

**Are United Kingdom online fashion retailers sufficiently
implementing green or sustainable practices to ensure
environmental protection and increase customer engagement?**

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Abstract

Background: The fashion business is perhaps the greatest polluter on earth, contributing basically to environmental corruption through production waste, water use, and non-renewable energy source side-effects. However, possibility of sustainability has progressed inside the fashion industry, driven by growing buyer care and interest in eco-friendly things. Online fashion retailers in the United Kingdom are under pressure to take on green practices to direct their environmental impact and associate with an even more environmentally conscious customer base. UK fashion retailers like ASOS, Boohoo, and Burberry have begun different sustainability undertakings and plans.

Aim: The main aim of this research was to evaluate how much online clothing stores in the UK are incorporating responsible or environmentally friendly procedures into their company's activities and to examine the effects of such procedures on consumer involvement and sustainability.

Objectives: The objectives of this current research were:

- To investigate environmentally friendly methods that UK-based fashion internet merchants already use.
- To evaluate client perspectives, beliefs, and understanding of environmentally friendly procedures in the UK's e-commerce fashion sector.
- To determine and examine the obstacles, difficulties, and limitations that fashion internet shops in the UK have when trying to adopt eco-friendly procedures.
- To create valuable and practicable suggestions that fashion internet-based companies in the United Kingdom may apply to improve the use of sustainable procedures.

Research Methodology: The methodology of this dissertation is methodology which has outlined the required tools and elements to conduct the study. The utilisation of positivism philosophy and a deductive approach was crucial for the study's descriptive research design for in-depth analysis. 25 managers of the United Kingdom online fashion retail organisations have been engaged to deliver primary qualitative data using simple random sampling. Ethics have been achieved successfully.

Findings: The researcher has discussed and analysed the data that were obtained from the survey process in which 25 managers of United Kingdom online fashion retail organisations were involved.

Keywords: *United Kingdom, online, fashion retailers, green practices, sustainable practices, environmental protection, customer engagement.*

Submission of Thesis and Dissertation

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Table of Contents

CHAPTER 1: INTRODUCTION	8
1.1 Research Background.....	8
1.2 Research Purpose	8
1.3 Problem Statement	9
1.4 Research Aim	10
1.5 Research Objectives	10
1.6 Research Questions	11
1.7 Research Rationale.....	11
1.8 Research Significance	12
CHAPTER 2: LITERATURE REVIEW	13
2.1 Introduction	13
2.2 Environmentally friendly methods that UK online fashion retailers already use	13
2.3 Client perspectives, beliefs, and understanding of environmentally friendly procedures in the UK e-commerce fashion.....	16
2.4 Obstacles, difficulties, and limitations that UK online fashion retailers have when trying to adopt eco-friendly procedures.....	18
2.5 Valuable and practicable suggestions that UK online fashion retailers may apply to improve the use of sustainable procedures.....	21
2.6 Theoretical Framework: Triple Bottom Line Theory	24
2.7 Conceptual Framework	26
2.8 Literature Gap	27
2.9 Chapter Summary.....	27
CHAPTER 3: RESEARCH METHODOLOGY	28
3.1 Introduction	28
3.2 Research Philosophy	28
3.3 Research Approach	28
3.4 Research Design.....	29

3.5 Data Collection Method	29
3.6 Data Collection Source.....	30
3.7 Sampling Method	30
3.8 Data Analysis Method.....	31
3.9 Ethical Considerations.....	31
3.10 Chapter Summary.....	32
CHAPTER 4: FINDINGS AND DATA ANALYSIS	33
4.1 Introduction	33
4.2 Findings.....	33
4.3 Data Analysis	45
4.4 Chapter Summary.....	50
CHAPTER 5: DISCUSSION.....	51
CHAPTER 6: CONCLUSION AND RECOMMENDATIONS	54
6.1 Conclusion.....	54
6.2 Recommendations	56
6.3 Research Limitations.....	59
6.4 Future Scope.....	59
REFERENCE LIST	60
Appendices.....	68
Appendix 1: Survey Questionnaire	68

