

**IMPACT OF GREEN MARKETING ON CONSUMER
BUYING BEHAVIOUR IN THE FASHION INDUSTRY**

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Abstract

Introduction: Green marketing has a crucial role in developing the loyalty of customers and increasing the profit margin of fashion brands. Several fashion brands such as Zara have focused on green marketing to protect the environment and to boost sustainability. Some research questions and objectives have been made to achieve proper findings.

Literature Review:

The literature review chapter shed lights on ethical practices which talk about concerns of green marketing while aiming for a great shift in taking consideration of consumer approach, regulatory principles helps in managing societal responsibility. In order to take acute concern of competitive edge, concerning market trends, aid making sense on relational to ensure making technological concerns and managing supply chain. By embracing sustainability issues on account of taking acute note of environmental practices, the definite sustainability aim towards bringing integration products, and marketing concerns.

Methodology: The research has followed the primary quantitative method. It has also followed the positivism philosophy and the inductive approach. The primary quantitative data has been gathered through the survey technique. The primary quantitative data analysis technique has allowed for the analysis of the primary data.

Analysis and Findings: The findings has developed a close relationship between green marketing practices and consumer behaviour in the fashion industry. The survey on 101 participants succeed in highlighting some major facts that are directly connected with the consumer behaviour and the way it is affected with green marketing.

Discussion: From the comparison and contrast between the findings of literature review and the primary data collected through survey shows that growing awareness among customers about the environmental impact is helping in changing the practice of fashion industry. However there are some barriers such as lack of information, high price rate and lack of style in sustainable options that needs to be mitigated.

Conclusion: In this chapter the conclusion and recommendation strategies has been identified. The chapter first started with the linking with the objectives which has been identified based upon the impact of green marketing in the customer buying behaviour based upon the focus on the objectives of the research as well as the findings of the research. The study also proposes several recommendation strategies which might be effective for the fashion sector to implement advanced green technologies in the workplace and thus enhance

the customer's satisfaction in the marketplace. In essence, the limitations of the study and the future implication baked upon the research has been also highlighted following by the chapter summary.

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Chapter 1: Introduction

1.1 Research Background

The increasing concerns about the effect of both consumption and production on the environment have resulted in the growth of the concept of green marketing. As stated by Mukonza et al (2021), the concept of green marketing includes a varying range of activities that take into account the different needs of the consumers along with the social interest in preventing the environment from harm. Green marketing has become a beneficial tool to achieve good performance in the business. According to Shabbir et al (2020), green packaging and branding are regarded as the two most essential attributes in guiding the purchasing behaviour of consumers. As a result, it can be stated that green products and green practices of marketing have a wide impact on consumer behaviour. Due to this, it is quite important to communicate the information of the green products to the consumers in an accessible way.

As per the views of Govender and Govender (2016), the majority of consumers prefer green products and hold a positive attitude towards organisations that follow green practices. The increase in the demand for green products is a major motivational factor behind the growth of green marketing practices. The fashion industry is one of the industries that emit a high degree of pollution. As stated by Keane (2022), the fashion industry mainly lacks a sustainability standard in terms of business. The increasing awareness of sustainability among consumers has resulted in the development of green marketing in the fashion industry. In terms of the fashion industry, green supply chain management is a beneficial factor that fosters sustainability (Ray and Nayak, 2023). The trend of green marketing is increasing on a large scale and it is estimated that the market share due to this trend will grow by 6% by the year 2026 (Statista, 2024). The value of the ethical fashion market is increasing on a rapid scale and it is estimated that by the year 2025, it will reach 10 billion dollars as depicted in the graph below (Statista, 2024).

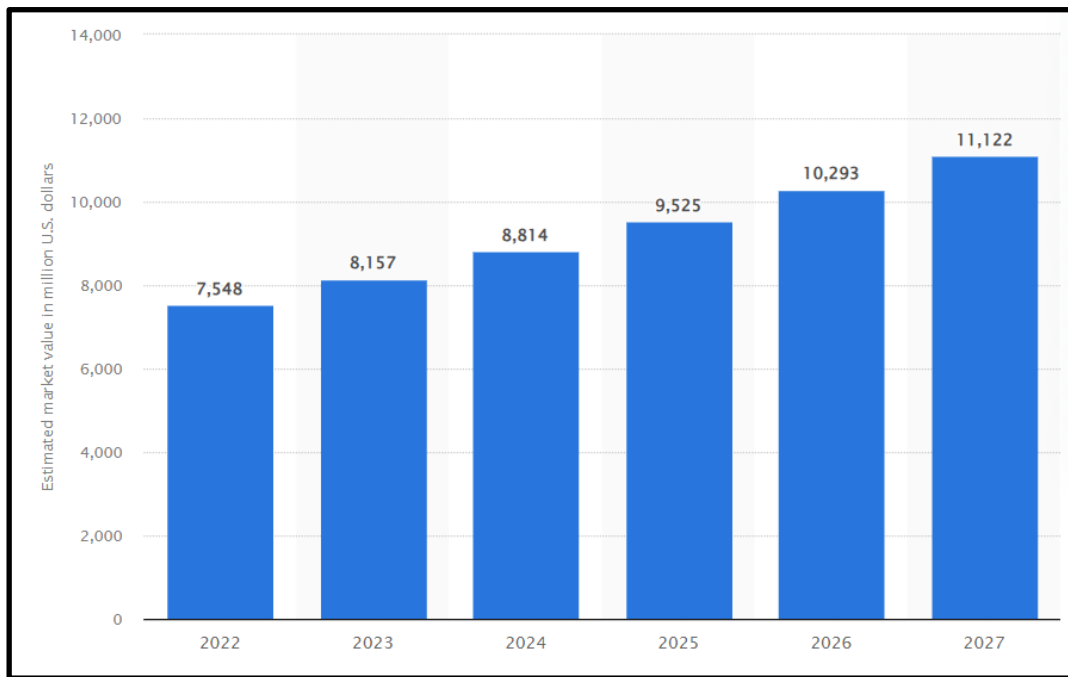


Figure 1.1: Increase in the value of the ethical fashion market by 2025
(Source: Statista, 2024)

85.8% of consumers are quite aware of the increasing environmental issues and thus, they prefer to purchase green products (Tulangow and Kusumawardani, 2021). Green marketing has a vital impact on the purchasing intention of consumers. Due to this, the fast-fashion industry employs varying strategies of green marketing to remain committed to solving environmental problems and influencing the buying behaviour of consumers. For example, Zara has joined the “Life Campaign” based on which they decided to prefer sustainable linen and recycled polyester in their clothes by the year 2025 (Kochar, 2023). Based on this campaign, the brand also decided to carefully select the fabrics and appropriately store the garments.

The concept of green marketing is mainly a driving force that boosts sustainability in the fashion industry. As stated by Adamkiewicz et al (2022), green marketing has driven a significant change in the decision-making process of consumers. This involves the increased willingness of consumers to pay more for green products. The fashion brands have been focusing on strategies that can improve their practices of green marketing and attract more consumers towards the brand. The research will thus focus on examining the impact of green marketing practices on the changing buying behaviour of consumers.

1.2 Research Rationale

The concept of green marketing drives changes in the process of manufacturing, packaging, advertising, waste management etcetera. As stated by Alexa et al (2021), by employing

effective practices of green marketing, fashion brands may find a balance between the different societal concerns and opportunities in the competitive market. This can allow fashion brands to attract potential customers and increase the rate of customer loyalty. However, the major issue is that with the emerging concept of green marketing, greenwashing has evolved in the fashion industry and this has negatively influenced the purchasing behaviour of consumers. This has led to the challenges of overconsumption and overproduction (Badhwar et al, 2024). This is an issue as it can result in a reduced rate of motivation among consumers in terms of making sustainable choices.

The excessive utilisation of environmental claims has resulted in consumers questioning both the honesty and trustworthiness of the environmental values of the organisations along with perceiving green marketing as less credible (Hagman et al, 2017). This can lead to the reduction of profitability of the brands to a great extent. The study will focus on the varying concepts of green marketing practices and their effect on the buying intentions of consumers in the context of the fashion industry.

1.3 Research aims and objectives

The research aims to analyse the necessary impact of green marketing on the purchasing behaviour of consumers in the fashion industry.

The objectives of this current research are stated below-

- To determine the factors that lead to the designing of the concept of green marketing in the current business environment.
- To examine the effect of the various concepts of green marketing on the buying behaviour of consumers in the fashion industry.
- To identify the strategies that can be employed to develop the strategies of green marketing in the fashion industry.

1.4 Research Questions

- What are the distinct factors that assist in understanding the concept of green marketing in the modern business scenario?
- What are the effects of green marketing that are required to be investigated in terms of consumer buying behaviour in the fashion industry?
- What are the strategies that can be recommended for enhancing practices of green marketing in the fashion industry?

1.5 Research Significance

The study by Shabbir et al (2020) focused on the different approaches of green marketing and its wide impact on the behaviour of consumers. However, the study has not identified the factors that result in the designing of the concept of green marketing. The current research is significant as it will examine the factors in this context. Another study by Hagman et al (2017) has shed light on the fact whether green marketing is credible or not. However, it has not determined the effects of green marketing on the buying intentions of consumers. The current study will analyse the various effects of green marketing in relation to the purchasing behaviour of consumers in the context of the fashion industry. Thus, the research is significant on a large scale.

The research questions formulated are worthy of study and thus hold huge significance. The research questions have not only focused on the impact of green marketing practices in the fashion industry but have also emphasised the strategies that can lead to the development of green marketing practices in the fashion industry. As a result, the current study will explore the strategies that can enhance the green marketing measures of fashion brands. Thus, the study is significant in this particular aspect.

1.6 Proposed Methodology

The research will commence by following the primary quantitative method. In this regard, the positivism philosophy will be selected to focus on the empirical-based findings. In terms of the design of the study, the descriptive design will be focused. The survey method will be preferred to collect the primary quantitative data in the research. A questionnaire consisting of 15 close-ended questions will be prepared to conduct the survey. 101 customers of the fashion industry will be selected as the participants of the research. By following the quantitative data analysis technique, the data will be analysed to achieve significant findings.

1.7 Research Structure

The dissertation has been carried out by following six chapters which are as follows-

Introduction- The study has commenced based on this first chapter and has involved a brief background of the research. Some specific objectives and questions of the study are also included in this chapter. The rationale and significance are discussed in this first chapter.

Literature Review- The dissertation moves through this chapter in which a critical review of the existing published studies is conducted. The gap in terms of the existing literature is also presented in this chapter.

Methodology- The research techniques and methods that are followed in research are discussed in this third chapter. The ethics maintained in the research are also involved in the methodology.

Analysis and Findings- The analysis of the data is conducted in this chapter and the empirical-based findings are presented in this chapter.

Discussion- In this chapter, the findings of the study are compared and contrasted with the literature of the research.

