

LEVEL 7 ASSESSMENT SPECIFICATION

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Exploring the Impact of Fur Product Sustainability on Consumer Purchase Decision

1 Abstract

In recent days, every organization among all industries are attempting to include or improve the sustainability operations within their organization and fashion industry is no doubt one of them. As environmental sustainability is considered the biggest global concern in these days, (Li et al., 2020; Cai & Choi, 2020), environment protection schemes are urged to be promoted. In 2016 the United Nations has released sustainable development agenda for 2030 and it is strongly suggested that the public should follow. The sustainable development agenda initiates 17 sustainable development goals (SDGs) for public to take reference. As the fashion and apparel industry being one of the major polluters to the environment, it is also the leading industries that contribute most to the unsustainability culture.

In this research paper, the focus will be targeted in the fur industry. The fur industry is considered as one of the most complex history and wealthiest industry among all industry. Because the fur trading industry not only has been active in manufacturing and trading business for over thousands of years, it had deeply embedded with diverse history and cultural backgrounds among various societies around the world. Even till today, there are numbers of aboriginal groups such as Canadians, Alaskans, 'Cajun' Louisianans and Siberians are still considering fur trading as an important living basics (Hong Kong Fur Federation, 2024). Despite wearing fur is considered as a necessity in certain cold countries such as Russia, Finland, Norway and several northern parts of China such as Harbin and Heilongjiang, in many circumstances consumers are still wearing fur garments as a trend of fashion and also demonstration of their social status. However, in recent decades, the fur industry had been criticized with its bad reputé for not only contaminating environment but together with the increase supporters in anti-fur and veganism, which involved animal cruelty and ethics, the fashion industry has come to a rapid decline and will not be able to continue if stakeholders within the industry does not act accordingly to improve environmental protection within the industry. The current trend within the fashion industry is moving away from authentic fur to faux fur due to the increase concerns about sustainability, animal welfare, and different ethical concerns. To this day, many fashion brands and designers have chosen faux fur and other alternative environmental-friendly materials as their primary ingredient in manufacturing their products.

This research applies a pragmatic approach to investigate how different sustainability practices has implemented by fur organization stakeholders in order to rectify consumer purchase decisions in the fur products and to identify the effectiveness of these sustainable implementation. As the

consumer behavior is complex within the multiply nature of sustainability, this research will apply a mixed-methods strategy, aiming at exploratory perspective to understand and address the most crucial matters in relate to sustainability within the fur industry.

This research is divided into two phases, in order to provide a comprehensive viewpoint of the phenomenon. During the first phase, a semi-structured, key informant interview will be conducted with participants who are in managerial level within fur organizations. According to Elmendorf & Luloff (2006), participants who are selected to take place in key informant interviews should knowledgeable about a particular subject, thus should be able to provide in-depth information. These participants are more likely to have a complete thought and are more eligible when answering open-ended questions (Elmendorf & Luloff, 2006). Key informant interviews will include participants within the whole supply chain from fur skin sellers to garment manufacturers and from fur retailers to the end-buyers. Having interview with stakeholders and policy-makers should to gain both all-rounded and in-depth understanding and barriers that different level of fur organizations are facing in enhancing sustainability. Information collected that is related to sustainability will then be analysis based on Elkington's Triple Bottom Line (TBL) framework to determine the position/scale of sustainability. Along with interview taken place, secondary data including market sales report in fur industry and CSR report will be collected so to support and numericalize the information collected in the interviews. Furthermore, data on environmental status in relate to fur organizations, for instance pollution index will also be collected as to determine the effectiveness if any sustainable actions has been performed by fur organizations.

In the second phase, it aims to investigate the correlation between data collected in previous phase, which is the sustainability measurements performed within the industry and consumer's purchasing behavior. The second part of the research aims to determine whether consumer's buying attitude and responses towards animal made apparel will change if there is an increase of sustainability and environmental awareness in fur industry. This study will attempt to justify the phenomenon if or if not, the consumer's attitude has rectified using based on related literature and different consumer behavioral theory framework such as Theory of Planned Behavior, Cognitive Dissonance Theory and Value-Belief-Norm Theory.

The research goal of this study is to provide valuable information for stakeholders and policy-holders within the fur industry, allowing them to understand and balance the effort that should be contributed to achieve sustainability. Moreover, this research may be used as a foundation or extension for other similar industries such as other animal product industry or luxury industry as a whole, to understand the relationship between sustainability and their consumers behavior.

There are few limitations within this study. The first limitations is due to lack of a standard definition for the term "sustainability" within the context and therefore there may be a variety of

synonyms that could share the same understanding on “sustainability” by its user (Moore et al., 2017). As a result, the challenge is to define and standardize the definition of “sustainability” in the study or it could be ambiguous for different interviewee and readers for they may have their own interpretation on sustainability. Secondly, although conducting mixed-method approach could address the complex phenomena and provide comprehensive information from the interviews, however based on the nature of the complexity of fur fashion industry, the study is assumed to be very time-consuming in data collection and analysis, therefore a carefully and arcuately scheduled agenda for the research will be required. Lastly, according Skjold et al. (2018), the result generated by interviews and surveys from fur industrial participants have shown an unambiguity in their answer due to the complexity nature of the industry (Skjold et al., 2018). Therefore, clear questions and thorough guidelines should be provided in interviews and survey should be well-organized to avoid any confusion.

Keywords: Sustainability, Fur, Fur Fashion, Luxury Fashion, Consumer Behaviour Theory

2. Literature review

2.1 Fur & Anti-Fur History

Mink coat was once considered as a showcase for premium social status. It was identified as an investment that could be transferred through generations. According to Ramchandani & Coste-Maniere, Russian fur historian Sojuzpushnina indicated that fur product was once used as a form of currency within the market. It has adopted the status as “soft gold” and was used as gifts and a form of bribery (Ramchandani & Coste-Maniere, 2017).

During the 1980s, there was an increase of anti-fur campaigns that challenges the morality of fur users (Skov, 2005). Protesters used slogans such as “I’d rather go naked than wear fur” and “It takes up to 40 dumb animals to make a fur coat. But only one to wear it.” during their anti-fur campaigns. Some protestors had even gone naked while protesting to show their determination in boycotting fur made products (Faier, 2020). In 1985, the Trans Species Unlimited (TSU) and the Coalition to Abolish the Fur Trade (CAFT) had coordinated world first non-violent protest against fur products at Macy’s, which was the largest fur retail during 1980s, in New York and Sacramento (Faier, 2020). Gordon & Hill in their book published in 2015 about the sustainable fashion mentioned that the possibility to use animal products in a responsible and humane manner is almost impossible, and stated that “In that view, forswearing all animal products is the only true interpretation of sustainability” (Gordon & Hill, 2015). Nonetheless, even fraught with much debates and criticisms, animal rights and anti-fur movements towards the fur industry, many luxury fashion brands still consider the use of fur as a symbol as luxuriousness. Until today, regardless the use of fur product is associated with the negative impression and controvertible manner, it is still remaining within the fashion industry and holds its value as a luxury item (Wong et al., 2018).

According to International Fur Federation (IFF), up to this present the fur industry still takes an important role economically in the creation of labour and contribution to the gross of national product in the several countries. Moreover, there is an estimation of more than one million roles of full-time employees and many more as a part-time roles created in the fur industry within the year, maintaining a stable employment rate (Wong et al., 2018).

2.2 Animal Welfare

Several animal welfare organizations have been set up within the industry to enhance sustainability in animal raising and to prevent animal cruelty. Two of these key welfare organizations have setup their own certified programs to enhance the sustainability among the fur industry.

