting positive change for our planet.

5. DISCUSSION

Exploratory Factor study (EFA) and Confirmatory Factor Analysis (CFA) are both important parts of the Structural Equation Modelling (SEM) study shown above. They help us figure out how observed factors relate to the hidden structures that lie beneath them. The Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity show that the EFA data show a strong factor structure. All the KMO numbers are above the acceptable level of 0.5, which means that the sample size is good enough for factor analysis. The Bartlett's Test results are significant ($p < .000$), which means that the factors are linked and can be used to find structures.

Table 4.2 shows the factor loadings from the EFA. All items have loadings that are meaningful on their variables, with loadings beyond the standard threshold of 0.50. The only item that doesn't have a significant loading is Attitude Q17, which has a loading of 0.421. In future studies, this item might be taken out to make the factor structure better. The EFA was able to separate six factors into six separate groups: Knowledge, Awareness, Attitude, Purchasing Behaviour, Willingness to Pay (WTP), and Recycling. Each group is tested by some different variables. The CFA findings add to the evidence that the factor structure found by the EFA is correct.

The model fit scores (Table 4.3) for CMIN/DF, CFI, RMSEA, and PCLOSE all fall within the suggested ranges. This means that the proposed model and the actual data are a good fit. In particular, the CMIN/DF number of 1.082, which is between 1 and 3, points to a good fit. A CFI of 0.997 is a lot higher than the minimum of 0.95, which means the fit is very good. The RMSEA value of 0.020 is much lower than the highest level of 0.06, and the PCLOSE value of 0.941 is higher than the suggested level of 0.05. This means that the model is likely to be a good fit for the data.

The given reliability and validity review of the study factors is a key step in making sure that the research results are honest and correct. The dependability of the constructs was tested using Cronbach's alpha, a widely known measure of internal consistency. According to the provided data, all factors showed good reliability, with values ranging from 0.69 for Knowledge to 0.83 for Awareness. Although the Knowledge variable's dependability coefficient is slightly below the generally accepted level of 0.70, it is close enough to be

considered reasonable, especially in exploratory research settings. The total dependability rating of 0.88 further demonstrates the internal coherence of the testing device as an entire unit. While convergent and discriminant validity are different types of validity, validity itself includes both. Convergent validity is present because all of the Average Variance Extracted (AVE) values are higher than the suggested level of 0.5. This means that the theories explain a large part of the variation in the variables that were observed. To check for discriminant validity, make sure that the Maximum Shared Variance (MSV) is less than the AVE for each construct. This is the case here, showing that the constructs are different and measure different things. The Composite Reliability (CR) values, which are all above 0.7, show that the constructs are internally consistent, which is in line with what is suggested for getting construct reliability in SEM analysis. Together with the AVE and MSV values, these CR values give a strong picture of how reliable and valid the measurement model is.

SEM path analysis and hypothesis testing analyzed the structural model to determine how knowledge influences awareness, attitude, WTP, recycling, and purchase behavior. CMIN/DF, CFI, RMSEA, and PCLOSE fit well, proving that the model fits the data. High R-squared values (0.72, 0.72, and 0.74) show that the model explains much variation in awareness, attitude, and purchasing behavior. WTP has a low R-squared (0.02), suggesting knowledge does not explain significant variation. Knowledge improves awareness (H1) and attitude (H2) but not purchase behavior (H3) or WTP (H4), according to hypothesis testing. Knowledge significantly inhibits recycling (H5). Attitude (H7) and WTP (H8) improve purchase behavior, whereas recycling (H9) hurts it. These findings show that knowledge raises awareness and attitude but only gradually affects WTP or purchase behavior. Attitude and WTP better predict buying behavior.

Thus, SEM analysis illustrates how complex knowledge-sustainable purchasing behavior relationships are. It means that information alone may only impact purchase behavior if it leads to a positive view of sustainability and a desire to pay extra for sustainable products. The negative relationship between knowledge and recycling shows that more information may lead to a critical grasp of recycling's constraints or a preference for reducing consumption. Alternatively, it may indicate a preference for reducing consumption rather than relying solely on recycling. In conclusion, SEM research illuminates sustainable purchase behavior. Good attitudes and willingness to pay for information are stressed.