Conclusion- A summary of the overall study is presented in this chapter. The future scope and some valid recommendations are also discussed accordingly.



Figure 1.2: Research Structure
(Source: Self-developed)

Chapter 2: Literature Review

2.1 Introduction

In this chapter, the existing literature on the proposed topic will be critically evaluated. There are different authors who have conducted their studies regarding the influence of eco-friendly marketing on the purchasing pattern of consumers and their behaviour. In this chapter, the concept of the relationship between green marketing and consumer behaviour has been explained. The leading factors that are designed for green marketing have also been extensively discussed in this chapter. There are some associated challenges in implementing green marketing strategies for fashion industries. These challenges are mentioned with in-depth knowledge. Effective green marketing strategies are going to be discussed in this chapter. A section on effective theories related to this topic will be provided in this chapter along with a conceptual framework.

2.2 Concept of consumer buying behaviour and green marketing

As per viewpoints of Correia et al., (2023), consumer buying patterns ensure complexity in terms of psychological, elements of social, cultural, and aspects of economic influence. It has heavily impacted making sound decisions on reliance on buying goods and services. Understanding these behavioral aspects has been quite helpful in carrying forward businesses toward a marketing lineup of services. One significant behind the discussion of contemporary analysis is the Bridgforth categorization of consumer behavior and purchasing concerns. Considering aspects of environmental sustainability, green marketing strategies have been playing a crucial role in today's world.

As per statements of Qayyum et al., (2023), consumer purchasing behavior has been known to be encompassing deciding factors on what to buy, and ways to spend. This process is being highly impacted by internal and external aspects. Internally, perception elements, motivational factors, and noteworthy attitudes ensure a significant role. For example, the individualistic perception ensures enhancement to make a purchase influencing buying decisions.

Zhang et al., (2024) stated that, externally, the aspects of social, and economic aspects aid in making a social impact concerning family, and the platform of social media. It aids in making decisions on account of word-of-mouth marketing. Cultural factors concern certain beliefs, seamless values, and definite consumer preferences impacting concerns of demographics and

many other regions. Economic factors include inquiry income, and payable price point, which influence purchasing decisions.

Atik et al., (2023) stated that, in recent years, the definite prominence ensures heavy applying consumer buying decisions impacting connection for preserving environmental species. With a growing range of awareness and taking consideration of environmental climate concerns, pollution causes, and sources of resource depletion, audiences are becoming mindful of laying down the significant impact of making purchases. This gradual shift in attitude can be undertaken on account of green marketing principles.

According to Mehraj et al.,(2023), Green marketing has been quite helpful to make gradual development as per concern of environmentally sustainable services. It involves incorporating and taking accountability for environmental concerns in impacting definite elements of the product life cycle, from impacting design and making contributions towards distribution. Green marketing principles ensure seamless accountability of undertaking environmental values satisfying consumers and eco-friendly concerns in ensuring recyclability, or making usage of renewable materials.

Atik et al., (2023) stated that one key concern of green marketing is ensuring formulating communication and active note of environmental aspects. This can be done by making sound advertising tactics as well as highlighting environmental factors. However, businesses need to ensure credibility by relying on greenwashing –to make it environmentally friendly.

Mehraj et al.,(2023) claimed another important scheme of green marketing involves innovation. Companies have been investing in R&D facilities to create scope in planning sustainability. It takes accountability for conventional usage of biodegradable elements in packaging, usage of organic compounds, or energy-efficient services. By offering aspects of greener sustainability, notable businesses can tend to attract environment-friendly people.

Furthermore, the aspects of green marketing ensure taking consideration of product offerings to ensure working on social responsibility (also known as CSR) activities. Companies are likely expected to ensure demonstrating aspects while laying commitment toward bringing forth matters of environmental actions. It helps in lowering carbon emissions, excessive waste, or ensuing likelihood of conservation. These initiatives act as a contributory factor in helping to enhance reputation and to prioritize sustainability acts.

2.3 Factors that lead to the designing of green marketing

According to Marko et al., (2023), the emergence of green marketing aids in handling complexities while making remarkable shifts toward handling varied consumer attitudes, and technological regulations. Understanding these behavioral aspects while carrying forward businesses aiming towards enabling green marketing tactics while helping eco-friendly conscious people aiding in sustainability concerns.

Firstly, Gill et al., (2023) made a statement that the aspect of green marketing helps in making consideration of environmental activities. The climate change issues and resource depletion have affected individuals in a great manner. To make conscious decisions about environmental friendliness and the likelihood of making environmental purchasing decisions, electric vehicles (EVs) are being fascinated by consumers in lowering carbon emissions and maintaining ecological balance.

Secondly, as per Khare, (2023) regulatory concern aims towards promoting elements of environmental practices while relying on green marketing principles. Government regulations ensure accountability of waste management, highlighting concern about environmental standards, enhancing energy, and helping to alleviate product labeling in businesses. To aim towards adopting an eco-friendly attitude in business, it is being done to make communication elevating environmental standardization. For instance, the European Labelling Council Directors have taken necessary mandates in making energy efficient base labeling of keeping household utensils (Khare, 2023). The act aids encouragement of producing energy-efficient services accordingly.

Gill et al., (2023) claimed that the effectiveness of corporate social responsibility helps carry forward business while making adoption of green marketing activities. Many organizations can help by relying on environmental activities and having the ability to CSR initiatives. By investing in sustainability measures and timely communicating with consumers, concern can gain ample reputation and attain consumer trust. An example Patagonia, an apparel concern, has a keen sense of commitment towards environmental sustainability practices, satisfying environmentally active concerns.

Furthermore, Bläse et al., (2023) opined that the attainment of a competitive edge helps in making businesses take effective participation in green marketing schemes. In an increasingly growing marketplace offering environment-friendly items, it is very crucial to ensure

promoting standardization of marketing efforts to make it stand out from rivals. It further aids consumers in prioritizing elements of sustainability. For instance, Unilever's "Sustainable Acts on Living Brands" have standardization and have addressed concerns while working on environmental challenges.

Additionally, changing market trends tend to influence consumer tastes while driving the necessary demand for ensuring green services, prompting eco-friendly acts of sustainability. Shafiq et al., (2023) said that to aid consumers in a better way, the greener alternatives have been primarily helpful in enhancing food and fashion-based transportation. The involvement of technology has been helping a lot to ensure the prioritization of consumers in the sense of preferences and holding market share. To opt for sustainable alternatives, Beyond Meat has been helping enhance reliability options on plant-based alternatives. The reliability of environmentally friendly products has been helping a lot of health-conscious consumers.

Moreover, Simanjuntak et al., (2023) stated that technological innovations enable business operations which are a seamless greener option to ensure great advancements in utilizing renewable energy resources. The recycling advancement made by technologies aids in making sustainability to reduce environmental concerns. The seamless development is highly reliant on making use of electric vehicles and active solar energy in making the advancement of technology. Besides that innovation aids in taking consideration of sustainability options while shaping consumer behaviour patterns and making eco-friendly alternatives.

Lastly, as per Shafiq et al., (2023), the supply chain aids in sustainability to ensure the adoption of green practices in supply chain operations. In the globalized business world, companies tend to measure to ensure transparency and work on issues of sustainability operations. By promoting ethical materials, and environmentally friendliness, companies can ensure building faith while tackling reputational suability. With the growing demand for eco-friendly concerns, sustainability can help in aiming towards definite outcomes.

2.4 Effect of green marketing on consumer purchasing behaviour in the fashion industry

According to Venciute et al., (2023), the fashion industry has been helping to make contributions towards managing environmental degradation, often involving resource-centric consumption, and tactics involving waste generation. In response to the growing need for environmental sustainability, the units of fashion concern have been adopting green marketing tactics to promote sustainability practices. Green marketing influences heavily on

consumer purchasing behavioral traits, in such cases the multifaceted factors influence definite perceptions and notable purchasing decisions.

One significant influence of green marketing helps units of the fashion industry to grow while having a positive impact on consumer attitudes in leveling up sustainability. Through green marketing tactics, fashion brands can make ethical commitments towards environmental ecological balance. This can lead to enhanced awareness among people and consider the notable environmental importance of sustainable cats. For example, brands like Eileen Fisher have built sustainability on account of transparency in the management of supply chain initiatives.

Nittala et al., (2023) claimed that green marketing ensures shaping aspects of the fashion industry. As more consumers are becoming aware of environmentally sustainable practices, they are relying on major alternatives, for eco-being fascinated towards eco-friendly handling of products. Brands that tend to embrace the likelihood of using green marketing ensure making use of sustainable practices in clothing. In such cases, the consideration of attractive environmental activities has helped the audience in prioritizing eco-friendly acts. For instance, H&M's features aid in taking into consideration organic items, recycled usage of polyester, and other sustainable concerns in opting for eco-conscious alternatives.

According to Lim and Lady, (2023), green marketing prices tend to influence purchasing decisions while seeking environmental sustainability of fashion items. Through eco-friendly management of the business, the necessary branding, taking note of advertising labeling and communicating the issue of suitability help the sustainability of products. The necessary attributes take into consideration organic trade practices and managing production. This information ensures empowerment of consumers and soundness in purchasing decisions that tend to align beliefs. For example, Levi's campaign aids promote stable denim products using less water to fulfill the demands of environmentally conscious people.

Furthermore, Khorsand et al., (2023), stated that green marketing ensures trust by helping consumers prioritise the needs of sustainability. By demonstrating aspects of commitment towards fulfilling the demand for environmental transparency, brands can ensure building connections with people who value sustainability. This can ensure leading towards loyalty principles over time.

However, fashion concerns need to invest in green marketing claims to build credibility and definite results. Greenwashing and tackling environmental claims can ensure credibility, ultimately contributing to sales. Therefore, transparency, and aspects of accountability aid green marketing to help make sound commitment to concrete plans of action. Alkhatib et al.,

(2023) stated that it involves lowering carbon emissions, and waste, and supporting the labor practices of consumers. Green marketing has a significant influence in influencing the purchasing behavior pattern while making decisions. By promoting sustainability practices, eco-friendly fashion brands can help deal with environmental issues, as per preferences, that help enhance the sustainability of fashion concerns. However, it is crucial for alternate brands to help make efforts for green marketing, transparency, and building credibility among environmentally conscious audiences.

2.5 Challenges faced in implementing green marketing strategies in the fashion industry

According to the discussion of Sagapova et al., (2022) in their conducted study, there is evidence of numerous problematic circumstances regarding the fast fashion sector in the context of implementing sustainable and eco-friendly marketing strategies. In the present era, environmental sustainability has become one of the most important concerns for the entire fashion industry. It has also become a political agenda. Implementing effective green marketing strategies in the sector of fast fashion faces the challenge of huge expenses. In a fast fashion organisation, the implementation of eco-friendly strategies will be extremely costly. In case the market pushes the fashion industry to produce at a cheap price, the quality of the product declines. The overall life cycle of poor material clothes is involved with intensive risks to the overall environment and people.