WelFur is a welfare assessment program designed for fur animals. It is developed and funded by the fur industry in European Fur Breeders' Association (EFBA). The program focuses on monitoring and improving the welfare of animals under four welfare principles and 12 welfare criteria. The four welfare principles are namely: 1) Good feeding, 2) Good housing, 3) Good health and 4) Appropriate behaviour and 12 welfare criteria are 1) Absence of prolonged hunger, 2) Absence of thirst, 3) Comfort around resting, 4) Thermal comfort, 5) Ease of movement, 6) Absence of injuries, 7) Absence of disease, 8) Absence of pain induced by management procedures, 9) Expression of social behaviours Social housing, 10) Expression of other behaviours Opportunity to use enrichment, 11) Good human-animal relationship, and 12) Positive emotional state. Ultimately, the aim for WelFur is to enhance animal welfare and to address public concerns on the ethical handling on fur farmed animals in the industry (Mononen et al., 2012).

Furmark® is a certified program that operates and administrated under the supervision of IFF. The ultimate goal in the program is to promote responsible and ethical treatment of animals and enhance sustainable practices. These practices includes education and training on farmers and businesses, reenforcing local and international laws that concern animal welfare and environmental protection. Furthermore, in order to increase the traceability of fur made product, Furmark® has rolled out a tracking scheme that allow consumers to trace the source of the material from farm origin to its end product (Wong et al., 2018). The capability allowing customer to trace the origin of the material has shown its significance in a research conducted by Achabou et al. in 2020. The result of the study has indicated material traceability is one of the key factors that consumers concern while purchasing fur made products (Achabou et al., 2020).

2.3 Sustainability and Sustainable Supply Chain Management (SSCM):

In 2015, the United Nations (UN) established the 2030 Agenda for Sustainable Development. The UN aimed to achieve global prosperity and world peace for both the planet and people by promoting the Sustainable Development Goals (SDGs), which are consisted of 17 objectives. These

goals addressed various global challenges, including “poverty, hunger, good health and well-being, quality education, gender equality, clean water and sanitation, affordable and clean energy, decent work and economic growth, industry, innovation and infrastructure, reduced inequalities, sustainable cities and communities, responsible production and consumption, climate action, life below water, life on land, peace, justice and strong institutions, and partnerships”. Thakker & Sun (2023) mentioned that the textile and fashion industry is at center of the SDGs as it is one the major industry that has the greatest contribution towards world pollution, therefore immediate action ought to be performed to reinforce sustainability in the industry (Thakker & Sun, 2023).

The concept of "sustainability" has been interpreted in various ways, ranging from a philosophical viewpoint that considers on the needs of future generations to a more complex idea that is applied in business management (Ahi & Searcy, 2013). According Gunder (2006), he mentioned it is challenging to define the term “sustainability”, as it is a concept that many claim to understand, yet are often struggle to transfer into actionable terms (Gunder, 2006). One of the general definitions of sustainability by Gordon & Hill (2015) referred to an ecological system that is designed to main balance, meaning only the necessary should be taken from the environment unless it can be renewed. They stated that it is practically impossible for fashion industry to be truly sustainable as fashion is often driven by quick changes in trends and the replacement of older styles (Gordon & Hill, 2015). The concept of "sustainability" can be applied to multiple dimensions because its definition varies depending on the context perceived. It is highly correlated to the education, the usage of language, the standard of living and health and the definition of its user (Virtanen et al., 2020). Moore (2017) in her research has attempted to develop a comprehensive definition of the term sustainability. One of the challenges she emphasized in her conclusion is that selecting a definition for sustainability is challenging, as it can refer to the sustained delivery of a clinical treatment or referring to individual behavioral changes, which can take place at various levels (Moore et al., 2017). Therefore, addressing to one of the limitations, it is essential to provide a standard and appropriate definition on sustainability for readers to understand in this study.

Given the complexities of the fashion industry, researchers often categorize sustainability in fashion into various aspects (Wong et al., 2018; Choi et al., 2019; Skjold et al., 2018). Sustainable material process involves using more environmentally friendly materials in production. (Choi et al., 2019), sustainable design refers to redesign and reuse to create second-hand fur (Wong et al., 2018) and while sustainable cultural history refers on linking garments to emotions as to promote the preservation and reuse of the apparel (Skjold et al., 2018). The fashion supply chain is regarded as one of the longest and most complicated supply chain due to its complex procedure and labor-intensive manufacturing. High degree of pollution from excessive use of electricity in machinery and water pollution in dyeing process are created each year to endanger the society (Choi et al., 2019). Nowadays a lot of companies are encouraged to pay more attention to the Sustainable Supply Chain

Management (SSCM) due the increase attention on sustainable development (Turker & Altuntas, 2014). Study conducted by Turker & Altuntas (2014) has reviewed 22 different definitions of SSCM and came up with a more comprehensive definition: “The creation of coordinated supply chains through the voluntary integration of economic, environmental, and social considerations with key inter-organizational business systems designed to efficiently and effectively manage the material, information, and capital flows associated with the procurement, production, and distribution of products or services in order to meet stakeholder requirements and improve the profitability, competitiveness, and resilience of the organization over the short- and long-term.” (Turker & Altuntas, 2014). In other words, the goal is to create sustainable supply chains (SSC) that can effectively combine and maintain balance between economic, environmental, and community factors. This definition is significant and closely linked to the Triple Bottom Line theory, which will be explored further as it serves as a benchmark for assessing fur organizations. SSC can also be viewed as the combination of corporate sustainability with supply chain management (Ahi & Searcy, 2013).

2.4 Theories in relate to Sustainability:

The use of Triple Bottom Line is a framework that provides evaluation on the commitment to sustainability within fur organizations through measuring the performance across three dimensions: social, environmental, and economic. Elkington (1997) coined the term triple bottom line (TBL), which implies that sustainability is the interaction that focus on environment, social, and economic aspects. These three dimensions are also commonly referred the three Ps: people (social), planet (environmental) and profits (economic) (Gutowski, 2013). The measurement in the performance of an organization should therefore be taking account along these three dimensions. To elaborate, evaluating the environmental factors would involve the investigation on fur sourcing, waste management practices, and carbon emissions. Analyzing social aspects would include the consideration on the industry's effects on society, such as animal welfare, working conditions, and community involvement. Additionally, it's important to examine the economic possibility of sustainable fur production and to investigate possible business models (Skjold et al., 2016). Arowoshegbe & Emmanuel (2018) stated that “the three separate accounts cannot be added or combined, and must be considered separately” and therefore it could be a challenge with TBL is that it is difficult to “compare the people and planet accounts in terms of cash and the way the profit account is measured” (Arowoshegbe & Emmanuel, 2018). Organizations are therefore necessary to take all three dimensions into account when targeting to achieve sustainability supply chain (Köksal et al., 2017). The evaluation for Triple Bottom Line according to Gutowski (2013), is to evaluate three key dimensions. First is the calculation economic performance that included revenues, costs, profits, and return on investment. Secondly is the assessment of organization environmental performance that include the analysis of environmental footprint through Life Cycle Assessments (LCA). Third is the

examination on social performance of the organization, which includes the review of the corporate social responsibility (CSR) report (Gutowski, 2013).