6. CONCLUSION

Consumer knowledge greatly impacts sustainability and the sustainable clothes sector. Informed customers drive positive change by making conscientious choices, demanding transparency, and advocating sustainability. The study shows how consumers' awareness affects how companies develop eco-friendly garments. Many studies examined people's knowledge, attitudes, buying behaviors, willingness to pay (WTP), and recycling habits regarding sustainable fashion. They employed EFA, CFA, and SEM, among other approaches.

The EFA and CFA revealed how observed components link to their hidden structures. This proved the constructs' internal consistency and validity. This robust analytical basis allowed the later SEM investigation to accurately examine the potential links between what consumers know and how they dress environmentally friendly. According to the SEM study, buyer information has a big effect on how aware and positive people are about sustainable clothes, but it doesn't have a direct effect on their buying behavior or WTP. This means that knowing more about the issue and changing how people feel about it might not be enough to change people's buying habits toward more environmentally friendly clothes.

Interestingly, the study also found that knowing more made people less likely to recycle. This shows that there is a complex link between what people know and how they act in ways that are good for the environment that needs more research. Additionally, the study showed the secondary ways that knowledge affects buying habits through views toward ecology and WTP. It's important to encourage people to have good views and be ready to pay more for sustainable items because those are the main things that lead to sustainable buying habits. The study's effects go beyond scholarly efforts; they are useful for businesses, lawmakers, and customers. Knowing how consumers' knowledge and views affect their long-term buying habits can help companies make more focused marketing plans and come up with new products.

The study's findings highlight the intricate relationship between consumer knowledge, behavior, and environmental actions like recycling. Moreover, it reveals how knowledge indirectly influences purchasing behavior through ecological attitudes and willingness to pay for sustainable products. This insight is invaluable for businesses, policymakers, and

consumers alike, as it informs targeted marketing strategies, product development, and policy interventions aimed at fostering sustainable consumption patterns in the fashion industry and beyond.

These findings can help policymakers make rules and laws that encourage sustainable practices in the fashion business. In the meantime, customers can benefit from learning more about sustainable clothes. This will help them make decisions that are in line with their morals and help make the future more sustainable. In conclusion, this study makes a big step forward in our understanding of the things that make people choose to buy clothes that are good for the environment. By stressing the important role of customer understanding, views, and WTP in creating sustainable buying behaviour, the study paves the way for more effective measures to support sustainability in the fashion industry. Future studies should continue to explore the complicated interaction between information, attitudes, and behaviors to further improve our comprehension of how to successfully drive the shift regarding more sustainable buying habits in the fashion industry.

These insights provide valuable guidance for policymakers in crafting regulations that promote sustainability in the fashion industry. Simultaneously, consumers stand to benefit from increased awareness of sustainable clothing, aligning their purchasing decisions with ethical values for a more sustainable future. This study represents a significant advancement in understanding the determinants of environmentally conscious clothing choices, emphasizing the pivotal role of consumer knowledge, attitudes, and willingness to pay.

Further research should delve deeper into the intricate dynamics between information, attitudes, and behaviors to enhance our ability to foster sustainable purchasing habits in the fashion sector. This comprehensive study underscores the critical role of consumer knowledge and attitudes in shaping sustainable clothing choices. It highlights the need for nuanced understanding of the complex interplay between information, attitudes, and behaviors to drive lasting change towards sustainability in the fashion industry.