CHAPTER 1: INTRODUCTION

1.1 Research Background

The fashion business is one of the biggest polluters on the planet, contributing essentially to environmental debasement through production waste, water use, and fossil fuel by-products. The idea of sustainability has picked up speed inside the fashion area, driven by expanding purchaser mindfulness and interest in eco-friendly items. Online fashion retailers in the United Kingdom are under pressure to take on green practices to moderate their environmental effect and connect with an even more environmentally cognizant customer base (Suraci, 2021). The shift towards sustainability includes various procedures, including the utilisation of natural or reused materials, ethical production processes, waste reduction methods, and straightforward stockpile chains. UK fashion retailers like ASOS, Boohoo, and Burberry have started different sustainability projects and arrangements. For example, ASOS has presented the "Responsible Edit" to feature sustainable items, while Burberry has promised to become carbon neutral by 2022 and is investigating the utilisation of sustainable materials in its assortments. The execution of these practices differs broadly among retailers, and the viability and validity of their endeavours are frequently investigated. The test lies in offsetting benefits with sustainability, as progressing to green practices can involve huge forthright expenses and calculated intricacies (Johnstone and Lindh, 2022). Besides, the peculiarity of greenwashing, where organisations dishonestly publicise their items as environmentally well disposed, represents a basic issue, subverting purchaser trust and veritable sustainability endeavours. Exploring the degree to which UK online fashion retailers are carrying out sustainable practices gives significant experiences into their obligation to environmental protection and their capacity to draw in eco-cognizant shoppers. Understanding these elements is urgent for creating compelling methodologies that adjust environmental obligation to business development in the fashion business.

1.2 Research Purpose

The purpose of this research was to assess the degree to which online fashion retailers in the United Kingdom are carrying out green or sustainable practices to guarantee environmental

protection and improve customer engagement. The review gives a complete examination of the sustainability initiatives embraced by UK online fashion retailers and surveyed their viability in lessening the environmental effect of their tasks. This research investigated different components of sustainability, including the utilisation of eco-friendly materials, ethical production processes, waste management procedures, and transparency in supply chains (Hur and Faragher-Siddall, 2022). A vital goal of this research was to look at the arrangement between retailers' sustainability claims and their genuine practices. This included researching possible occasions of greenwashing and evaluating the validity of retailers' environmental responsibilities. By distinguishing gaps among asserts and carrying out practices, the research features areas where retailers need to improve to add to environmental protection.

Moreover, this study looked to examine the effect of sustainable practices on customer engagement. As customers become progressively more environmentally cognizant, their buying choices are affected by the apparent sustainability of items. This research dissected shopper perspectives and ways of behaving towards sustainable fashion, investigating how viable green practices can improve brand steadfastness and customer fulfilment. The discoveries of this research gives significant knowledge to online fashion retailers, policymakers, and customers (Ritch, 2020). For online fashion retailers, understanding the adequacy of their sustainability initiatives can direct future procedures to work on environmental execution and customer relations. Policymakers can utilise the research to foster guidelines that advance certified sustainability in the fashion business. Customers will profit from expanded transparency, empowering them to make additional educated decisions about their buys.

1.3 Problem Statement

The rising environmental effect of the fashion business has raised worries about the sustainability practices of online fashion retailers in the United Kingdom. In spite of the developing buyer interest in eco-friendly items and straightforward stock chains, there remains a huge vulnerability in regard to the adequacy and validity of these retailers' sustainability initiatives (Hampton *et al.*, 2022). Numerous retailers guarantee to carry out green practices, however, the pervasiveness of greenwashing, where organisations erroneously promote their items as environmentally friendly, sabotages veritable endeavours and damages purchaser trust. This issue is intensified by the absence of a complete investigation and clear measurements to assess the genuine effect of these sustainability practices. Retailers face the test of offsetting productivity with environmental obligation, and the expenses related to

progressing to sustainable tasks can be an impediment. Besides, there is a need to comprehend how these practices impact buyer conduct and engagement, as environmentally cognizant shoppers progressively think about sustainability in their buying choices (Thorisdottir and Johannsdottir, 2020). This study expects to address this gap by basically assessing the sustainability endeavours of UK online fashion retailers and their effect on both environmental results and buyer trust.