Life Cycle Assessment (LCA) is a measurement tool that was used in the assessment of organization environmental performance within the TBL mentioned in previous paragraph. Life Cycle Assessment is a measurement tool that is commonly used to evaluate sustainability (Curran, 2013). Curran, LCA and Sustainability expert defined that LCA is “an approach to compare the environmental goodness (greenness) of products has developed into a standardized method for providing a sound scientific basis for environmental sustainability in industry and government.” (Curran, 2013). She also commented in her research in 2003 that Life Cycle Assessment is “an analytical tool that captures the overall environmental impacts of a product, process or human activity from raw material acquisition, through production and use phases, to waste management.” (Curran, 2013). According to US Environmental Protection Agency (USEPA) in 2006, Life Cycle Assessment is an essential tool for evaluating the environmental impacts that associate with a product, starting from its raw materials to the end state where it is disposed, reused or recycled (USEPA, 2006).

Wong and Cai (2018) in the chapter of “Sustainability in the Fur Industry”, applied the life cycle in their research to evaluate the sustainability supply chain in fur industry and their environmental impacts. Their research is composed of a brief introduction to the fur industry, and followed with a holistic literature review categorized in different aspects, including sustainable luxury product and compared the fur industry versus the sustainable industry. They found out within the literature they studied, the research conducted by DSS Management Consultants revealed that the life span of fur products can be extended through multiple generations and estimation of 10% within used fur garments are able to reusable or recycled despite their life cycle has ended (Wong et al., 2018). The conducted literature review in their research has showed the value in used of Life Cycle Assessment and the importance to take account within this paper.

2.5 Sustainable Fashion relating to Consumer Behavior Theories

Consumer behavior is responsible for the second part of this research. It is a crucial to introduce theories that associated and explain theoretical aspects in relate to the effect of sustainability on consumer purchase decision. Consumer purchasing behavior towards fur product is complex as it can be influenced by a variety of psychological, social, and cultural factors. Through understanding these theories contribute essential knowledge for stakeholders on multiply levels in order to formulate the most suitable strategies that align with their consumer both values and attitudes. In this research, it will provide different theories on consumer behavior and apply the most appropriate theory that explain the result collected.

Kumar (2013) published an article focused on the impact in green marketing on consumers. He stated that “Green marketing has high influence on the brand perception of customer” (Kumar,

2013), he suggested that customer perceptions are shaped by different functional experiences involving “quality, reliability, ease of use” and emotional experiences involving “Make me feel better, improve my performance, make my life/job more gratifying or easier” (Kumar, 2013). He has also found out that the level of education of consumers has also an obvious impact on their purchasing behavior, revealing that the higher education level results a higher correlation with the concern in green products (Kumar, 2013).

Another study conducted by Groening et al. (2018) included a large-scale of literature review with over 20 consumer-level theories. Its purpose is to uncover the influences on how green marketing affects consumer purchasing behavior. The study provided definitions on different consumer behavior theories and grouped these theories in to six categories based on their application. The categories are “Values and Knowledge”, “Beliefs”, “Attitudes”, “Intentions”, “Motivations” and “Social Confirmation”. Groening et al. has classified and explained how these theories are essential when studying consumer behavior in relate to current and future green marketing research. The theories they covered included Value-Belief-Norm (Beliefs), Attitude Behavior Theory (Attitudes), Consumer Choice Theory (Intentions), Theory of Planned Behavior (Motivation) and Role Theory (Social Confirmation) (Groening et al, 2018). Groening et al.’s research has provided a systematic guideline on the application in terms of the use among different theories in order to rationalize the behavior of consumer purchasing decision. To conclude Groening et al.’s research, they have revealed that only a limited customers are encouraged to pay more for green products compare to non-green products and that customer’s behavior in a specific environmental setting (ethnical culture, family background, social culture) may not necessarily correspond to a parallel purchasing behavior among different environmental settings. Thus, a great disconnection has been shown between consumer green buying intention and the actual green purchasing behavior (Groening et al., 2018).

The Cognitive Dissonance Theory is another influential consumer behavior theory that could be used in this research, yet was mentioned in above study. According to Festinger (1957), Cognitive Dissonance Theory is defined as a psychological concept that explained how people deal with conflicting thoughts, beliefs, and attitudes. It is utilized to justify how these conflicts would have an influence on their behavior and the process in decision-making. Festinger (1957) refers the dissonance as a form of distress that occurs when one experiences psychological discomfort while dealing with their contradictory beliefs, ideas, or values (Festinger, 1957). Rolling et al., (2021) applied the cognitive dissonance theory in her research on the study of pro-environmental millennial consumers' responding to the fur conundrum of luxury brands, found out that certain level of dissonance had formed in consumers who, while accepted the consumption of animal-based product, yet are opposed to wearing fur product as being environmental unfriendly (Rolling et al., 2021). To add on, Tanford and Montgomery (2015) stated in their research that dissonance can be created by social influences

and can has the ability to reform pre-existing attitude and pro-environmental buying decision (Tanford and Montgomery, 2015).

Rolling et al., (2021) has conducted research to understand how dissonance is related to proposed consumer behavior factors using a conceptual model (figure 1). The author has suggested that different main effect: consumer stance, luxury brand stance and use case are the main effects that contribute to generate dissonance, as a result altering the brand attitude and purchase intention of consumers. Author suggested that this conceptual model explained their result on specific customer behavior during the investigation on their survey (Rolling et al., 2021).

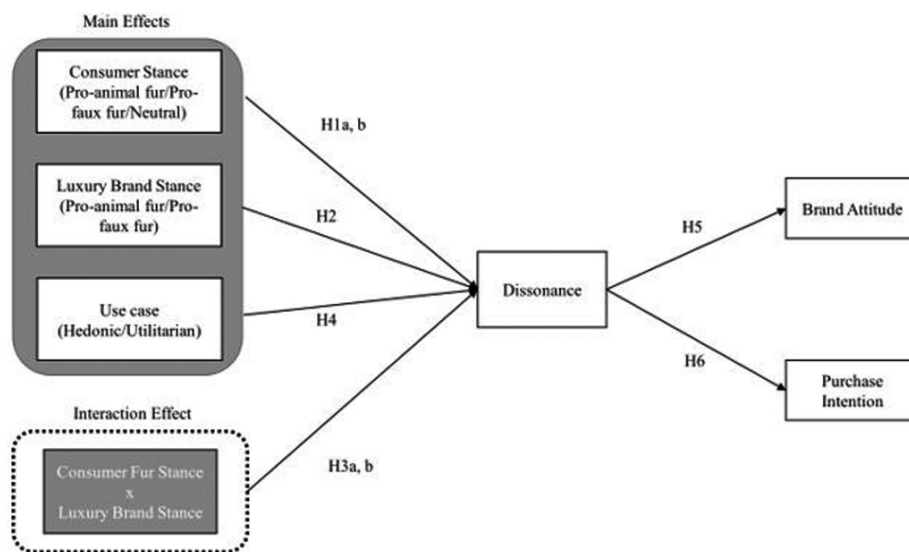


Figure 1

The Value-belief-norm (VBN) theory proposed by Stern in 2000 is a conceptual framework that explained how values, beliefs, and norms in an individual contribute to the motivation behind pro-environmental behaviors (Stringer et al., 2020). Stringer et al. defined VBN theory as composition of three components: “Values” indicates the scale of how one values environment, while “Beliefs” refers to the idea that certain actions can damage the environment and impact oneself, and the “Norm” refers to the sense of moral obligation to avoid certain behaviors. In other words, the VBN theory suggests that if a person holds strong eco-friendly values, a strong belief that the environment is in vulnerable is more likely to be developed and therefore their values are threatened. These beliefs will lead to a development of norms to protect the environment, which increases environmentally friendly actions (Stringer et al., 2020).