REFERENCES

- Abidin, N. Z., and Pasquire, C. L. (2007). Revolutionize value management: A mode towards sustainability. *International Journal of Project Management*, 25(3), 275-282.
- Abramovich, A., and Loria, Y. (2015). The long-term impact of an education for sustainability course on Israeli science and technology teachers' proenvironment awareness, commitment and behaviour. *Australian Journal of Environmental Education*, 31(2), 264-
- Alpat, F. E. (2013). Yavas ,Moda Nedir? *Akdeniz Sanat Dergisi*, 4(8).
- Amaral Junior, A., De Almeida, L., & Vieira, L. K. (Eds.). (2019). *Sustainable consumption: The right to a healthy environment*. Springer Nature.
- Basiago, A. D. (1998). Economic, social, and environmental sustainability in development theory and urban planning practice. *Environmentalist*, 19(2), 145-161.
- Beard, N. D. (2008). The Branding of Ethical Fashion and the Consumer: A Luxury Niche or Mass-market Reality? *Fashion Theory*, 12(4), 447–467. <https://doi.org/10.2752/175174108X346931>
- Becker, H. S. (1960). Notes on the concept of commitment. *American journal of Sociology*, 66(1), 32-40.
- Brucks, M. (1985). The effects of product class knowledge on information search behavior. *Journal of consumer research*, 12(1), 1-16.
- Brundland, G. H. (1987). World commission on environment and development. Our common future oxford
- Burrell, G. and Morgan, G. (1979), *Sociological paradigms and organisational analysis*. Heinemann, London.

- Byrne, B. M., 2010. *Structural Equation Modeling with AMOS Basic Concepts, Applications, and Programming*. 2nd ed. New York: Taylor and Francis Group, LLC.
- Byrne, B. M., 2016. *Structural Equation Modeling with Amos: Basic Concepts, Applications, and Programming*. 3ed ed. New York: Routledge.
- Carvalho, J. d. & Chima, F. O., 2014. Applications of Structural Equation Modeling in Social Sciences Research. *American International Journal of Contemporary Research*, 4(1), pp. 6-11.
- Cambridge Dictionary. (2022). *Sustainability*. Cambridge dictionary https://dictionary.cambridge.org/dictionary/english/sustainability#dataset_cbed
- Can, O., & Ayvaz, K. M. (2017). Tekstil ve Modada Sürdürülebilirlik. *Tekstil*, 1(3), 110–119
- Cerri, J., Testa, F., & Rizzi, F. (2018, February). The more I care, the less I will listen to you: How information, environmental concern and ethical production influence consumers' attitudes and the purchasing of sustainable products. *Journal of Cleaner Production*, 175, 343–353. <https://doi.org/10.1016/j.jclepro.2017.12.054>
- Cervellon, M.-C., Hjerth, H., & Ricard, S. (2010). Green in fashion? An exploratory study of national differences in consumers concern for eco-fashion. *Proceedings of 9th International Marketing Trends Conference, Venice*. <http://researchonline.gcu.ac.uk/cbs/148>
- Clark, H. (2008). SLOW+ FASHION—an oxymoron—or a promise for the future...? *Fashion Theory: The Journal of Dress, Body & Culture*, 12(4), 427- 446.
- Cooper, T. (2005). Slower consumption reflections on product life spans and the “throwaway society”. *Journal of Industrial Ecology*, 9(1-2), 51-67.
- Cowan, K., & Kinley, T. (2014), Green spirit: consumer empathies for green apparel. *International Journal of Consumer Studies*, 38(5), 493-499.
- Crane, D. (2010). Environmental change and the future of consumption: implications for consumer identity. *Anuario filosófico*, 43(2), 353-379.