According to Mehra and Qureshi (2022), the implementation of eco-friendly marketing strategies in the fast fashion sector presents numerous challenges across different countries. These challenges encompass aspects such as green marketing, consumer trust, promotional initiatives, and environmental concerns.

In a global context, textile manufacturing holds significant importance, with various countries contributing to its production. However, despite this global recognition, challenges persist in effectively implementing marketing strategies, especially in addressing social and environmental issues. Water pollution, generated primarily by the textile industry, remains a significant challenge worldwide.

While green marketing strategies have gained popularity, their implementation faces obstacles such as inadequate waste management systems. The textile industry generates vast

amounts of waste, including production waste and fabric scraps, necessitating effective waste management practices to mitigate environmental pollution.

Transparency within the textile supply chain is crucial for implementing sustainable strategies. Reinli and Pettersson (2021) highlight the challenges faced by industries in achieving transparency, which is essential for addressing social and environmental concerns. Lack of transparency can hinder efforts to identify and resolve issues within the supply chain.

In summary, the fashion industry, regardless of location, grapples with challenges related to sustainability and environmental impact. Overcoming these challenges requires concerted efforts in implementing eco-friendly marketing strategies, improving waste management systems, and enhancing transparency within the supply chain.

In the statements of Kuria (2024), lack of awareness can be mentioned as one of the most significant challenges in the path of implementing eco-friendly marketing strategies in the sector of the fashion industry. With the assistance of effective training programmes and required marketing education, the importance of implementing green marketing is needed to be spread. Inadequate awareness of consumers regarding the need for environment-friendly fashion can be mentioned as one of the significant challenges. There are numerous consumers all across the world who give preference to affordability over sustainability. This particular behaviour of consumers generates intense challenges for establishing effective green marketing strategies in the sector of the fashion industry.

2.6 Effective green marketing strategies in the fashion industry

According to IIAD's (2023) reports, green marketing for the fashion industry has become one of the most significant phenomena in this era. The overall fashion industry has a huge contribution to generating a large amount of pollution all across the globe. Nowadays, awareness is growing regarding the sustainability of green marketing. The effective strategies are mentioned in the following section of the study.

Eco-friendly Material Sourcing: According to the discussion of Tiscareño (2023), the supply chain of any fashion organisation or the overall fashion industry needs to incorporate environment-friendly sourcing of raw materials as one of the most important green marketing strategies. The fashion industry can decrease its environmental footprint by sourcing eco-

friendly raw materials such as innovative substitutes for traditional materials such as fur and leather, recycled fabrics, and organic fibers. For instance, Patagonia utilises recycled polyester in its clothing which helps in reducing the need for virgin polyester production which has a high environmental impact due to its reliance on fossil fuels (Patagonia , 2024) (Refer to Figure 2). Moreover, Patagonia also uses non-toxic dyes in its clothing such as plant based dyes and low impact synthetic dyes in order to reduce their environmental impact and reinforce the usage of environmentally friendly materials (Patagonia , 2017). These dyes are less harmful to the environment in comparison to the traditional textile dyes which often contains heavy metals and other toxic chemicals.



Recycled polyester used by Patagonia

(Source: Patagonia , 2024)

Different fashion brands make partnerships with eco-friendly material suppliers and invest in effective research and development for exploring green materials such as Tencel, hemp, and bamboo (Matthes et al., 2021). It is also important to communicate transparently about the utilisation of these materials for making fashionable clothes by conducting effective marketing campaigns and accurate labeling.

Ethical Productional Practice: According to the view of Andrés (2024), "ethical production practices" can be mentioned as one of the most significant green marketing strategies. This practice promotes transparent and fair trading in the fashion sector all across the globe. Different global fashion brands such as ZARA, H&m , Fashion Nova and many others utilise ethical production processes in their business conduction. With the assistance of ethical manufacturing practices, fashion brands will be able to maintain equitable remunerations for their associated workers, secure a working environment, and ethical labour standards, and

provide many more facilities to their associated workers. According to the discussion by Correa (2021), for effective marketing strategies and advertising techniques, the fast fashion industry of Latin America has incorporated ethical manufacturing practices in their fashion organisations.

Trace of Supply Chain and Transparency: As mentioned by Garcia-Torres et al., (2022), the connection between transparency, traceability, and sustainability in the fashion industry all across the globe are characterised by labour-incentive, complex and the associated supply chain that is geographically dispersed. The aspect of transparency can be mentioned as paramount to building the credibility and trust of the associated consumers in the industry of fashion. Popular fashion brands can incorporate innovative technology like Blockchain to provide an effective supply chain with transparency, which allows the associated consumers in tracking the entire process of their items from the collection of raw materials to the manufactured items. With the assistance of sharing information regarding assessments of the environmental impact, methods of production, and sourcing, fashion brands present their effective commitment to the associated consumers and it helps those consumers to make effective purchasing decisions.

Awareness and Education Campaigns: According to the discussion of Sukanya, and Tantia (2023), due to urbanisation, there is a huge change that has been incorporated in the fashion industry all across the globe. Globally reputed fashion organisations have the power to educate their associated and potential consumers regarding the social and environmental effects of their buying decisions through sustainability initiatives and effective awareness campaigns. With increasing awareness related to different issues such as employee exploitation, water pollution, and textile waste, different fashion brands will be able to inspire their associated consumers to be more conscious while making their purchasing choices and advocating for assertive changes. In-store events, campaigns on different social media platforms, and blog posts can be mentioned as examples of educational content (Macarthy 2021). These educational contents ensure the empowerment of consumers with in-depth knowledge and provide them immense encouragement for supporting different fashion organisations, which prioritise the concept of sustainability.

Partnership and Collaboration: According to Paras, and Pal (2020), successful implementation of strategic collaboration and partnership for the fashion industry is beneficial for enhancing green marketing strategies. Different fashion organisations can make effective collaborations

and partnerships with different NGOs, industry experts, and sustainability advocates for co-creating events, campaigns, and products, which are beneficial for promoting sustainable fashion.

2.7 Theories and models

Theory of Planned Behaviour: According to the discussion of Saricam, and Okur (2019), for analysing consumer behaviour regarding the aspect of sustainable fashion Planned Behaviour theory is utilised. The primary aim of utilising this theory is to assess the distinct aspects related to the sustainability factor of the fashion industry. There are three different variables in Planned Behaviour theory, which are Subjective norm, Attitude, and Perceived behavioural control. In subjective norm, it is assessed how an individual perceives his or her external environment. It also belongs to the subjective norm of how the analysis of other individuals can influence the behaviour of that particular individual. In the section on attitude, the perception of any individual can tend to be negative or positive. In the segment of "perceived behavioural control", the perspective of any individual is assessed on how simple it is of behaving in a particular way. As per the statements of Arvidsson and Kling (2018), the implementation of planned behaviour theory, in the fashion industry, benefits the sustainability of the entire industry. As per the authors' statements, the concept of the "in-store recycling" procedure can be applied to the fashion industry all across the globe. It will be beneficial for the entire fashion industry to promote a culture of circular economy and sustainable business practices.

Cognitive Dissonance Theory: According to the statements of SIERRA (2023), the theory of Cognitive Dissonance can be mentioned as one of the significant psychological theories, which demonstrates that the disagreement or conflict, which occurs when an individual's attitude, knowledge, and beliefs contradict with each other. In the industry of fashion, the theory of Cognitive Dissonance occurs when any individual's belief system regarding product sustainability, social responsibility, and ethics conflict with the associated actions of purchasing and wearing fashionable clothing. The theory of cognitive dissonance could be employed in marketing in order to motivate individuals to adopt values-aligned mindsets or actions. Revenue and loyalty to the brand might increase as a consequence of this. As an example, an organisation can benefit from an overwhelming market opportunity as long as it permits consumers to readily change their actions or perspectives.

2.8 Conceptual Framework

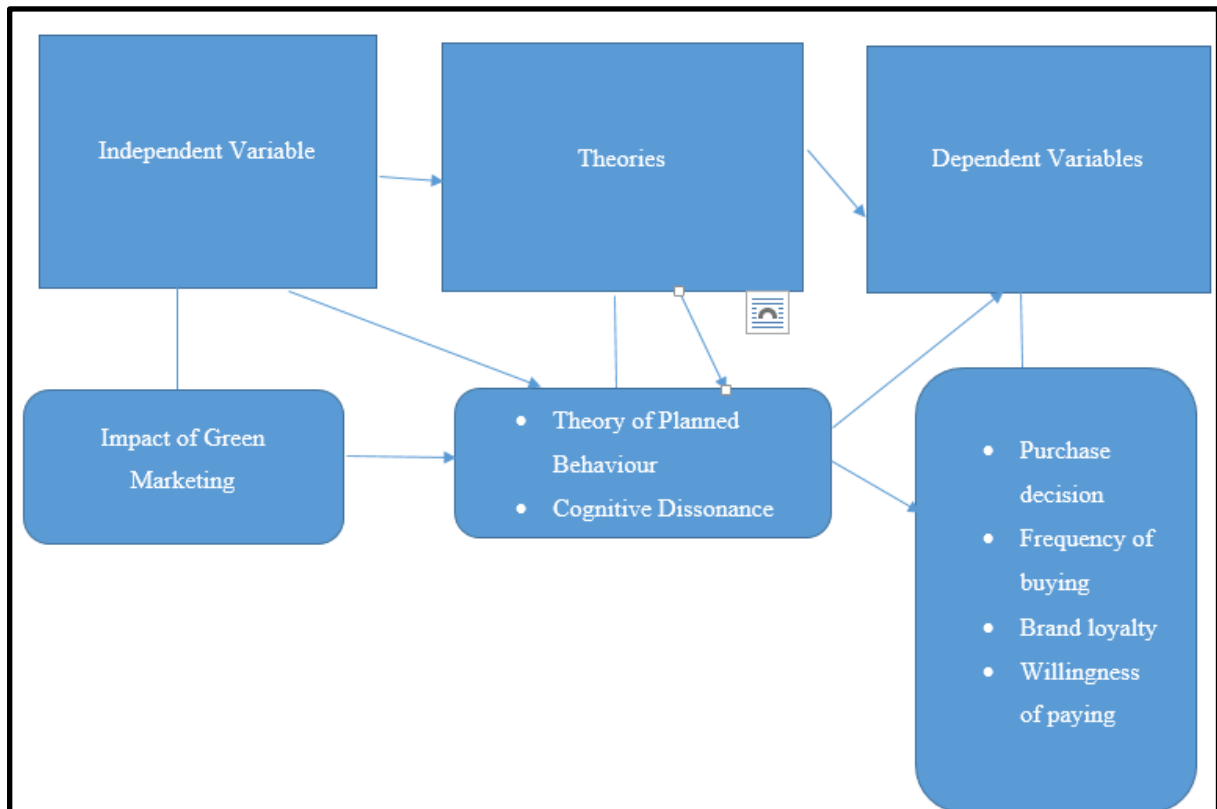


Figure 2.1: Conceptual Framework

(Source: Self-created)

2.9 Literature Gap

While research on green marketing impacts heavily on consumer buying, the practices of the fashion industry have certain gaps in the existing part of the literature. Firstly, current research tends to focus on consumer attitudes toward making use of green fashion emphasis. Taking involvement in purchasing patterns and behavioral traits of decision-making, factors tend to influence making decisions on sustainable fashion clothing and green marketing investigation.