Theory of Planned Behavior (TPB) is another consumer behavior theory that has been applied in many studies that focused on sustainability. TPB focused on three determinants of intention, which are “attitude towards the behavior”, “subjective norm”, and “perceived behavioral control”. To break down, “attitude towards the behavior” refers to the reflection of individual’s evaluation of one’s behavior, where a positive attitude towards sustainable fashion enhances purchase intentions. Second

is “Subjective Norms”, which refers to the social pressure received from people who influenced them. This would affect their buying intention and preferences on sustainable products. An example will be if consumers’ family and friends support sustainable fashion, they are more likely support as well. Third is “Perceived Behavioral Control” (PBC), which refers to the difficulty to perform on the behavior. Perceived Behavioral Control has the least among the three, however research found out that the higher the PBC is responsible to the enhancement on the intentions to purchase sustainable fashion (Saricam & Okur, 2019). In Saricam & Okur study in 2019, they aimed to use Theory of Planned Behavior (TPB) to analyze consumer behavior regarding to sustainable fashion. They have conducted an online survey with 339 participants in Turkey and applied TPB model to predict participants’ purchase intention. Based on confirmatory factor analysis and structural equation modelling, their result emphasized the significant roles of attitudes and subjective norms in modifying consumer behavior towards sustainable fashion. (Saricam & Okur, 2019)

2.5 Notable relative research

Among the literatures that this research has conducted, it has found out a few studies that are more related and may contribute significant in sight in the theoretical background and methodology on this research.

Wong, Ng & Cai in 2018 published “Sustainability in the Fur Industry”, and their study presented a comprehensive analysis of the sustainability of the fur industry from various perspectives. It has provided an in-depth and definition connecting the fur industry and sustainability. Wong Ng & Cai have also utilized the analysis of life cycle assessment and provided a result where it compared the positive and negative impact on sustainability through life cycle scores on natural and faux fur. Wong, Ng & Cai research was divided in a two phase study. In first stage, a systematic examination of current data on industry was performed through gathering second hand data and it was followed with key informant interview with key personnels within the industry. The designed questions were divided into 3 categories based on the process of supply chain: supply, process, and demand. Data collected from interviews were then coded and a model to understand and improve the sustainability within the fur industry was proposed. The model has suggested potential strategies for future sustainability and growth dedicating to fur organization policy makers as a conclusion. Wong, Ng & Cai also addressed in their research that the analysis in the sustainability in the fur industry is more complicated than other apparel industry because in majority of apparel industry research have not considered the complexity within the process of fur material while in its raw state as processing procedure has a high impact in the supply chain. This study is an important framework for my research as it provided important ground work and research purpose of this paper.

Skjold et al. (2018), conducted research "Fur and Sustainability – a Design Perspective" between August 2014 to December 2015, focused on integrating sustainability into the fur sector

through a design research perspective. Their research is divided into four sub-projects, each addressing a different aspect: cultural history, material processes, design processes, and user experiences related to fur.

The first and third sub-project focused on cultural history perspective and the design processes aspects respectively. In the first sub-project, historical examples were drawn to investigate the relationship between personal and cultural memory and which suggested that sustainability and memory have always been associated in the design cultural history. In the third sub-project suggested the design process can enhance the sustainability of fur products through the redesign of second-hand fur garments. The recreation process can provide new value towards the garment and can draw attention to different sector of consumers, possibly creating new market opportunities. The report indicated that incorporating sustainability into the design process could transform fur product from an exclusive status symbol into a more ordinary material while enduring its value.

Among the four sub-projects, Sub-project II and Sub-project IV offered the most valuable insights for my research. Sub-project II examined resource usage and waste generation throughout the production, processing, design, use, and disposal of mink fur. It utilized Life Cycle Assessment (LCA) to help define the research problem and identified several barriers and limitations in conducting LCA within the fur industry, such as the ambiguity in partial results. The first part of this section involved preliminary literature research to understand the evolving role of fur in Western history, while the second part consisted of qualitative interviews with individuals regarding inherited fur items. Sub-project IV explored how fur interacted with society and how consumers perceive fur garments. It proposed that durable design and high craftsmanship signifies the values, which aligned with the concept of slow fashion. Furthermore, it concluded that the superior craftsmanship in fur garments have correlated with consumer awareness of quality, which influenced the the awareness of animal welfare, material processes, and manufacturing practices. This conclusion can serve as a key factor in analyzing consumer responses in surveys.

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 - 22) Maarouf, H. (2019). Pragmatism as a Supportive Paradigm for the Mixed Research Approach: Conceptualizing the Ontological, Epistemological, and Axiological Stances of Pragmatism. *International Business Research*, 12, 1. <https://doi.org/10.5539/ibr.v12n9p1>
 - 23) Mononen, J., Møller, S., Hansen, S., Hovland, A., Koistinen, T., Lidfors, L., Malmkvist, J., Vinke, C., & Ahola, L. (2012). The development of on-farm welfare assessment protocols for foxes and mink: The WelFur project. *Animal Welfare*, 21(3), 363–371. <https://doi.org/10.7120/09627286.21.3.363>
 - 24) Moore, J. E., Mascarenhas, A., Bain, J., & Straus, S. E. (2017). Developing a comprehensive definition of sustainability. *Implementation Science*, 12(1), 110. <https://doi.org/10.1186/s13012-017-0637-1>
 - 25) Muthu, S. S. (Ed.). (2017). *Textiles and clothing sustainability: Sustainable fashion and consumption*. Springer. <https://doi.org/10.1007/978-981-10-2131-2>
 - 26) Ramchandani, M., & Coste-Maniere, I. (2017). To Fur or not to Fur: Sustainable Production and Consumption Within Animal-Based Luxury and Fashion Products. In S. S. Muthu (Ed.), *Textiles and Clothing Sustainability* (pp. 41–60). Springer Singapore. https://doi.org/10.1007/978-981-10-2131-2_2
 - 27) Rolling, V., Seifert, C., Chattaraman, V., & Sadachar, A. (2021). Pro-environmental millennial consumers' responses to the fur conundrum of luxury brands. *International Journal of Consumer Studies*, 45(3), 350–363. <https://doi.org/10.1111/ijcs.12626>
 - 28) Saricam, C., & Okur, N. (2019). Analysing the Consumer Behavior Regarding Sustainable Fashion Using Theory of Planned Behavior. In S. S. Muthu (Ed.), *Consumer Behaviour and Sustainable Fashion Consumption* (pp. 1–37). Springer Singapore. https://doi.org/10.1007/978-981-13-1265-6_1
 - 29) Skov, L. (2005). The Return of the Fur Coat: A Commodity Chain Perspective. *Current Sociology*, 53(1), 9–32. <https://doi.org/10.1177/0011392105048286>
 - 30) Sorenson, J. (2011). Ethical fashion and the exploitation of nonhuman animals. *Critical Studies in Fashion & Beauty*, 2(1), 139–164. https://doi.org/10.1386/csfb.2.1-2.139_1
 - 31) Stern, P. C., Dietz, T., Abel, T., Guagnano, G. A., & Kalof, L. (1999). A Value-Belief-Norm Theory of Support for Social Movements: The Case of Environmentalism. *Human Ecology Review*, 6(2).
 - 32) Stringer, T., Mortimer, G., & Payne, A. R. (2020). Do ethical concerns and personal values influence the purchase intention of fast-fashion clothing? *Journal of Fashion Marketing and Management: An International Journal*, 24(1), 99–120. <https://doi.org/10.1108/JFMM-01-2019-0011>
 - 33) Tanford, S., & Montgomery, R. (2015). The Effects of Social Influence and Cognitive Dissonance on Travel Purchase Decisions. *Journal of Travel Research*, 54(5), 596–610. <https://doi.org/10.1177/0047287514528287>
 - 34) Thakker, A. M., & Sun, D. (2023). Sustainable Development Goals for Textiles and