- Dascher, E. D., Kang, J., and Hustvedt, G. (2014). Water sustainability: environmental attitude, drought attitude and motivation. *International Journal of Consumer Studies*, 38(5), 467-474.
- Doherty, B., Davies, I. and Tranchell, S. (2013), “Where now for Fair Trade?”, *Business History*, Vol. 55 No. 2, pp. 161-189.
- Dory, K. (2018), “Why Fast Fashion Needs to Slow Down”, <https://www.unenvironment.org/news-and-stories/blog-post/why-fast-fashion-needs-slow-down>
- Elmualim, A., Shockley, D., Valle, R., Ludlow, G., and Shah, S. (2010). Barriers and commitment of facilities management profession to the sustainability agenda. *Building and Environment*, 45(1), 58-64.
- EPA, U. S. (2019). Facts and figures about materials, waste and recycling. *EPA, Environmental Protection Agency*, 12
- Euratex. (2017). *EU TEXTILE & FASHION INDUSTRY*. Retrieved May 18, 2023, from <https://euratex.eu/wp-content/uploads/2019/05/Euratex-annual-report-2017-LR.pdf>
- Fashion United (2018). “Global Fashion Industry Statistics–International Apparel” <https://fashionunited.com/global-fashion-industry-statistics>
- Fletcher, K. (2008), *Sustainable Fashion and Textiles: Design Journeys*, Routledge, London.
- Fletcher, K. (2010). Slow fashion: an invitation for systems changes. *Fashion Practice: The Journal of Design, Creative Process & the Fashion Industry*, 2(2), 259-266
- Fletcher, K. (2013). *Sustainable fashion and textiles: design journeys*. Routledge.
- Gefen , D. & Straub , D., 2005. A Practical Guide To Factorial Validity Using PLSGraph: Tutorial And Annotated Example. *Communications of the Association for Information Systems*, 16(5), pp. 91-109.

- Greenpeace. (2017). *FASHION AT THE CROSSROADS*. Retrieved June 17, 2023, from <https://www.greenpeace.org/static/planet4-international-stateless/2017/09/76e05528-fashion-at-the-crossroads.pdf>.
- Hair Jr, J. F., Black, W. C., Babin, B. J. & Anderson, R. E., 2014. *Multivariate Data Analysis*. 7th ed. England: Pearson Education Limited.
- Hooper, D., Coughlan, J. & Mullen, M. R., 2008. Structural Equation Modelling: Guidelines for Determining Model Fit. *Electronic Journal of Business Research Methods*, 6(1), pp. 53-60.
- Hox, J. J. & Bechger, T. M., 1999. An Introduction to Structural Equation Modeling. *Family Science Review*, Volume 11, pp. 354-373.
- Hu, L.-t. & Bentler, P. M., 1999. Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria Versus New Alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 5(1), pp. 1-55.
- Ha-Brookshire, J. E., & Hodges, N. N. (2009). Socially responsible consumer behavior? Exploring used clothing donation behavior. *Clothing and Textiles Research Journal*, 27(3), 179-196.
- Haron, S. A., Paim, L., & Yahaya, N. (2005). Towards sustainable consumption: an examination of environmental knowledge among Malaysians. *International Journal of Consumer Studies*, 29(5), 426-436.
- Harris, F., Roby, H., & Dibb, S. (2016). Sustainable clothing: challenges, barriers and interventions for encouraging more sustainable consumer behaviour. *International Journal of Consumer Studies*, 40(3), 309-318.
- Heinze, L. (2020). Fashion with heart: Sustainable fashion entrepreneurs, emotional labour and implications for a sustainable fashion system. *Sustainable development (Bradford, West Yorkshire, England)*, 28(6), 1554-1563. <https://doi.org/10.1002/sd.2104>

- Henninger, C. E., Alevizou, P. J., & Oates, C. J. (2016). What is sustainable fashion? *Journal of Fashion Marketing and Management: An International Journal*, 20(4), 400-416.
- Henninger, C. E., Alevizou, P. J., Goworek, H., & Ryding, D. (Eds.). (2017). *Sustainability in fashion: A cradle to upcycle approach*. Springer.
- Hill, J., & Lee, H. H. (2012). Young Generation Y consumers' perceptions of sustainability in the apparel industry. *Journal of Fashion Marketing and Management: An International Journal*.
- Hume, M. (2010). Compassion without action: Examining the young consumers consumption and attitude to sustainable consumption. *Journal of World Business*, 45(4), 385-394.
- ingh, T., M. H. Slotkin, and A. R. Vamosi. (2007). "Attitude
- Jefferies. (2021). The State of Fashion 2022. *MGFI*.
<https://www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/state%20of%20fashion/2022/the-state-of-fashion-2022.pdf>
- Joergens, C. (2006). Ethical fashion: myth or future trend? *Journal of Fashion Marketing and Management*, 10(3), 360–371. <https://doi.org/10.1108/13612020610679321>
- Joy, A., Sherry, J. F., Venkatesh, A., Wang, J., & Chan, R. (2012). Fast fashion, sustainability, and the ethical appeal of luxury brands", *Fashion Theory: The Journal of Dress, Body & Culture*. 16(13), 273-296.
- Kaplan, S. (1991). Beyond rationality: Clarity-based decision making. *Environment, cognition, and action: An integrated approach*, 171-190.
- Kaufman, J. (2010). *The personal MBA: Master the art of business*. Penguin.
- Kim, H., Lee, E. J., & Hur, W. M. (2012, January). The Normative Social Influence on Eco-Friendly Consumer Behavior: The Moderating Effect of Environmental Marketing Claims. *Clothing and Textiles Research Journal*, 30(1), 4–18.
<https://doi.org/10.1177/0887302x12440875>