Additionally, there is a need to keep an essence study on the longitudinal assessment method of green marketing concern impacting consumer behavior trends in the fashion hub. While many studies tend to rely on short-term results, and changes in purchasing attitudes, longitudinal studies help in highlighting valuable insights on concerns of sustainability over time (Ray et al., 2023) Furthermore, there is a lack of research effectiveness of green

marketing by fashion brands, on aspects of eco-labeling, advertising initiatives. Identifying the gap in green marketing is necessary for gaining influence, getting know-how of consumer behavior, and effective marketing tactics. Overall, addressing these gaps ensures having a deeper understanding of the green marketing principles and consumer buying traits revolving around the fashion industry.

2.10 Summary

In this particular chapter, different scholarly articles have been critically reviewed according to the proposed topic of the study. Several authors have conducted previous research on this topic, which has been critically assessed and discussed in this chapter. The influence of green marketing in the segment of the fashion industry is increasing with time. There are several effective strategies for implementing green marketing which have been mentioned in this chapter. In the section on conceptual framework, the dependent and independent variables have been identified along with the theories. In the section on the literature gap, the absence of secondary data collection and analysis has been mentioned. Primary data collection and analysis can be biased. Thus it can be stated that this entire chapter of literature review provides an overview of the importance of the topic and its significance in the fashion industry.

Chapter 3: Methodology

3.1 Introduction

The methodology chapter of the research is confined to delivering facts based on the stages by which the research is developed. The research methodology of the study has followed the stages of the Research Onion framework for the development of the research (Saunders et al. 2003). The research onion framework is comprised of layers such as philosophy, approach, design, and data collection of the research (Alturki, 2021).

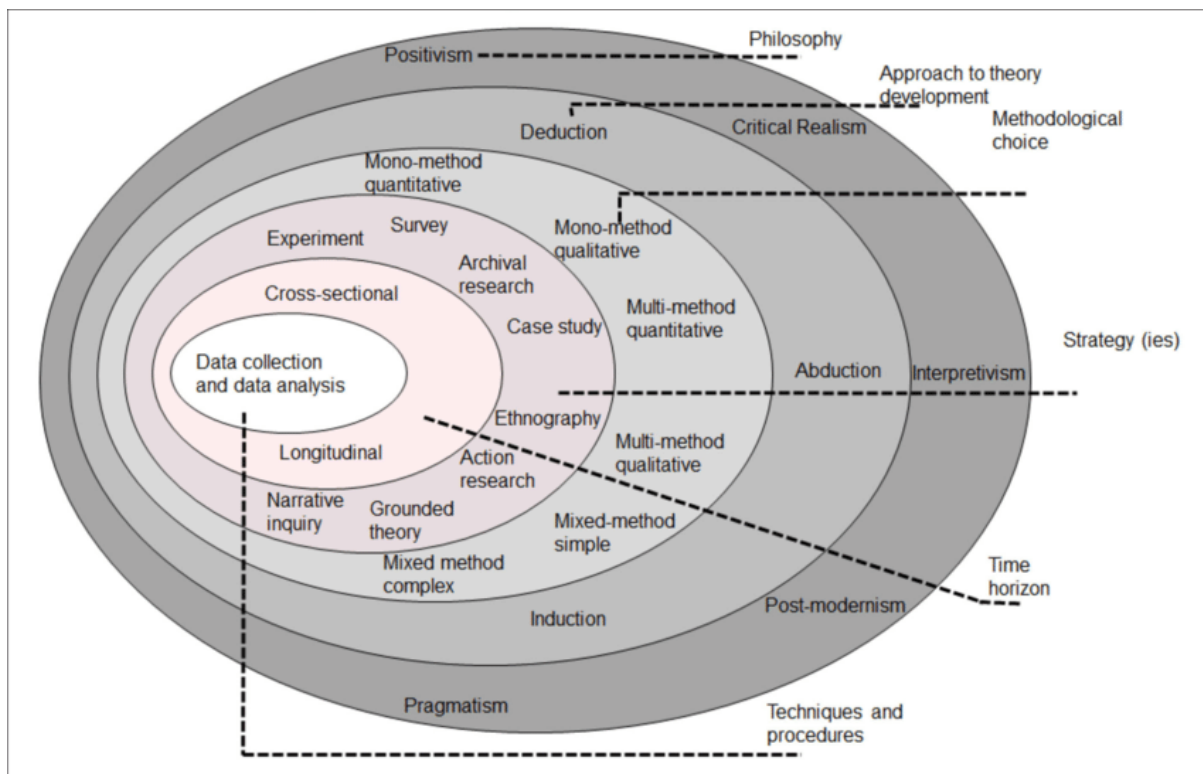


Figure 3.1: Research Onion

According to Saunders et al. (2003), the research onion framework is presented in different layers by which the whole research is developed. In the chapter, the ethical considerations of the research are also stated by which the values of the study are established in the diverse ground.

3.2 Research philosophy

The research is produced in the form of a positivist philosophy by which the empirical-based findings are focused. The positivist research philosophy believes in a large sample size with

quantitative approaches (Rashid et al. 2021). Thus, the research philosophy is selected for the study so that the research can focus on a large population for accurate outcomes. According to Baškarada and Koronios (2018), positivist research philosophy relies on the hypotheses that are often stated as quantitative and this is the fact that enriches the value of the study. The research philosophy is of different types that are comprised of interpretivism, positivism, pragmatism, and realism (Elder-Vass, 2022). Interpretivism research focuses on subjective understanding while pragmatism and realism are mostly used in mixed methods (McChesney and Aldridge, 2019). Thus, these research philosophies are not chosen for the research. On the other hand, Rashid et al. (2019) stated that the positivist research philosophy for understanding real-time observation is efficient, and thus it is confidently chosen in the study for the extended exploration of the topic.

3.3 Research Strategy

The research strategy that is used in the study is the quantitative research strategy which is selected for the numerical understanding of the findings. The quantitative research is based on diverse findings and is beneficial for the present research method. The quantitative research strategy focuses on questions like “how much” and “how many” which is effective for the development of the research with the knowledge of the fashion industry. On the other hand, the qualitative research strategy focuses on social reality and thus it is not used in the research.

3.4 Research approach

The research is produced with the application of an inductive research approach due to the requirements of developing theories and concepts based on behaviour patterns of the consumers.. The “Bottom-up” method is generated by the selected approach in which the research starts with the specific observation and then moves towards the more generalized development of the theory (Lee, 2021). According to Rosenthal (2018), it is beneficial for uncovering the secrets associated with the present study.

3.5 Research Design

The chosen design for the research is descriptive so that the quantitative value of the study is retained in the research. Analysis of population and phenomena is the specific part of descriptive design in the present study (Loeb et al. 2017). The use of the descriptive research

design in the current study has helped in collecting information based on the perspectives of consumers on green marketing in the fashion industry. By preferring this research design, a detailed picture of the factors that influence the purchasing decisions of consumers in the fashion industry has been identified. As a result, the other research designs such as exploratory and explanatory have been avoided and the descriptive design has been considered.

Thus, the chosen design is more effective for the present study based on the impact of green marketing in the fashion industry as it will evidence real-time vision from the population. According to Doyle et al. (2020), the design also delivers importance based on questions like “What” which focuses on the extended explanation of the objects in the study. Thus, the descriptive research design has beneficial implications for quantitative data and the population that is efficient in the research for understanding the behavior of the participants (Taherdoost, 2021). As the sample size is more descriptive research design is selected which is suitable for larger group understanding.

3.6 Data collection method

Data in research can be collected either through the primary method or through the secondary method. However, in this research, the primary method has been preferred to collect relevant quantitative data. The survey method has been preferred to collect the responses of the participants in the study. As stated by Jones et al (2013), surveys help in collecting adequate and valid information about a particular topic. A questionnaire of 15 close-ended questions is developed that are all multiple-choice questions for the ease of the participants. The questions are formed by the use of the tool Google Forms so that statistical implications are generated in a controlled way. The population of fashion sector customers is targeted for the survey so that accurate result is developed.

3.7 Sampling

The sample population comprises of customers from the fashion sector. The sample is selected from a broader group of consumers. These consumers probably represent a range of fashion-related demographics, tastes, and habits.

To choose participants from this population, the systematic sampling approach is applied. Out of the 150 consumers in the fashion business, the sample size in this instance is restricted to 101 individuals. Probability sampling is used to pick the participants at random, guaranteeing that every member of the population has an equal chance of being chosen for the study.

3.8 Data analysis method

The data analysis of the study is followed by a quantitative data analysis method so that the numerical understanding is developed in the research. The data analysis of the present research is developed by the implication of the tool named MS Excel by which the numerical analysis is developed in the study. The pictorial description of the statistics is followed in the study for the extended analysis and evaluation of the research results. Numerical analysis in the study is conducted with different responses and their exploration that proves the effectiveness of the quantitative data analysis for the present research.

3.9 Ethical considerations

The research is developed with the implication of accurate ethical protocols that prove that the research is developed with a variety of ethical considerations. Ethical considerations are important for the research development so that all the ethical issues are addressed in the study. The NCI Ethics Review Application Form is submitted along with the research proposal that proves the acceptance of the ethical regulations in the research. The informed consent form is also signed by every participant so that the privacy of interest can be noticed in the research and voluntary participation is established. The research has followed the data privacy and anonymity principles to retain the level of privacy in the study. The ethical consideration of the research has also stated that the responses of the participants are stored with the implication of the data storage act by which confidentiality is enriched in the study. The right to withdraw is also followed in the whole research so that the participants can withdraw themselves from the research at any time.

3.10 Summary

The research has followed the positivism philosophy and the inductive approach to identify the impact of the different practices of green marketing. The descriptive research design and the quantitative research strategy have also been followed in this study. Besides this, the primary data collection method has allowed for gathering significant data in the research. Moreover, by following proper ethics, valid outcomes have been acquired.

Chapter 4: Analysis and Findings

4.1 Introduction

The fourth chapter of the research considers the results and findings that state the implicated analysis of the findings that are collected from the survey. The chapter has delivered effective answers based on the fact that green marketing has preserved the facilities and conditions. The analysis that is developed in the study is incorporated with an efficient discussion of the responses by which the accurate result is discovered. The research findings have focused on the statistical data and thus the analysis proved that the findings are relevant and accurate based on the research quarries. The chapter has discussed the main result for which the study is conducted and thus it is important for the future implications.

4.2 Findings of the Primary Data

What is your age group?