- Fashion. *Environmental Science and Pollution Research*, 30(46), 101989–102009. <https://doi.org/10.1007/s11356-023-29453-1>
- 35) The United Nations Sustainable Development Goals (2023) Communication materials. Retrieved 07 1, 2024, from https://www.un.org/sustainabledevelopment/wp-content/uploads/2023/09/E_SDG_Guidelines_Sep20238.pdf
- 36) Turker, D., & Altuntas, C. (2014). Sustainable supply chain management in the fast fashion industry: An analysis of corporate reports. *European Management Journal*, 32(5), 837–849. <https://doi.org/10.1016/j.emj.2014.02.001>
- 37) Virtanen, P. K., Siragusa, L., & Guttorm, H. (2020). Introduction: Toward more inclusive definitions of sustainability. *Current Opinion in Environmental Sustainability*, 43, 77–82. <https://doi.org/10.1016/j.cosust.2020.04.003>
- 38) Wong, T. C. C., Ng, R., & Cai, L. M. (2018). Sustainability in the Fur Industry. In C. K. Y. Lo & J. Ha-Brookshire (Eds.), *Sustainability in Luxury Fashion Business* (pp. 133–152). Springer Singapore. https://doi.org/10.1007/978-981-10-8878-0_8

3. Annotated Bibliography

- 1) Abbate, S., Centobelli, P., Cerchione, R., Nadeem, S. P., & Riccio, E. (2023). Sustainability trends and gaps in the textile, apparel and fashion industries. *Environment, Development and Sustainability*. <https://doi.org/10.1007/s10668-022-02887-2>
 Author suggested that the Textile, apparel, and fashion industries are the contributor to global environmental pollution. It identified sustainability trends and gaps within the industry. The study conducted a systematic literature review and included bibliometric analysis on existing studies. The result highlighted literature gaps, and suggested future research directions for researches and stakeholders to align business models with sustainability trends.
- 2) Achabou, M. A., Dekhili, S., & Codini, A. P. (2020). Consumer preferences towards animal-friendly fashion products: An application to the Italian market. *Journal of Consumer Marketing*, 37(6), 661–673. <https://doi.org/10.1108/JCM-10-2018-2908>
 This research focused on the consumer purchasing preferences on animal welfare and the attitude-behaviour gap relating to responsible consumption. Through quantitative studies, findings indicated while consumers prefer products made from animal fur, who cared more about social issues valued animal welfare more than who focused on own interests. This research provided managerial level within the industry to understand the influence of social value orientation, thus to apply strategies accordingly.
- 3) Achabou, M. A., & Dekhili, S. (2013). Luxury and sustainable development: Is there a match? *Journal of Business Research*, 66(10), 1896–1903. <https://doi.org/10.1016/j.jbusres.2013.02.011>
 This study examined how luxury products can align with sustainable developments, focusing on consumers perspective on using recycled materials in luxury clothing. Through data analysis, result showed that while consumers support sustainable luxury, they does not favour the idea of recycled materials in luxury goods.
- 4) Ahi, P., & Searcy, C. (2013). A comparative literature analysis of definitions for green and sustainable supply chain management. *Journal of Cleaner Production*, 52, 329–341. <https://doi.org/10.1016/j.jclepro.2013.02.018>
 This paper examined and compared the definitions of green supply chain management and sustainable supply chain management. The results showed that definitions for GSCM are more focused and emphasized environmental and coordination aspects,

while SSCM is suggested as an extension of GSCM. The study proposed a new definition for SSCM is needed to fill gaps in current existing definitions.

- 5) Arowoshegbe, A. O., & Emmanuel, U. (n.d.). *SUSTAINABILITY AND TRIPLE BOTTOM LINE: AN OVERVIEW OF TWO INTERRELATED CONCEPTS*.

This study explored the relationship between 'Sustainability' and 'Triple Bottom Line' (TBL), which author considered often used interchangeably within literature. A comprehensive literature review highlighted the inconsistencies of the usage of "sustainability" across various dimensions, and while TBL showed a consistency usage on all three dimensions. Author encouraged that researchers be more careful while using these terms in order to allow better understanding by other researchers.

- 6) Blas Riesgo, S., Codina, M., & Sádaba, T. (2023). Does Sustainability Matter to Fashion Consumers? Clustering Fashion Consumers and Their Purchasing Behaviour in Spain. *Fashion Practice*, 15(1), 36–63. <https://doi.org/10.1080/17569370.2022.2051297>

This study highlighted the importance to understand consumers' driving forces under increase pressure on sustainable fashion. Using choice-based conjoint analysis, this research explored consumer behaviour for sustainable fashion in Spain and confirmed lack of research done within the literature regarding the motivations driving sustainable fashion consumers. Through online survey with a current marketplace situation, the author proposed and categorized five dimensions of sustainable fashion. This paper however has found that the key motivation for consumers to buy fashion remained to be the price rather than its sustainability.

- 7) Cai, Y.-J., & Choi, T.-M. (2020). A United Nations' Sustainable Development Goals perspective for sustainable textile and apparel supply chain management. *Transportation Research Part E: Logistics and Transportation Review*, 141, 102010. <https://doi.org/10.1016/j.tre.2020.102010>

This study explored how textile and apparel supply chains can align with the United Nations' Sustainable Development Goals (SDGs). This research employed a systematic literature review to explore the sustainability and supply chain management within the industry. It revealed that industry has provided a series of sustainable practices, but did not contributed evenly among the sustainable developments in the social, economic and environmental sectors. The study proposed balanced actions should comply with the United Nations' 17 SDGs.

- 8) Carranza, R., Zollo, L., Díaz, E., & Faraoni, M. (2023). Solving the luxury fashion and sustainable development "oxymoron": A cross-cultural analysis of green luxury

consumption enablers and disablers. *Business Strategy and the Environment*, 32(4), 2399–2419. <https://doi.org/10.1002/bse.3255>

This study explored the complexities of green luxury consumption, addressing the inconsistency between consumers' positive attitudes toward ethical consumption. Utilizing Heider's balance theory, the researchers employed partial least squares structural equation modelling on consumers. Findings reveal how self-enhancement and self-transcendence influence attitudes toward green luxury, and identified key factors that affect purchase intentions through importance-performance mapping.

- 9) Ceylan, O. (2019). Knowledge, attitudes and behaviour of consumers towards sustainability and ecological fashion. *Textile & Leather Review*, 2(3), 154–161. <https://doi.org/10.31881/TLR.2019.14>

The research aimed to investigate consumers' knowledge, attitudes, and behaviours regarding sustainability and ecological fashion. A survey was conducted, and data were analysed using descriptive statistics and correlation analysis. The findings revealed that while participants had a positive attitude toward sustainability, did not consistently convert into pursuing sustainable behaviours. However, participants with a positive attitude on environmental practices, showed a consistently on sustainable behaviours. The study enhances researchers' understanding of different factors that influence consumer behaviour in green fashion.

- 10) Chan, T., & Wong, C. W. Y. (2012). The consumption side of sustainable fashion supply chain: Understanding fashion consumer eco-fashion consumption decision. *Journal of Fashion Marketing and Management: An International Journal*, 16(2), 193–215. <https://doi.org/10.1108/13612021211222824>

This paper is to examine the relationships between product and store-related attributes on sustainable fashion and consumers' decisions. It aimed to reveal if there is any relationship on the green fashion products and its price. The rise of environmental impacts has called for attention and modified consumers' buying attitude. Survey was conducted with consumers in Hong Kong. A confirmatory factor analysis was conducted to check the reliability of the scales and multiple regression analysis was used to test the hypotheses. Research findings showed that only store-related attributes of sustainable fashion can positively influence consumers' green buying decision. However, it also showed that suggested relationship can be diminished by the price of the product.