- Kollmuss, A., & Agyeman, J. (2002). Mind the gap: Why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, 8(3), 239- 260.
- Lueg, R., Pedersen, M. M., and Clemmensen, S. N. (2015). The role of corporate sustainability in a low-cost business model—A case study in the Scandinavian fashion industry. *Business Strategy and the Environment*, 24(5), 344-359.
- Lundblad, L., & Davies, I. A. (2016). The values and motivations behind sustainable fashion
- Muijs, D., 2004. *Doing Quantitative Research in Education with SPSS*. 1st ed. London: Sage Publications.
- Mangır, A. F. (2016). Sürdürülebilir Kalkınma için Yavaş ve Hızlı Moda. Selçuk Üniversitesi Sosyal Bilimler Meslek Yüksek Okulu Dergisi, 19, 143–154.
- Manshoven, S., Christis, M., Vercalsteren, A., Arnold, M., Nicolau, M., Lafond, E., Mortensen, L. F., & Coscieme, L. (2019). Textiles and the environment in a circular economy. *Eur Top Cent Waste Mater a Green Econ.*, 1-60.
- McDonagh, P. and Prothero, A. (2015), “Unpacking corporate sustainability: sustainable communication, waste and the 3Rs in network society”, in Ekström, K.M. (Ed.), *Waste Management and Sustainable Consumption: Reflections on consumer waste*, pp. 166-183.
- McKinsey & Company Covid-19 Consumer Pulse Survey, 2022 Global Sentiment Survey.
- McNeill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies*, 39(3), 212-222.
- Morgan, L. R., & Birtwistle, G. (2009). An investigation of young fashion consumers' disposal habits”, *International Journal of Consumer Studies*. 33(2), 190-198.
- Matsapola, Evelyn. (2021). Consumer behaviour towards sustainable clothing.
- NIINIMAKI, K. (2013). Sustainable fashion: New approaches, Aalto University.

- Norum, P., & Norton, M. (2017). Factors affecting consumer acquisition of second-hand clothing in the USA. *Journal of fashion marketing and management*, 21(2), 206-218. <https://doi.org/10.1108/JFMM-10-2016-0090>
- Oral, E. (2019). Sustainability Challenges of Fast Fashion: Environmental and Social Impacts of Cotton Growing and the Ready-Made Garment Industry in Turkey. *Yuridika*, 34(3), 443-466.
- Pookulangara, S., & Shephard, A. (2013). Slow fashion movement: Understanding consumer perceptions-An exploratory study. *Journal Of Retailing and Consumer Services*, 20(2), 200- 206.
- Prothero, A., McDonagh, P. and Dobscha, S. (2010), “Is Green the New Black? Reflections on a Green Commodity Discourse”, *Journal of Macromarketing*, Vol. 30 No. 2, pp.147-159.
- Purvis, B., Mao, Y., & Robinson, D. (2019). Three pillars of sustainability: in search of conceptual origins. *Sustainability science*, 14(3), 681-695.
- Ramkumar, B., Woo, H., & Kim, N. (2021). The cross-cultural effects of brand status and social facilitation on enhancing consumer perception toward circular fashion services. *Corporate social-responsibility and environmental management*, 28(4), 1254-1269. <https://doi.org/10.1002/csr.2166>
- Rich Mendez, “WHO Extends Call for a Moratorium on Covid Booster Doses Until the End of the Year”, CNBC, September 8, 2021, <https://www.cnbc.com/2021/09/08/ who-extends-call-for-a-moratoriumon-covid-booster-doses-until-the-endof-the-year.html>.
- Schumacker, R. E. & Lomax, R. G., 2010. *A Beginner’s Guide to Structural Equation Modeling*. 3rd ed. New York: Taylor and Francis Group, LLC.
- Smith, S. M. & Albaum, G. S., 2010. *An Introduction to Marketing Research*. 2nd ed. London: SAGE Publications, Inc.