101 responses

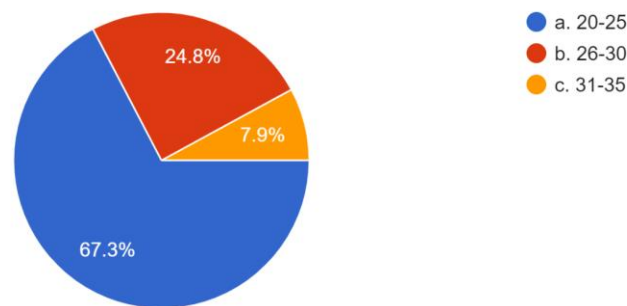


Figure 4.2.1: Question 1

(Source: self-created)

The above pie chart represents the 101 respondents' age group. The leading number, which accounts for as much as 67.3%, is the 20-25 group, then the 26-30 group with 24.8%, or the 31-35 group with 7.9%. The target group of respondents is composed of young adults concentrating the most in the early-to-mid 20s range.

How often do you purchase fashion items? such as clothes, shoes, accessories?
101 responses

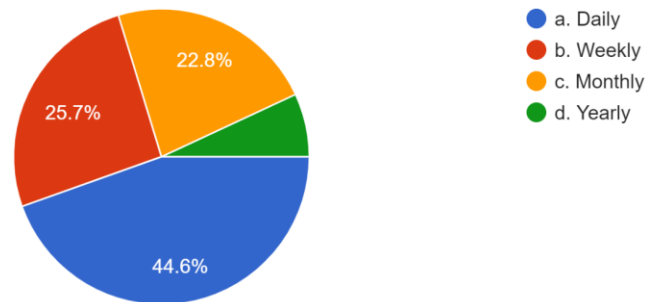


Figure 4.2.2: Question 2

(Source: self-created)

Here, the frequency of fashion item purchasing among 101 respondents is visualised in the form of a pie chart. The largest part, accounting for 44.6%, means that nearly half of the respondents buy fashion items on a monthly basis. 25.6.9% are daily buyers and 3.8% and 22.8% are divided between weekly and monthly buyers, respectively. The figures indicate that the sample participants consume fashion on the level of moderate to high.

Which factors mostly influence your buying decision while purchasing fashion items?
101 responses

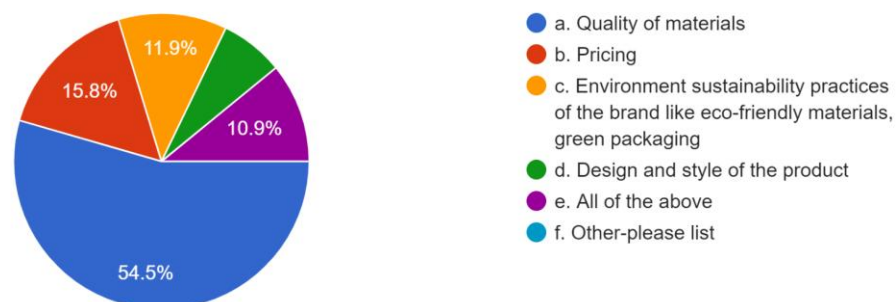


Figure 4.2.3: Question 3

(Source: self-created)

The chart shows that the factors which most influence the buying decisions of 101 respondents concerning style items are presented as a circle. Quality of materials comes out to be the most significant finding here, with 54.5% of the participants indicating it as their primary concern. However, the price is the next most important factor with 15.8%, while environment sustainability measures hold a 10.9% percentage followed by design and style (11.9%) and 7.8% (other factors).

On a scale of 1-5, How concerned are you regarding the environmental issues caused by the fashion industry in the form of generating waste

101 responses

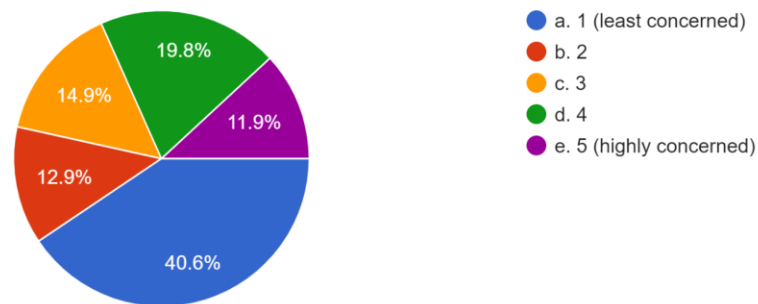


Figure 4.2.4: Question 4

(Source: self-created)

This chart presents the amount of concern of 101 respondents about environmental issues caused by the fashion industry's waste creation at levels of from 1 to 5. The biggest one is 40.6%, which denotes a moderate level of concern. On the other hand, a sizeable percentage of the respondents 19.8 % are highly concerned and exhibit considerable concern (rating 4) while 14.9% are the least concerned (rating 1). The rest of the ratings are for 3 12.9%, and 5 with highly concerned, 11.9 %.

On a scale of 1-5, How do you consider environmental factors like sustainability related practices like adoption of green marketing, waste manageme...ergy sources when purchasing fashion products?

101 responses

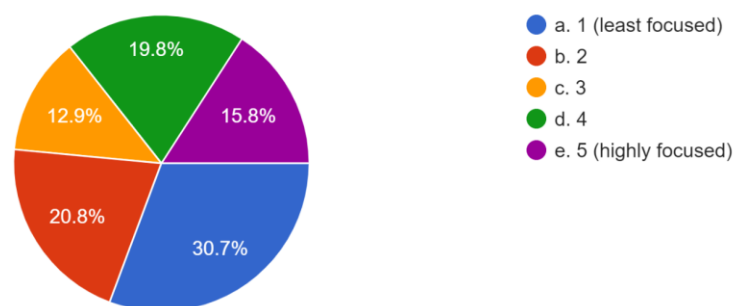


Figure 4.2.5: Question 5

(Source: self-created)

The chart demonstrates the surveyed persons' views towards environmental issues such as sustainable styles, environment-oriented marketing, and wastage management by ranging from 1 to 5. The most extensive sub-group, i.e. 30.7%, brings out the level of conformity

which is considerable (rating 3). Nevertheless, almost a quarter (20.8%) do not regard it as possible (rating 1), but 2 out of 10 (19.8%) put it as a greatly worthy factor (rating 4). Regarding the remaining responses, they are also divided 15.8 % between 2 (moderately focused) and 15.8% 5 (extremely), the high scores for the very focused ones.

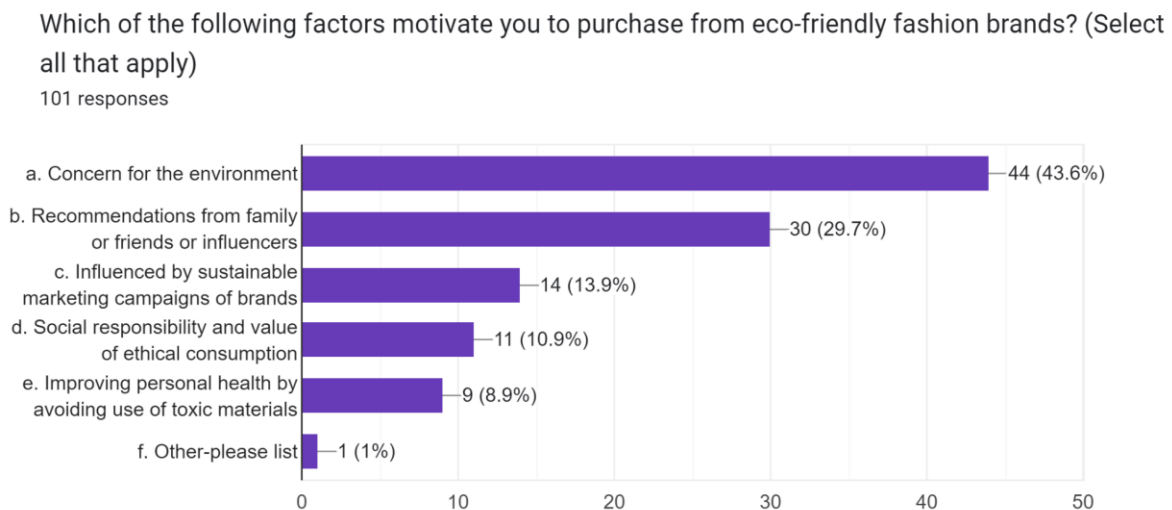


Figure 4.2.6: Question 6

(Source: self-created)

The figure exhibits motivational factors that the consumers take into account while purchasing from the producers of eco-friendly clothing. Probably the superior significance is environmental concern (43 %) and later recommendations from loved ones or influencers (29.7 per cent). However, it is clear that fashion shows and advertising in sustainable marketing campaigns (13.9%) and social responsibility (10.9%) also act as important factors. Reducing personal health problems with non-toxic substances, etc, are also less important (8.9%). According to the mentioned data, public opinion and ecologically responsible thinking are the two main factors, which determine eco-fashion label purchases.

Which green marketing practices of fashion brands influence your purchasing behaviour the most?
(Select all that apply)

101 responses

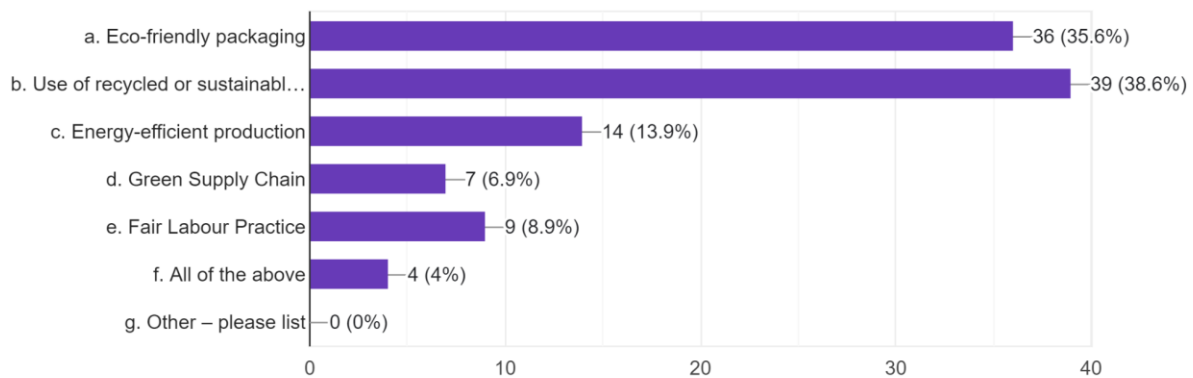


Figure 4.2.7: Question 7

(Source: self-created)

This chart shows which green marketing practices of fashion brands affect shopping giving the most. Using eco packaging (35.6%) and the employment of recycled or sustainable materials (38.6%) is what matters most. Also, a significant factor is energy-efficient production (13.9%) and fair labour practices (8.9%) as well as a green supply chain (6.9%). Although 81% recognize that all practices are crucial for public health, only 4% consider them equally important among themselves. One of the findings points out that consumer choice for environmentally friendly packaging and materials as the main factor for eco-friendly shopping of clothes.