- 11) Ciasullo, M., Maione, G., Torre, C., & Troisi, O. (2017). What about Sustainability? An Empirical Analysis of Consumers' Purchasing Behavior in Fashion Context. *Sustainability*, 9(9), 1617. <https://doi.org/10.3390/su9091617>
- This study explored "importance," "expectations," and "social influence" impact has on consumers' buying intention on sustainable fashion brands and the on the pricing for sustainable clothing. The study applied a Multiple Linear Regression Model and found out that consumers tends to prioritize their expectations and social influences over the level of sustainability, in which suggested that they are less concerned about a brand's sustainability in their purchasing decisions.
- 12) Curran, M. A. (2013). Life Cycle Assessment: A review of the methodology and its application to sustainability. *Current Opinion in Chemical Engineering*, 2(3), 273–277. <https://doi.org/10.1016/j.coche.2013.02.002>
- The aim of Curran's paper is to review the usage of Life Cycle Assessment (LCA) and the application towards sustainability. The study included four phases: goal setting, inventory analysis, impact assessment, and result interpretation as a measurement of LCA. The purpose of this research is due to the often misunderstanding of the usage of LCA and to highlight the strengths and limitations of it. The results emphasized the importance of Life Cycle Assessment as it allowed researchers and policy-makers to be well informed as to have a better decision-making in sustainability practices.
- 13) Daukantienė, V. (2023). Analysis of the sustainability aspects of fashion: A literature review. *Textile Research Journal*, 93(3–4), 991–1002. <https://doi.org/10.1177/00405175221124971>
- This research is to identify the sustainability challenges in fashion industry. Through conducting comprehensive literature review, the study examined the factors from fiber development to disposal of worn garments. The result of the evaluation on environmental, economic, and social sustainability aspects within the product life cycle indicated the importance to include thoughtful decision-making during manufacture planning and marketing in order to construct a sustainable fashion industry for the future.
- 14) De Angelis, M., Adıgüzel, F., & Amatulli, C. (2017). The role of design similarity in consumers' evaluation of new green products: An investigation of luxury fashion brands. *Journal of Cleaner Production*, 141, 1515–1527. <https://doi.org/10.1016/j.jclepro.2016.09.230>

This paper aimed to explore how consumers' evaluation on new green products in luxury fashion are affected by similarity in design. Author conducted three experiments to compare consumers' reaction. Results indicated that consumers tend to prefer green products more than that resemble luxury brand design. Researchers could take into account on this factor while strategizing marketing plans for sustainable luxury.

- 15) Domingos, M., Vale, V. T., & Faria, S. (2022). Slow Fashion Consumer Behaviour: A Literature Review. *Sustainability*, 14(5), 2860. <https://doi.org/10.3390/su14052860>
The purpose of the study is to understand Slow Fashion consumer behaviour, focusing on their values, attitudes, and motivations. Applying qualitative research approach, the study conducted a systematic literature review on relevant papers and highlighted the important factors in sustainability that influenced consumer's decision positively within the slow fashion sector.
- 16) Evans, S., & Peirson-Smith, A. (2018). The sustainability word challenge: Exploring consumer interpretations of frequently used words to promote sustainable fashion brand behaviours and imagery. *Journal of Fashion Marketing and Management: An International Journal*, 22(2), 252–269. <https://doi.org/10.1108/JFMM-10-2017-0103>
This research examined consumer perspective on specific marketing wordings used by fashion brands to stimulate sustainable notions and consumer purchasing behaviour. Survey revealed participants often found green messages unclear and have led to frustration. It indicated certain marketing approach is unlikely to enhance knowledge on brands' green product.
- 17) Granskog, A., Lee, L., Magnus, K.-H., & Sawers, C. (n.d.). *Survey: Consumer sentiment on sustainability in fashion*.
The research surveyed on consumers' attitudes, and behaviours toward sustainability and sustainable fashion. The descriptive statistics and correlation analysis showed that consumers' positive attitude toward sustainability did not correspond to accorded behaviours.
- 18) Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *Journal of Cleaner Production*, 172, 1848–1866. <https://doi.org/10.1016/j.jclepro.2017.12.002>
This study provided explanation on different theories regarding on consumer green purchasing process by literature reviews on consumer behaviour theories related to

green marketing. The research discovered a disconnected relationship between consumer intentions and actual purchasing behaviours for green products.

- 19) Gutowski, T. (2011). The Triple Bottom Line: What Is It and How Does It Work?

Indiana Business Research Center, 86(1).

<https://www.ibrc.indiana.edu/ibr/2011/spring/article2.html>

The focus of the article is to explore the Triple Bottom Line (TBL) framework coined by John Elkington and its assessment on sustainability through social, environmental, and financial dimensions. The methodology in this study involved reviewing existing literature and providing examples of TBL applications in different sectors. The results showed an increase on the use of TBL for sustainability evaluation. Researchers could gain understanding on how TBL enhances sustainability practices within business organizations.

- 20) Hur, E., & Cassidy, T. (2019). Perceptions and attitudes towards sustainable fashion design: Challenges and opportunities for implementing sustainability in fashion.

International Journal of Fashion Design, Technology and Education, 12(2), 208–217.

<https://doi.org/10.1080/17543266.2019.1572789>

The research aimed to explore the challenges on fashion designers to adopt sustainable fashion. Qualitative research with open-ended questions in five interviews and surveying fashion designers, the study discovered both internal and external challenges, that include a lack of knowledge on sustainability and insufficient consumer demand on businesses.

- 21) Jain, S. (2019). Factors Affecting Sustainable Luxury Purchase Behaviour: A Conceptual Framework. *Journal of International Consumer Marketing*, 31(2), 130–146.

<https://doi.org/10.1080/08961530.2018.1498758>

The purpose of the study is due to lack of research on sustainable luxury and consumer behaviour. This study is based upon an extensive literature review to fill the gap by classifying four broad categories. A conceptual framework based on theory of planned behaviour (TPB) and Schwartz's value theory is used to provide the key factors of sustainable luxury fashion consumption. The study concluded by providing explanation on how the different individuals may have different reasons behind the purchase of sustainable luxury goods.

- 22) Kang, J., Liu, C., & Kim, S. (2013). Environmentally sustainable textile and apparel consumption: The role of consumer knowledge, perceived consumer effectiveness and

perceived personal relevance. *International Journal of Consumer Studies*, 37(4), 442–452. <https://doi.org/10.1111/ijcs.12013>

The study composed by Kang aimed to develop a comprehensive understanding on young consumers' behavioural intentions towards their buying preference on sustainable textile and apparels. Questionnaires were formulated based on structural theoretical approach. A planned behaviour model was used to tested the responses and the results indicated that young consumers' eco-knowledge directly affect the effectiveness on their buying intentions.

- 23) Kapferer, J.-N., & Michaut-Denizeau, A. (2020). Are millennials really more sensitive to sustainable luxury? A cross-generational international comparison of sustainability consciousness when buying luxury. *Journal of Brand Management*, 27(1), 35–47. <https://doi.org/10.1057/s41262-019-00165-7>

The purpose this study is to investigate millennial consumer's sensitivity towards sustainability in luxury products when compared to older generations. This study employed a cross-generational survey methodology across six countries. The research reveals that millennials are not significantly more sensitive than older generations. The findings within this study can contribute to understanding consumer purchasing attitudes over generations toward luxury and sustainability.

- 24) Kapferer, J.-N. (2010). All that Glitters is not Green: The challenge of sustainable luxury. *The European Business Review*, 40–45.