1.4 Research Aim

Increasing the lifespan of clothing remains among the best strategies to lessen the adverse effects of clothing. Moreover, many online fashion companies in the United Kingdom are implementing an apparel recovery program by recycling defective textiles throughout manufacturing to counter the tendency of people to purchase items only to wear them once. In this regard, the main aim of this research was to evaluate how much UK online fashion retailers are incorporating responsible or environmentally friendly procedures into their company's activities and to examine the effects of such procedures on consumer involvement and sustainability. By investigating all aspects of their environmentally friendly procedures throughout the production process, from purchasing supplies to finished handling of goods, this study evaluated the present state of long-term viability activities across UK online fashion retailers with the assistance of the research aim. Moreover, the present study examined the effects of adopting environmentally friendly methods on their ecological impact reduction, including greenhouse gas emissions, handling waste, and saving resources.

1.5 Research Objectives

- To investigate environmentally friendly methods that UK online fashion retailers already use.
- To evaluate client perspectives, beliefs, and understanding of environmentally friendly procedures in the UK e-commerce fashion sector.
- To determine and examine the obstacles, difficulties, and limitations that UK online fashion retailers have when trying to adopt eco-friendly procedures.
- To create valuable and practicable suggestions that UK online fashion retailers may apply to improve the use of sustainable procedures.

1.6 Research Questions

- What are the environmentally friendly methods that UK online fashion retailers already use?
- What are client perspectives, beliefs, and understanding of environmentally friendly procedures in the UK e-commerce fashion sector?
- What are the obstacles, difficulties, and limitations that UK online fashion retailers have when trying to adopt eco-friendly procedures?
- What are valuable and practicable suggestions that UK online fashion retailers may apply to improve the use of sustainable procedures?

1.7 Research Rationale

The rationale of this research originates from the dire need to address the environmental effect of the fashion business, one of the main supporters of worldwide contamination. As the consciousness of environmental change and environmental debasement develops, purchasers are progressively requesting sustainable and ethical practices from fashion retailers. This change in buyer conduct presents both a test and a chance for UK online fashion retailers (Lin *et al.*, 2022). Understanding the viability of sustainable practices embraced by these retailers is pivotal in light of multiple factors. From the outset, it gives some knowledge into whether these practices are truly adding to environmental protection or on the other hand on the off chance that they are simply shallow endeavours pointed toward benefiting from purchaser patterns. Besides, it features the capability of these practices to encourage customer engagement and steadfastness, offering an upper hand in a market where shoppers focus on sustainability. Besides, this research resolves the issue of greenwashing, guaranteeing that customers are not deluded by misleading cases of sustainability (Peleg Mizrahi and Tal, 2022). By giving an unmistakable assessment of current practices, the review directs retailers to upgrade their sustainability procedures and energise transparency. This research sought to add to the more extensive objective of sustainable advancement by advancing certifiable, successful green practices inside the fashion business, subsequently adjusting business tasks to environmental and purchaser needs.

1.8 Research Significance

The significance of this research lies in its capability to drive significant change in the fashion business, especially among UK online fashion retailers. By basically assessing the execution

of green or sustainable practices, this study gives a definite comprehension of what these initiatives mean for both environmental results and shopper engagement. The research, first and foremost, offers important experiences for fashion retailers, empowering them to survey the adequacy of their sustainability endeavours and distinguish areas for development (Purcărea *et al.*, 2022). This can assist retailers with growing stronger and more certifiable environmental methodologies, lessening their natural impression and adjusting their tasks to worldwide sustainability objectives. Besides, the review resolves the issue of greenwashing, guaranteeing that purchasers are not deluded by misleading cases of environmental obligation. By advancing transparency and responsibility, the research enables shoppers to pursue informed decisions, encouraging a more ethical and sustainable commercial centre. Moreover, the discoveries can illuminate policymakers and industry controllers, directing the advancement of norms and guidelines that advance veritable sustainability in the fashion area (Frei, Jack and Krzyzaniak, 2020). This can prompt more severe oversight and backing for organisations that are really dedicated to environmental protection. The research adds to the more extensive talk on the sustainable turn of events, featuring the basic job of the fashion business in alleviating environmental effects and advancing eco-friendly practices. It highlights the significance of adjusting strategic policies to developing buyer interest for sustainability, subsequently supporting the change to a more sustainable future.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The fashion business in the UK is progressively moving towards sustainable practices in light of developing environmental worries and buyer demand for eco-friendly items. This progress includes assessing the adequacy of online retailers in executing green strategies, which is lined up with the Triple Bottom Line Theory, which underscores adjusting environmental, social, and economic impacts. This conversation investigates the reception of sustainable practices by UK online fashion retailers, surveying their accomplishments and difficulties, and the job of customer viewpoints in moulding these endeavours. Understanding these elements is critical for recognizing gaps and potential opportunities in propelling sustainability inside the online fashion business area.