To what extent do you want to purchase sustainable and affordable fashion products simultaneously?

101 responses

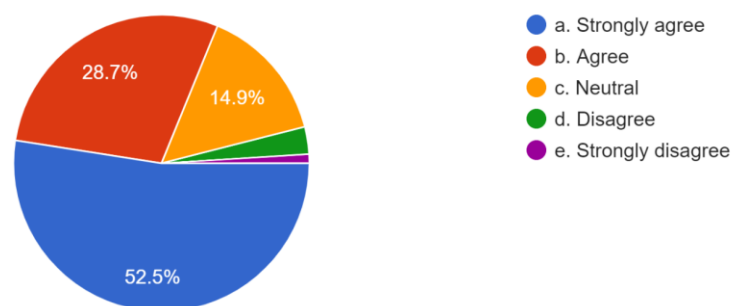


Figure 4.2.8: Question 8

(Source: self-created)

The chart demonstrates the fact that consumers are expecting sustainable and cheap fashion products all at once. Half of them, approximately 52.5%, strongly agree with the need, and almost one-third, namely at 28.7%, agree. 14.9% of adults are neutral, 2.0% disagree, and 2.0% strongly disagree. This data shows the strong consumer appetite for fashion items that are both sustainable and affordable. Over 80% of the respondents very strongly prefer meeting the requirements of sustainability and affordability together rather than separately.

Would you purchase a sustainable fashion product based on other customer reviews?

101 responses

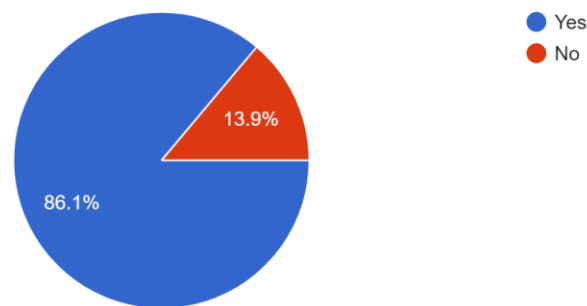


Figure 4.2.9: Question 9

(Source: self-created)

The chart shows consumer tendency to buy sustainable fashion products rates obtained through other opinions of customers. A very high sample of 86.1% amount of respondents with the option of "Yes" was selected, helps to understand that reviews would influence people to buy sustainable fashion items. 13.9% of the people answered "No" implying that consumers today are more likely to indulge in a sustainable purchase lingering mostly, on positive reviews.

On a scale of 1-5 how well do you think fashion brands are promoting sustainable or eco-friendly practices?

101 responses

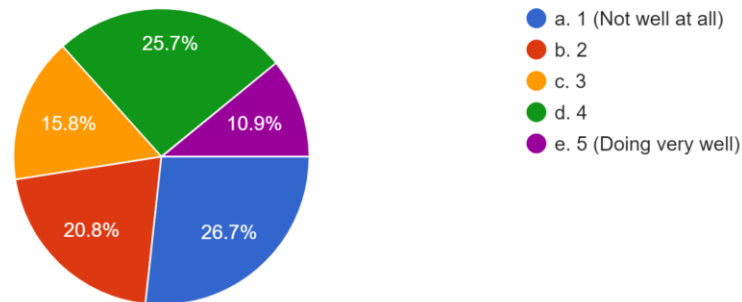


Figure 4.2.10: Question 10

(Source: self-created)

The above chart shows a statistical representation of the fact the brands are following more sustainability practices on a scale of 1-5. The category, 26.7%, has hailed brands at 1 (not well at all), and the next category is placed at 25.7% which is a score of 4. The next category which is placed at 20.8% scored 2 and the following is 15.8% of the scores which are having 3 and the last category, 10.9% Based on the findings, it was evident that people shared the opinion that brands of fashion are not unduly better than most in terms of the promotion of sustainable practices just as more than half of them given them the lowest rating in this respect.

While shopping for environmentally friendly fashion products, which issues have you faced? (Select all that apply)

101 responses

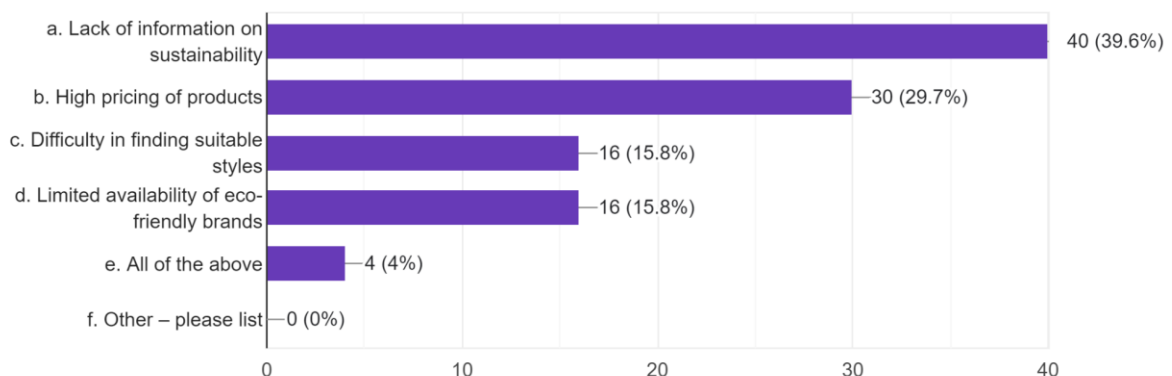


Figure 4.2.11: Question 11

(Source: self-created)

According to the graph, consumers suffer from numerous problems when purchasing eco-friendly fashion commodities. One thing that stands out is that one-third of the respondents or 39.6% do not have enough idea about sustainability. High prices (29.7 %) and very small availability of designers which meet their style expectations (15.8 %), as well as these consumers facing a hard time finding suitable eco-friendly brands (15.8 %) are other major concerns. All of these susceptibilities were experienced by 4 %, but there was no complaint of any other problems in the sample. The data indicates the necessity of improved sustainability information, easy-to-afford pricing, and increased availability of eco-friendly fashion products which are equally up-to-date, classy and contemporary.

On a scale of 1-5, how do you think green marketing helps influence consumer behaviour toward sustainable fashion consumption?

101 responses

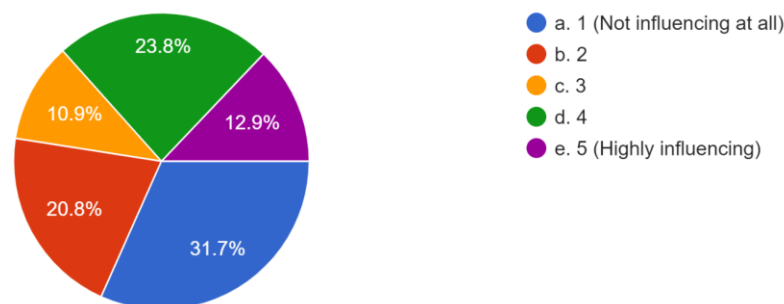


Figure 4.2.12: Question 12

(Source: self-created)

The above chart shows the consumer's view on how eco-marketing influences green consumption regarding the environment on a scale of 1 to 5. Consumer mass requires to be segmented: the highest relevance (about 32% of consumers) believe in the utter junk status of green marketing, assigning it a rating of 1 (there is no effect whatsoever), and 24% think that green marketing controls their buying behaviour, victims of its persuasion, assigning it a rating of 5 (it is of the highest impact). The remaining category of answers are allocated between rank 2 (20.8%), rank 3 (12.9%) and rank 4 (10.9%). The Extreme reactions expose the fact that the world is divided on whether green marketing is powerful enough to promote among consumers sustainable fashion consumption.

To what extent do you agree that you would be more likely to remain loyal to a fashion brand which promotes green marketing practices?

101 responses

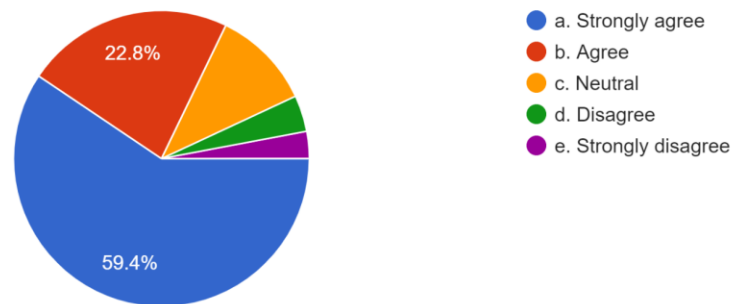


Figure 4.2.13: Question 13

(Source: self-created)

The graph reflects the percentage of those who agreed that they would be loyal to the fashion brands that influence eco-friendly messaging. The share of a group that strongly endorses, which is 59.4%, implies an environmentally positive attitude toward the companies that have environmental initiatives. 22. Other 8% of responders' choices on the issue are positive but disagree with the neutral responders which is about 12.2% Almost all of them either agree (57.4%) or strongly agree (3.9%). Even concern or disagreement is present in a lower level of people (1.9%). It is, therefore, evident that green marketing tendency can be as well an ideal strategy for fashion brands to maintain a group of loyal consumers and be appreciated by environmentally conscious consumers.

Customer reviews can be an efficient strategy to help in organisations' decision-making about eco-friendly items at affordable pricing.

101 responses

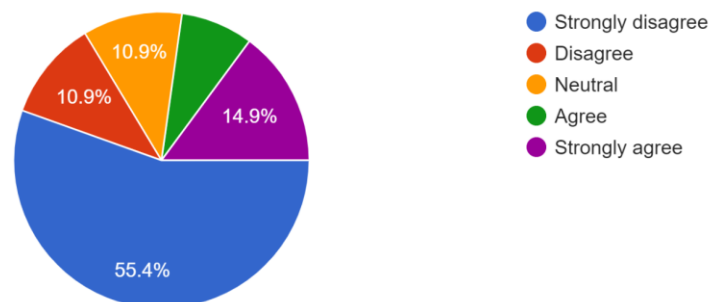


Figure 4.2.14: Question 14

(Source: self-created)

The pie chart shows the viewers' positions on whether customer reviews might help the organizations make the eco-friendly product's price more affordable by producing serious decision-making strategies. A huge number of participants (55.4%) choose strongly yes for this affirmation to be true, and 14.9% of them agree. These figures pattern, on the other hand, 10.9 cent remain neutral, and the other 10.9 per cent, disagree. Only 8% strongly disagree. These illustrations serve to demonstrate consumer perception of the customer review as a useful tool that they regard as important in helping organizations assess demand and withdrawal of unsustainable and non-viable offerings.