The purpose of Kapferer's study is to examine the relationship between luxury and sustainable development. The study conceptual analysis different luxury brands' practices and their contribution on sustainability. The results revealed the contradiction between luxury's status symbols and the demands for ecological responsibility. This research could guide luxury brands to increase the effectiveness in sustainability efforts and offer insights for academic researchers on sustainable development within the luxury sector.

- 25) Ki, C., & Kim, Y. (2016). Sustainable Versus Conspicuous Luxury Fashion Purchase: Applying Self-Determination Theory. *Family and Consumer Sciences Research Journal*, 44(3), 309–323. <https://doi.org/10.1111/fcsr.12147>

The study aims to investigate the factors influencing sustainable versus conspicuous luxury fashion purchases using Self-Determination Theory. A quantitative research approach was employed. Through online survey followed by structural equation modelling to analysed the data. Results indicated that intrinsic values of consumer

motivates sustainable luxury purchasing, while extrinsic values influence conspicuous luxury purchases, in result positively affect on repurchase intentions.

- 26) Köksal, D., Strähle, J., Müller, M., & Freise, M. (2017). Social Sustainable Supply Chain Management in the Textile and Apparel Industry—A Literature Review.

Sustainability, 9(1), 100. <https://doi.org/10.3390/su9010100>

This study aimed to identify the factors of social aspects in sustainable supply chain management in the textile and apparel industry. Literature review was used to analyse peer-reviewed articles. The results revealed significant gaps in social sustainability practices and study concluded that further research is required on socially responsible in order to for a more comprehensive framework.

- 27) Kong, H. M., Witmaier, A., & Ko, E. (2021). Sustainability and social media communication: How consumers respond to marketing efforts of luxury and non-luxury fashion brands. *Journal of Business Research*, 131, 640–651.

<https://doi.org/10.1016/j.jbusres.2020.08.021>

This research is to explore the sustainability claims on social media to identify cultural, economic, environmental, and social sustainability effects on brand attitude and electronic word of mouth regarding luxury and non-luxury fashion brands. The studies indicated sustainable communication is more effective for non-luxury brands.

- 28) Kunz, J., May, S., & Schmidt, H. J. (2020). Sustainable luxury: Current status and perspectives for future research. *Business Research*, 13(2), 541–601.

<https://doi.org/10.1007/s40685-020-00111-3>

The author identified the lack of studies on relationship between luxury and sustainability. Study emphasized the importance for fashion businesses to create a more sustainable product. A systematic literature review on luxury and sustainability identified much potential gaps within the field that required further research.

- 29) Lee, M., Karpova, E., & Baytar, F. (2019). The effects of information on young consumers' attitudes and purchase intentions of fashion products made of fur, leather, and wool. *Journal of Global Fashion Marketing*, 10(2), 177–193.

<https://doi.org/10.1080/20932685.2019.1577160>

Lee study investigated young consumers' purchase intentions on fur made fashion products. The study reveals that one-sided information contributed greater influences on participant's attitude. This research could provide understanding on consumer behaviour in the fashion industry, in particular in ethical considerations and marketing strategies.

- 30) Li, G., Li, L., Choi, T., & Sethi, S. P. (2020). Green supply chain management in Chinese firms: Innovative measures and the moderating role of quick response technology. *Journal of Operations Management*, 66(7–8), 958–988.

<https://doi.org/10.1002/joom.1061>

The purpose of this research is to explore the green supply chain management (GSCM) in Chinese firms, focusing on the impact of pressures on quick response technology. This research applied a mixed-methodology approach, combining Institutional Theory, Resource Based View Theory, and reviewing literature on GSCM. The results indicated that quick response technology, market and export created pressures for GSCM practices affecting sustainability achievement.

- 31) Mandarić, D., Hunjet, A., & Kozina, G. (2021). Perception of Consumers' Awareness about Sustainability of Fashion Brands. *Journal of Risk and Financial Management*, 14(12), 594. <https://doi.org/10.3390/jrfm14120594>

This research is to assess consumers' awareness and behaviours in regard to sustainable fashion. Using a formulated questionnaire, the responses were analysed and compared through descriptive statistics tests. The result indicated that women has a higher awareness in sustainability compare to men. It revealed a gap between positive attitudes toward sustainable fashion and actual purchasing behaviours.

- 32) Mandarić, D., Hunjet, A., & Vuković, D. (2022). The Impact of Fashion Brand Sustainability on Consumer Purchasing Decisions. *Journal of Risk and Financial Management*, 15(4), 176. <https://doi.org/10.3390/jrfm15040176>

A confirmatory research studied consumer attitudes towards the sustainability in fashion brands and how attitude influence purchasing decisions. The research identified the gap between Croatian consumers' attitudes and purchasing behaviour towards the sustainability in fashion brands. Survey showed a positive attitude towards sustainability in fashion brands. Controversially, study also found out sustainability is the least important factors in their purchasing decision.

- 33) Mok, A., Yu, H., & Zihayat, M. (2022). The trends of sustainability in the luxury fashion industry: A Triple Bottom Line analysis. *Journal of Global Fashion Marketing*, 13(4), 360–379. <https://doi.org/10.1080/20932685.2022.2085601>

The purpose of this study used Triple Bottom Line framework to analyse sustainability trends in the luxury fashion industry. Based on a mixed-methods approach, the study used topic modelling and sentiment analysis to study data from Women's Wear Daily. The results indicated an increases in sustainability thus

affecting consumer expectations. The research provide insights into sustainability practices and guidance for strategies making.

- 34) Ozdamar-Ertekin, Z. (2019). Can Luxury Fashion Provide a Roadmap for Sustainability? *Markets, Globalization & Development Review*, 4(1).

<https://doi.org/10.23860/MGDR-2019-04-01-03>

This article suggests that luxury fashion brands should initiate change towards a more sustainable fashion system compare to fast-fashion as a contradiction to sustainability. Literature review on different related studies and discussing values on fashion and sustainability concluded in relation with critical analysis and provided evaluation on the role of luxury fashion to create a better and a more sustainable fashion system.

- 35) Pereira, L., Carvalho, R., Dias, Á., Costa, R., & António, N. (2021). How Does Sustainability Affect Consumer Choices in the Fashion Industry? *Resources*, 10(4), 38. <https://doi.org/10.3390/resources10040038>

This research reflected consumer's perspectives and practices towards sustainability in the fashion industry. A qualitative research interviews with consumers revealed majority consumers applied sustainable measurements on their buying preferences towards fashion products. The research determined elements such as lack of education and product transparency contributed to consumers' buying motivations.

- 36) Preuit, R., & Yan, R.-N. (Terry). (2016). *Fashion and Sustainability: Increasing Knowledge About Slow Fashion Through an Educational Module* (9919001; p. 9919001). Iowa State University, Digital Repository.

https://doi.org/10.31274/itaa_proceedings-180814-1317

This study investigated whether education holds an important role on restructuring college students' attitudes and purchase intentions about the environmental benefits within the slow fashion sector. The study applied a mixed-method approach, utilizing focus groups, pre- and post-educational surveys, and statistical analyses to find out that a significant improvements in participants' objective and subjective knowledge. However, result also showed the purchase intentions remained unchanged, suggesting financial constraints may be the most important factor.

- 37) Ramchandani, M., & Coste-Maniere, I. (2017). To Fur or not to Fur: Sustainable Production and Consumption Within Animal-Based Luxury and Fashion Products. In S. S. Muthu (Ed.), *Textiles and Clothing Sustainability* (pp. 41–60). Springer Singapore. https://doi.org/10.1007/978-981-10-2131-2_2

This research explored the traits of sustainability in the fur industry as part of luxury fashion. The qualitative research applied expert interviews and literature reviews to identified different groups of consumers and patterns in using fur. The comparative data showed the gap and contrast between being sustainable and being luxurious.