- Sarun Charumilind, Matt Craven, Jessica Lamb, Adam Sabow, Shubham Singhal, Matt Wilson, “When Will the Covid-19 Pandemic End?”, McKinsey, August 23, 2021, <https://www.mckinsey.com/industries/healthcaresystems-and-services/our-insights/when-will-the-covid-19-pandemic-end>.
- Seidman, D. (2007). *How: Why how we do anything means everything... in business (and in life)*. John Wiley & Sons.
- Singh, T., M. H. Slotkin, and A. R. Vamosi. (2007). “Attitude towards Ecotourism and Environmental Advocacy: Profiling the Dimensions of Sustainability.” *Journal of Vacation Marketing*, 13 (2): 119-34
- Singh, T., Slotkin, M. H., and Vamosi, A. R. (2007). Attitude towards ecotourism and environmental advocacy: Profiling the dimensions of sustainability. *Journal of Vacation Marketing*, 13(2), 119-134.
- The Pulse Score. (2018). *GLOBAL FASHION AGENDA*. Retrieved June 15, 2023, from https://www.peta.org.uk/wp-content/uploads/2019/03/Pulse_of_the_fashion_industry_report_2018-1.pdf.
- The World Trade Organization. (2012). The WTO Agreement on Textiles and Clothing. *TEXTILES*.
https://www.wto.org/english/thewto_e/minist_e/min96_e/textiles.htm
- Türkiye Ministry of Trade (2021) clothing Industry.
<https://www.trade.gov.tr/data/5b8fd6d913b8761f041feee0/Clothing.pdf>
- United Nations. (2016). United Nations guidelines for consumer protection.
- United Nations. (2022). *United Nations Conference on Environment and Development, Rio de Janeiro, Brazil, 3-14 June 1992*. Retrieved from <https://www.un.org/en/conferences/environment/rio1992>.
- Osk, V. (2022). *The effect of consumer knowledge on sustainable clothing behavior*
- Wanders, A.T., (2009). Design critical texts: Slow fashion. Niggli, Berlin, Germany

Watson, M. Z., & Yan, R. N. (2013). An exploratory study of the decision processes of fast versus slow fashion consumers. *Journal of Fashion Marketing and Management* 17(2), 141-159.

Wrap. (2012, July 11). *Valuing our clothes: The true cost of how we design, use and dispose of clothing in the UK (2012)*. <https://wrap.org.uk/resources/report/valuing-our-clothes-true-cost-how-we-design-use-and-dispose-clothing-uk-2012#download-file>

Zoe Suen, “What Vietnam’s Factory Closures Mean for Fashion”, *The Business of Fashion*, September 10, 2021, <https://www.businessoffashion.com/articles/global-markets/what-vietnams-factory-closures-meanfor-fashion>.



APPENDIX A

The researcher would be grateful if you, as a specialist in the field of Business Administration, pass your judgment on the suitability of the test items. Any comment or modifications would be highly regarded and appreciated.

Thank you in advance for your assistance and cooperation.

Ethical approval of the questioner was given by Science Research and Publication Ethics Committee on 16 October 2023 with meeting number 2023/28.