4.3 Analysis of the Primary Data

The analysis of the primary data has a variety of corners in the research that need to be justified. The factors that are dependent on the primary analysis of the data are the primary findings that are obtained from the survey techniques. The survey responses are collected based on the open-ended questions so that an accurate implication is developed. The first proved that the participants are mostly between the age of 20-25 which represents 67.3% of the participant's population. In the survey, the important question that arose is the time scale that says at what gaps the participant seeks to purchase the fashion products like clothes shoes and more. It was found that 44.6% of the participants stated that they purchase fashion products daily while 25% of the participants stated that they purchase weekly. From this analysis, it is understood that the participants are familiar with fashion product purchasing behaviours.

In the third question when the participants were asked which are the factors that affect the purchasing decision of the customer then it was seen that 54.5% of the participants liked the quality of materials for the purchasing decisions. On the other hand, 15.8% of the participants see that they are concerned about the pricing and this regulates their purchasing behaviours. Thus from the analysis and the responses to the third question, it is understood that every participant has particular buying decisions and the decisions are regulated by either the quality of the products or the pricing of the products.

The fourth question of the research is based on the awareness regarding environmental issues and in this response it is found that 11.9% of the participants have stated that they are highly concerned and 40.6% of the participants are seen that they are least interested towards the environmental factors. Thus from the understanding of the response, it is analysed that the

environmental awareness needs to be enhanced among the people so that there are efficient success.

The fifth question of the survey is based on the amount of focus that is there on environmental factors like sustainability-related practices and green marketing. In the section, it is seen that 30.7% of the participants are least interested towards sustainability concerns. On the other hand, 15.8% of the participants are noticed to have a high focus on green marketing and sustainability. Thus from the response it is understood that people have less awareness based on environmental concerns and thus training and development are needed for the consideration of environmental factors.

The sixth response that is collected is based on the following factors that motivate the participant's four eco-friendly fashion brands. In the response, it is seen that 43.6% of the participants stated that they are attracted to eco-friendly brands because they are concerned about the environment. On the other hand, 29.7% of the participants stated that they are attracted towards eco-friendly brands due to recommendations from friends and families. Thus from the response it is analysed that the concern for the environment is the primary part due to which the participants get attracted to the ecofriendly brands.

The seventh question is based on the green marketing practices that influence the purchasing decisions of the customers. In this response, it is found that 35.6% of the participants stated that the main factor that attracts customers is the eco-friendly packaging. On the other hand, 38.6% of the participants stated that the use of recycled products and sustainable options are the main factors in the purchasing decision. From the analysis, it is understood that eco-friendly practices are attracting customers with their innovative applications like green packaging and sustainable or recycled products.

In the response, it is found that the participants simultaneously buy sustainable and affordable products. It is seen that 52.8% of them stated that they purchase simultaneously while 28.7% of the participants just agreed on the fact. In the analysis, it is justified that the participants regularly buy fashion products.

The ninth response proved that the participant's purchasing decisions are guided by the customer reviews and based on that they purchase the products. It is seen that 86.1% of the participants have stated that the customer review is the best source by which the purchase decision can be aligned. On the other hand, 13.9% declined the fact.

The tenth question of the survey is based on the fashion brands' promotions and their likings. In that factor, it is noticed that 10.9% of the participants have only stated that the sustainable promotion is doing well while 26.7% of the participants stated that the promotions are not

well at all. In the response, it is clear that the promotion of sustainable practices is not well done and needs proactive strategies so that guidance can be developed for the production of efficient strategies that can apply to green marketing promotion.

The eleventh response of the participants is based on the issues or challenges that they face during environmentally friendly shopping. In the response, it is found that 39.6% of the participants stated that the primary issue is the lack of information on sustainability. On the other hand, 29.7% of the participants stated that high pricing is the most implicated part which is a considerable issue of the participants. Other issues like limited availability of eco-friendly products are also there that develop the challenges for the participants.

The twelfth question of the survey is based on the influences of green marketing on sustainable fashion consumption. In this response, it is found that 12.9% of the participants have given a rating of 5 while 23.8% of the participants have given a rating of 4 which proves the green marketing influences on the participants are intense. From this analysis, it is confined that the companies need to develop attractive green marketing practices that can develop more influence on the participants based on their environmental awareness.

In the thirteenth question, the responses are based on remaining loyal to the fashion brand that promotes green marketing practices. In the response, it is noted that 59.4% of the participants strongly agreed with the fact on the other hand 22.8% of the participants just agreed that remaining loyal to green marketing practices is necessary and thus the fashion brands need to develop greater trust for effectiveness. Loyalty is the primary factor of green marketing and this is the fact that can control customer satisfaction.

The fourteenth question is based on the implicated strategy that can be used for the development of green marketing. The response stated that customer review is the strategy that can be used for the development of decision-making. However, it was found that 55.4% of the participants strongly disagreed with that fact. It is also seen that 14.9% of the participants strongly agreed with the fact. Thus from the analysis, it is found that the customer review is not the only strategy and thus green marketing needs to be focused on some other important strategies. Thus from this analysis, it is implicated that green marketing and its influence in the fashion industry are intense and shape the purchasing decisions of the customers. Customers are attracted to eco-friendly products due to the awareness of environmental impacts and sustainability. Thus the adaptation of sustainability will efficiently guide the green marketing practices.

4.3 Linking with the Research Questions

Question 1:

The distinct factor that is noticed as per the question is the green practice in packaging and concerns toward the environment and sustainability. The research question is answered in the analysis by a variety of responses that prove the customer preference for eco-friendly options that are based on the green marketing concept. Green marketing is the way that focuses the awareness of the environmental impact on the fashion industry and this explanation is clear from the statistical analysis. When asked to the participants how much they are concerned about the environment then it is seen that 12.9% of the participants stated that they were concerned while 40.6% of the participants stated that they were least concerned about the environmental impacts. Green marketing is fully dependent on sustainability practices and these attract customers who are concerned about the environment. However, it is understood from the analysis that the first question of the research is resolved with the considerations of green marketing concepts.

Question 2:

The quality of materials controls the buying decisions of the participants. The participants mostly accepted the fact that the quality of materials guides their buying decisions. When it is asked to the participants which are factors that influence the buying decisions then 54.5% of the participants stated the quality of materials. On the other hand, 15.8% of participants stated that pricing is the main concern. Thus from the analysis, it is understood that the question based on the customers' buying behaviour is resolved in the analysis with some justifiable responses. In the survey, the participants stated that the purchasing behaviours of the customers are aligned with the eco-friendly packaging and use of recycled products. They have stated that these influence the buying decisions of the customers. From the analysis, it is understood that the customer's behaviours are also regulated by the transparent promotional techniques in the analysis section. In the survey, it was found that 23.8% of the participants rated 4 for the question and this proves the effectiveness of the promotions in the particular landscapes. Thus from the statement, it is clear that the customer's behaviour is changed by various factors and it is analysed in the study effectively.

Question 3:

The third question is based on the strategy that is required for green marketing practices. The question is answered in the study with the implicated evidence of the responses that prove the requirement of green marketing practices. The analysis based on the question produces the

answer that is comprised of 59.4% of the participants who stated that they strongly agreed with the fact that remaining loyal to green marketing promotional brands is effective. On the other hand, 22.8% stated that they agreed on the fact that promotional activities are necessary for green marketing techniques. The participants stated that they disagreed with the facts of customer reviews while 14.9% strongly agreed on the fact that customer reviews are the ultimate strategy for the decision-making in the organisation. Thus from the analysis, it is understood that the efficient strategy that is needed is promotional activities.

4.4 Chapter Summary

It is concluded from the chapter that the section has efficiently developed the results by which an accurate understanding of the research is established. In the section the statistical findings are used which are analysed as per the obtained responses. From the analysis it is found that the participants have interests in green marketing concepts and they are aware of the environmental impacts. The chapter has developed the analysis which has important values and is important for future implications. Thus the research has diverse values as it has developed the result with the primary findings.

Chapter 5: Discussion

5.1 Introduction

This chapter is going to focus on the analysis of the findings of the Literature review and the primary data gathered from the survey. It will help to compare and contrast the findings gathered from the scholarly articles and the responses from the participants. The overall discussion is going to help in concluding the main understanding of the topic “impact of green marketing on consumer buying behaviour in the fashion industry”.

5.2 Discussion of the findings

The discussion section of the study is developed with the accurate findings and the comparison of literature that was used in the previous section of the study. The findings of the study are statistical and thus the understanding of the actual result is difficult. The extended analysis is projected based on the statistical data so that the efficiency of the result is produced in the research. In the first response, it is found that the participants have regularity in the purchasing of fashion products and thus this proves that the participants have likings towards the purchasing of fashion products. On the other hand in the literature, it is found that there are no explanations based on the purchasing decisions of the customers and it has elaborated the facts of the literature without any primary observations.

The literature review and primary data collection both highlights the growing role of figuring out the buying behaviour of consumers and the impact of sustainable marketing strategies, mostly in the fashion industry. The two sources of information have a significant number of similarities while addressing the research topic and research questions. The first similarity between them is their focus on the growing concern and awareness of the environmental problems coming from the fashion industry’s practices all over the world. The literature review states this clearly; for instance, Atik et al., (2023), argue that consumers are getting more aware of the environmental impression of their purchases. This correlates with the survey results in which almost half (40.6%) of the respondents expressed a moderate concern regarding industrial waste production by the fashion industry.

From both LR and the survey it is found that green marketing methods change not just consumer feelings but also their way of buying clothing which will benefit the sustainable fashion industry. The literature review part emphasises the way green marketing methods, like marketing eco-friendly practices and sustainability initiatives, can shape customer's impressions and purchasing habits from the perspective of Mehraj et al. (2023) and Nittala et al. (2023). Such a conclusion is also verified by the research findings, which show that

certain green marketing techniques including eco-friendly packaging (35.6%) and using recyclable and sustainable materials (38.6%) play a principal role in influencing consumers' brand purchasing choices.

Additionally, both findings emphasised the customers' demand for eco-friendly products, which will not only be sustainable but also affordable. The research's literature review underscores the importance of the relationship between environmental sustainability, customer satisfaction, and the economy (Zhang et al., 2024). The results of the consumer survey indicate that the market is indeed hungry for sustainable clothing as well as budget-friendly which is confirmed by the number of participants, approximately 81.2%, who responded with a strong agreement or agreement with such question.

However, there are also some differences between the findings of the literature review and those obtained through a survey. A major feature in that the decision on what to purchase is largely determined is what factors influence fashion purchases greatly. In general, the literature review focuses on broad-based psychological, social, cultural, and economic factors (Correia et al., 2023; Zhang et al., 2024) and the survey results are contrary to this where people prefer quality materials (54.5%) which is the main determining factor for their purchase choice followed closely by the price (15.8%) and environmental sustainability measures

Besides, the survey provides certain matters which are the obstacles met by consumers when they want to buy eco-friendly fashion products. Such factors comprise for instance lack of information about sustainability which corresponds to 39.6%, and high prices which correlate to 29.7% and would be inconceivable without limited designers meeting style expectations corresponding to 15.8%.