- 38) Reiley, K., & DeLong, M. (2011). A Consumer Vision for Sustainable Fashion Practice. *Fashion Practice*, 3(1), 63–83. <https://doi.org/10.2752/175693811X12925927157054>

This research investigated the changes required in fashion sustainability focusing on consumers' practices. By using Desire for Unique Consumer Products (DUCP) Scale, university students were surveyed and followed by in-depth interviews. The findings revealed that vintage clothing wearers showed a higher desire for uniqueness in their purchases, therefore a higher potential for sustainable practices.

- 39) Rolling, V., Seifert, C., Chattaraman, V., & Sadachar, A. (2021). Pro-environmental millennial consumers' responses to the fur conundrum of luxury brands. *International Journal of Consumer Studies*, 45(3), 350–363. <https://doi.org/10.1111/ijcs.12626>

This study provides an understanding of millennial consumers' viewpoint on fur products. An experimental design is applied comparing the dissonance generated by millennial consumers between faux and animal fur. Result showed that luxury brands with animal fur stance create more dissonance, resulting negative impacts brand attitudes and purchase intentions.

- 40) Saricam, C., & Okur, N. (2019). Analysing the Consumer Behaviour Regarding Sustainable Fashion Using Theory of Planned Behaviour. In S. S. Muthu (Ed.), *Consumer Behaviour and Sustainable Fashion Consumption* (pp. 1–37). Springer Singapore. https://doi.org/10.1007/978-981-13-1265-6_1

The study applied Theory of Planned Behaviour (TPB) to analyse consumer behaviour regarding to sustainable fashion. An online survey in Turkey was conducted. Based on confirmatory factor analysis and structural equation modelling, the results indicated consumer's attitudes has direct influences on their purchase intentions.

- 41) Shin, D. C., & Jin, B. E. (2021). Do fur coats symbolize status or stigma? Examining the effect of perceived stigma on female consumers' purchase intentions toward fur coats. *Fashion and Textiles*, 8(1), 10. <https://doi.org/10.1186/s40691-020-00229-2>

This study investigated the perceived stigma on the relationship between the need for social status and purchase intentions toward real fur and faux fur. A Survey was used to examined the effects of stigma of fur on consumer purchase behaviours. The results

revealed status-seeking consumers have a higher purchase intention toward both genuine fur coats and faux fur. Also, stigma were only found generated by real fur coats, which would affect the demand for real coats.

- 42) Skov, L. (2005). The Return of the Fur Coat: A Commodity Chain Perspective. *Current Sociology*, 53(1), 9–32. <https://doi.org/10.1177/0011392105048286>

Skov, in this study created a framework from an economic sociology aspect to critical analyse on the rise, fall, and return of the fur coat. Through a qualitative approach, author performed an in-depth of literature review on historical trends, production practices, and the impact of anti-fur campaigns. The result indicated the gradual change in consumer behaviour due to the cultural values and shift in market dynamics in time.

- 43) Solino, L. J. S., Teixeira, B. M. D. L., & Dantas, Í. J. D. M. (2020). sustainability in fashion: A systematic literature review on slow fashion. *International Journal for Innovation Education and Research*, 8(10), 164–202.

<https://doi.org/10.31686/ijer.vol8.iss10.2670>

This research investigated whether slow fashion can be a more sustainable option to fast fashion. The study emphasized the purpose of this study is due to overuse of resources in favour of fast fashion and the decline in value of locally made products. Through a systematic literature review, the study identified an increase in discussion on slow fashion, and focusing on the importance of its value.

- 44) Stern, P. C., Dietz, T., Abel, T., Guagnano, G. A., & Kalof, L. (1999). A Value-Belief-Norm Theory of Support for Social Movements: The Case of Environmentalism. *Human Ecology Review*, 6(2).

The study conducted aimed to develop Value-Belief-Norm (VBN) concept to explain the reason for public support towards environmental movements. Author conducted a national survey, involving quantitative analysis on values, beliefs, and norms that influenced environmental behaviours. The results showed that personal norms predict various forms of environmental support and suggested connection on social psychology level with environmental efforts.

- 45) Stringer, T., Mortimer, G., & Payne, A. R. (2020). Do ethical concerns and personal values influence the purchase intention of fast-fashion clothing? *Journal of Fashion Marketing and Management: An International Journal*, 24(1), 99–120.

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This study is to understand the influence of consumer values on ethical consumption in a fast-fashion context. An online survey was designed to collect responses relating to personal values and ethical concerns towards animals, worker welfare issues, and environmental concerns. Using Value-belief-norm (VBN) theory, result revealed that there is positive impact on consumers' ethical concern towards animal welfare, which impact positively influences consumer possibility to purchase ethically marketed products.

- 46) Tanford, S., & Montgomery, R. (2015). The Effects of Social Influence and Cognitive Dissonance on Travel Purchase Decisions. *Journal of Travel Research*, 54(5), 596–610. <https://doi.org/10.1177/0047287514528287>

This research explored the effects of social influence and cognitive dissonance have on purchase decisions while traveling. An experimental design showed that participants were less likely to choose a green resort if they perceive negative reviews from a minority group. Meanwhile, pro-environmental participants attitudes experienced dissonance when selected non-green resort.

- 47) Thakker, A. M., & Sun, D. (2023). Sustainable Development Goals for Textiles and Fashion. *Environmental Science and Pollution Research*, 30(46), 101989–102009. <https://doi.org/10.1007/s11356-023-29453-1>

This research explored the 17 Sustainable Development Goals (SDGs) in respect to the textiles and fashion industry. It emphasized the urgency to address climate and health issues through the discussion of challenges and barriers. The results highlight the importance of corporate responsibility, transparency, and innovative practices, urging all stakeholders to commit to the SDGs beyond 2030.

- 48) Turker, D., & Altuntas, C. (2014). Sustainable supply chain management in the fast fashion industry: An analysis of corporate reports. *European Management Journal*, 32(5), 837–849. <https://doi.org/10.1016/j.emj.2014.02.001>

This study examined sustainable measures among fast fashion companies. The study applied a qualitative research approach to analysis nine companies' corporate sustainability reports. The results revealed that companies which prioritized supplier compliance and monitoring performance in sustainability, showed a higher focus on both ethical and environmental level.

- 49) Virtanen, P. K., Siragusa, L., & Guttorm, H. (2020). Introduction: Toward more inclusive definitions of sustainability. *Current Opinion in Environmental Sustainability*, 43, 77–82. <https://doi.org/10.1016/j.cosust.2020.04.003>

This study explored the inclusive definitions of sustainability. The study employed a qualitative research approach through critically analyzing existing literature on sustainability relating to indigenous context. The results suggest that traditional sustainability definitions may overlook these perspectives and emphasized the need for more inclusive frameworks that acknowledges the diversity of cultural contexts.

- 50) Yang, Y., Han, H., & Lee, P. (2017). An Exploratory Study of the Mechanism of Sustainable Value Creation in the Luxury Fashion Industry. *Sustainability*, 9(4), 483. <https://doi.org/10.3390/su9040483>

The study explored how sustainable value creation in the luxury fashion industry can benefit multiple stakeholders. The study employed a qualitative case study approach, analysing Stella McCartney and Kering sustainable value as sample . The findings revealed a new value co-creation model that outlines targeted practices, allowing stakeholders enhance their sustainability efforts effectively.