First: Demographic Questions

1. Your Gender

☐ Male ☐ Female

2. Your Age

☐ Less than 20 years old ☐ 21-30 years old ☐ 31-40 years old ☐
More than 41 years old

3. Qualification

☐ High School ☐ diploma ☐ Bachelor's ☐ Postgraduate

4. Your current status

☐ Studying ☐ Working ☐ Retired

5. How often do you visit the clothing store

☐ Weekly ☐ Monthly ☐ yearly ☐ When I need

Second: Questionnaire

Knowledge of environmental issues and sustainability

S	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The issue of climate change is important to me personally					
2	I am actively trying to reduce my environmental footprint					
3	I consider myself a green consumer					

1. Knowledge of the fashion industry

S	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am familiar with the term "fast fashion"					
2	I am familiar with the term "slow fashion"					
3	I am familiar with the term "sustainable fashion"					
4	I understand the difference in quality between the clothing of fast fashion and slow fashion					
5	I am aware of the environmental impacts of fast fashion					
6	I am aware of the environmental impacts of slow fashion					

2. Based on your understanding, which attributes best describe sustainable fashion?

- | | |
|--|-----------------------|
| Use of recycled materials | ☐ |
| High quality/durable clothing | ☐ |
| Low-impact care | ☐ |
| Expensive | ☐ |
| Ethical and fair trade | ☐ |
| Good supply chain ethics | ☐ |
| Resource-saving technologies or techniques | ☐ |

3. True/False statements Please indicate whether the following statement is true (T) or false (F)

"More than 80% of textile and clothing waste ends up in landfills"

True ☐

False ☐

"Every year, the textile industry uses approximately 93 billion cubic meters of water to produce clothing, which is equivalent to the water consumption of five million people"

True ☐

False ☐

"Sustainable clothing uses cheaper materials in its production than those of fast fashion"

True ☐

False ☐

5. Knowledge of sustainable practices within the fashion industry.

S	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am aware of the connection between sustainability and fashion					
2	I am aware of the social issues caused by the fast fashion industry such as working conditions and ethical production					
3	I am aware of the environmental impact of clothing production such as waste and pollution					
4	I generally feel well informed of companies' environmental, social, and ethical practices					
5	I generally find it difficult to find information on which brands follow sustainable standards					

4. Attitude towards sustainable fashion

S	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I generally have a positive attitude towards sustainable fashion					
2	I am concerned with the environmental, social, and ethical impact of the fashion industry?					
3	I believe that purchasing sustainable clothing has a positive impact on the environment					

6. Purchase intention on sustainable fashion (wtp)

A. When buying clothes, which attributes are important to you?

- Style ☐
- Quality ☐
- Price ☐
- Environmental impact ☐
- Brand Availability ☐
- Newness-the latest trends ☐

S	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I think about the environmental impacts of clothing when I am shopping					
2	Have you switched from purchasing conventional clothing to sustainable clothing due to environmental or ethical concerns?					
3	How likely are you to recommend sustainable clothing brands to others based on your own purchasing experiences?					
4	How would you consider your willingness to pay a higher price for sustainable fashion?					
5	I actively seek out information about a brand's sustainable practices before purchasing their clothing, even if it means paying a higher price?					
6	I'm willing willing to pay a premium for sustainable clothing even if it means sacrificing other features such as trendy designs or fast fashion trends?					

5. Disposal and recycling

S	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am aware of the concept reduce, reuse, and recycle					
2	I am aware of the environmental impact of recycling my old clothes					
3	I repair old clothing instead of getting rid of them					
4	On average, I use clothing only few times before dispose of it					

A. How long do you keep clothing before you get rid of it (e.g., donating, recycling, or throwing away)?

- Less than a month ☐
- 1-6 months ☐
- 6-12 months ☐
- 1-3 years ☐
- 3-5 years ☐
- More than 5 years ☐

B. How do you dispose of unwanted clothes?

- Give it to family or friends. ☐
- Drop-off bin donation. ☐
- Throw it in the trash. ☐
- Sell it on a marketplace or in second-hand store. ☐