Moreover, the survey review estimates also highlights that customer reviews are nowadays considered as a great factor in the consumers' choice to buy sustainable fashion products. An overwhelming 86.1% of the respondents claimed that they would have a buyer's remorse trend if negative reviews influenced their purchasing decisions. Regarding the certain part that is not addressed in the literature review, possibly, it is a part that is not yet thoroughly researched.

Articles literature reviews and consumer surveys reveal a general theme of consumer awareness, environmental issues and green marketing strategies. Most importantly, the consumer thinks of most in the purchasing decision, the barriers behind sustainable fashion adoption and the customers' evaluations serve as the key factors in the fashion industry today. Competence in interpreting the theory by combining the findings with data collection will

provide a more complete knowledge base about consumer purchasing behaviour and the effect of green marketing.

The challenges that are found in the literature review of the study are based on the application of sustainable strategies. The first concern that is shown in the literature is the gain of trust and supporting that in the analysis also it is found that the trust gain is important in the green marketing framework. The challenges are also comprised of water and land pollution as per the literature which is not specific and aligns with the results. On the other hand in the analysis, it is found that the challenges that the participants indicated are the lack of data based on green marketing and the issues of pricing. In the analysis, the justification of developing motivation for the purchasing of eco-friendly products is evolved in which it is understood that the main concern for the participants is the environment. In the literature review, the challenges of training and development are also stated which is not seen in the primary findings from the participants. The need for awareness for environmental impact is intense which can control the interest of people for the acceptance of sustainability and green marketing. The last part of the literature is based on efficient green marketing strategies and in that it is stated that ecofriendly material sourcing is the primary part of the strategies. On the other hand in the primary analysis, it is found that the only strategy that is suggested by the participants is the enhancement of customer review facilities which can develop concerns related to the changes. However, in the literature, it is also stated that supply chain transparency is needed with ethical practices so that there is effective management of green marketing. On the other hand in the analysis, it is found that the strategy that is only required for the development of green marketing is the customer reviews generation. Promotions and awareness of the environment also need to be generated among the people so that they are more concerned about the environmental impacts. This is the primary outcome that is analysed from the study and thus has implicated values for the future. Therefore the analysis that is done with the survey findings has produced result which has an accurate understanding and are valuable to the learners and for research development purposes.

5.3 Research Implications

The research implies that there is a growing sense among customers about the issue of the environmental impact of the fashion industry's practices. It stresses the role of green marketing manifestations - environment-friendly advertising and promoting sustainability initiatives - in driving the customer perception forming and buying process in the context of sustainable fashion. it is shown that markers such as eco-packaging, use of recyclable and

sustainable materials and lower prices are the key drivers of consumers' preference towards the brands. However, some obstacles like lack of information, expensive prices, and uninviting design options make it difficult for people to buy and wear green clothing. In addition to this, the research has indicated customers' reviews as a significant determinant of buying decisions revolving around environmentally friendly fashion products. The social, economic and environmental implications recommend the industry give attention more to artistic expressions, the transparency industry and affordability pricing while meeting the taste of customers to promote the adoption of the sustainable type of fashion.

5.4 Chapter Summary

In conclusion, it can be said from the findings of both LR and the survey that the scope of the research is to study consumer buying behaviour along with the effect of sustainable marketing strategies in the apparel sphere. The key results point out the increase of consumer consciousness in this environmental issues and their voters of green marketing strategies such as eco-friendly packaging and sustainable materials during buying process. Consumers want cheap and eco-friendly products, but the existing barriers, which are information problems, costly products, and unfashionable designs, are huge. Consumer reviews can play a crucial role when it comes to sustainable fashion purchases. The research findings emphasised the implementation of eco-friendly procedures, a transparent system of communication, competitive pricing and, meeting up with customer style expectations while doing sustainable fashion. Theory and information collected lead to the emergence of an overall comprehension of customer behaviour and green marketing influence.

Chapter 6: Conclusion

6.1 Linking with objectives

Objective 1: To determine the factors that lead to the designing of the concept of green marketing in the current business environment.

The idea of green marketing came about because people are becoming more aware of and interested in environmental issues. This is especially clear in the fashion industry. This change in marketing strategy shows that more companies are realising they need to align their processes with what customers want today. The original data's results emphasise this trend, showing that a large number of customers care about doing things that are good for the earth and choosing products that will last. As the study pointed out, 54.5% of those who answered the poll said that the quality of the materials, especially if they are eco-friendly, has a big effect on what they buy. People who use green marketing methods usually do so because they strongly desire high-quality, long-lasting goods. Furthermore, the study shows that while a large part of customers which is around 40.6% do not care much about the environment, there is a significant group which is around 12.9% that is deeply worried and affected by green marketing efforts. This section makes the point that companies need to use a smarter and more focused approach to promote eco-friendly goods and company services. More and more businesses are realising that green marketing not only does the right thing, but it also helps them reach a specific group of environmentally conscious customers. 59.4% of participants strongly believed that being loyal to companies that use green marketing is very important. This shows that green marketing is not only a way to get new customers, but also to keep old ones. By using green marketing strategies, businesses need to make big changes to their manufacturing methods, how they handle their supply chains, and even their whole way of doing business. These changes show that businesses are aware that to stay profitable in the long term, they need to use environmentally friendly methods that attract customers who care more about the world around them than they did in the past. So, the focus on green marketing isn't just because people want it; it's also because businesses need to be ready for future law requirements and a time when sustainability is a key part of doing well in the market. Businesses need to come up with green marketing strategies if they want to stay relevant and long-lasting in a market that is always changing.

Objective 2: To examine the effect of the various concepts of green marketing on the buying behaviour of consumers in the fashion industry

A study that looks at how different "green" marketing tactics affect how people buy clothes shows that environmental knowledge and consumer choices are connected in a lot of complicated ways. It is evident from analysing survey data thoroughly that green marketing significantly influences consumer decision-making. 54.5% of customers say that the quality of the materials, especially those that are found in a way that does not affect the environment, is very important to them when they are shopping. This stresses how important green marketing is for both getting and keeping customers who care about the world in the things they buy. 59.4% of those who took part in the study also showed a high level of loyalty towards companies that regularly use green marketing methods. This shows how important these kinds of programmes are for building trust and customer loyalty. This trend is getting stronger because companies are realising that customers are not just influenced by the features of a product, but also by the stories about ethics and the environment that they tell through their marketing. Perhaps, it is interesting to see how these eco-friendly marketing strategies have changed the fashion industry, where customers care more about the environment.

The study also showed that 40.6% of the market was less concerned about environmental impact. The results suggest that green marketing works, but only for eco-conscious consumers. The diverse consumer responses highlight how crucial it is for firms to utilise a split marketing approach, tailoring messaging and campaigns to both environmentally conscientious and non-concerned clients. People favour firms who are honest about their ecologically friendly techniques and products, according to the research. This fits with bigger patterns in how customers act, where company messages that are honest and responsible have a big effect on what people buy. Thereby, the different ideas behind green marketing, like using sustainable materials and production methods, eco-friendly packaging, and clear communication, have a big impact on what people buy, especially in areas like fashion where the effects are clear and a major part of the market values these practices highly.

Objective 3: To identify the strategies that can be employed to develop the strategies of green marketing in the fashion industry

The poll results of this study show that understanding how customers behave and what they like is an important part of building successful green marketing in the fashion industry. Overall, the data clearly shows that the quality of products, especially when linked to environmentally friendly practices, has a tremendous effect on people's decisions to buy, with

54.5% of respondents stating that it was the most important factor. This makes it clear how important it is to use high-quality, eco-friendly materials in both product development and marketing. Moreover, 59.4% of respondents said that customers are very loyal to companies that run promotional campaigns that are good for the environment. This shows how important it is for green marketing campaigns to be effective, clear, and consistent. This means that businesses need to back up their environmental claims with licenses, detailed product lifetime data, and direct contact with customers about the effects of their purchases. Green fashion marketing strategies should include real sustainable practices in their products, use of high-quality eco-friendly materials, participation in clear and informative advertising campaigns, and showing a commitment to environmental sustainability all the time.

6.2 Recommendations

To optimize green marketing's influence on consumer behavior, the understanding of fashion requires undertaking a multifaceted attitude. Firstly, fostering transparency in green marketing principles ensures building Consumers credibility. It can further aid in making communication effective and building its sustainability. Providing transparency on account of information in relational materials, and supply chain methods can instigate consumer buying decisions and encourage sustainable decisions.

Secondly, educational campaigns are pivotal in bringing behavioral change. Fashion brands must play a distinct crucial role in educating the fashion industry and must take note of active benefits in sustainability. Through workshops, allocation of resources, and enclosure collaborations with sustainability brands, empowerment can be done by consumers to make prioritization of sustainability decisions.

Moreover, innovation in product offerings plays a crucial role in impacting environmentally distinct consumers. Brands should invest in research and development to achieve sustainability rank for fashion products. Utilizing eco-friendly implementing items can help bring sustainability, and designing style and sustainability. Collaboration between fashion brands, can help many stakeholders, and enhance sustainability to amplify the needs of green marketing initiatives. By working together, brands can gain expertise, and accelerate progress on attainment of goals. Collaborative efforts enable gaining a wider audience having great responsibility for sustainable stewardship.

6.3 Limitations and Future Research Directions

It is important to recognise the study's limitations, which open the door for more research, even though it has provide an useful information about green marketing in the fashion industry. The main concern with using self-reported data is that it could lead to biases, since people may overestimate how much they care about the environment or want to buy sustainable products. Furthermore, the small sample size and lack of social variety may make the results less useful, since people from different places and cultures can have big effects on how they think about green marketing. It would be better for future studies to include a significant and more different group of people so that the results are more useful. Longitudinal study can also tell researchers a lot about how people's views on green marketing change over time, especially when it comes to global environmental trends and changes in the economy. Researching how different types of green marketing like digital marketing campaigns or sustainable influencer relationships which affect different types of consumers might provide light on how to most effectively promote eco-friendly fashion items.

6.4 Research summary

Numerous studies have explored the necessity of green marketing impacting consumer buying behavior. While taking into consideration the fashion industry, the complex dynamics require sustainability by taking note of consumer preferences. These research efforts ensure having insights to shed light on the growing relationship between green marketing and selecting sources of consumer behavior.

Firstly, research has highlighted consumer perceptions towards purchasing decisions. Studies consistently show that consumers have an increasing awareness of environmental goals and the attainment of sustainability in making fashion purchases. Green marketing entire building communication is effective for a brand's sustainability. It can influence varied perceptions towards eco-friendly usage of fashion products. Secondly, research has examined green marketing's role in impacting consumer behavior. Eco-labeling, corporate social responsibility, and definite transparency employed by fashion brands ensure sustainability. Studies have shown that these strategies aid in enhancing effect of environmental concern to make great influence on purchase decisions.

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