2.2 Environmentally friendly methods that UK online fashion retailers already use

The fashion business has been progressively perceived for its critical environmental effect, provoking numerous UK-based online fashion retailers to take on environmentally friendly techniques. These strategies cover different parts of their tasks, from purchasing materials to production processes and waste administration. Here, we investigate a portion of the key sustainable practices right now being carried out by driving UK fashion internet business stages.

Sustainable Fashion Materials: One of the essential ways online fashion retailers are diminishing their environmental impression is by using sustainable materials. Many brands are moving towards natural, reused, and biodegradable textures. As per Ramanathan *et al.* (2021), for example, ASOS has sent off the "Responsible Edit," an assortment that highlights items produced using sustainable sources like natural cotton, reused polyester, and other eco-friendly materials. Also, Burberry has focused on utilising sustainable cotton across its whole item range by 2025, zeroing in on natural and reused variations.

Ethical Production Processes: Ethical production processes are one more basic part of sustainable fashion. This incorporates guaranteeing fair work practices and diminishing the

environmental effect of assembling. Brands like Individuals Tree have been leaders around here, accentuating fair exchange and environmentally agreeable production techniques. They work intimately with nearby craftsmen and ranchers, guaranteeing fair wages and safe working circumstances while limiting the utilisation of unsafe synthetic substances and colours in their items.

Waste Reduction and Circular Fashion: Waste reduction is a critical concentration for some UK fashion retailers. Organisations are progressively embracing circular fashion standards, which plan to save items and materials being used as far as might be feasible. A prominent model is the organisation of H&M and the article of clothing gathering program where customers can get undesirable garments for reuse. This drive lessens material waste and advances the reuse and reuse of materials in new items. Moreover, brands like ASOS are investigating imaginative ways of diminishing waste through their "Circular Design Guide," which urges architects to make items with life span, recyclability, and negligible waste as a main priority (Peters and Simaens, 2020). They are additionally integrating reclaim plans and fix administrations to broaden the existence pattern of their items.

Sustainable Packaging: Packaging is another region where fashion retailers are making progress towards sustainability. Many brands are getting away from single-use plastics and deciding on recyclable or biodegradable packaging materials. For instance, Boohoo has presented reusable and recyclable mailing sacks, while different retailers are utilising compostable packaging produced using plant-based materials. Decreasing abundance packaging and utilising sustainable choices assists with limiting the environmental effect related to the transportation of items to consumers.

Energy Efficiency and Carbon Neutrality: Online fashion retailers are additionally zeroing in on energy efficiency and decreasing their carbon footprint. Burberry, for example, has focused on becoming carbon neutral by 2022, executing energy-saving estimates across its activities and putting resources into sustainable power sources. Essentially, as per de Oliveira, Miranda and de Paula Dias (2022), ASOS has set aggressive targets to lessen greenhouse gas emanations in accordance with the Paris Understanding, pursuing a 30% reduction by 2030.

Transparency and Traceability: Transparency and traceability in supply chains are fundamental for guaranteeing sustainable practices. Brands are progressively giving definite data about the starting points of their items and the environmental effect of their tasks. For instance, Everlane has fabricated its brand around "Radical Transparency," offering customers an understanding of the expenses and production processes behind everything. This

transparency assists work with trusting with consumers and supports more mindful buying choices.

Consumer Education and Engagement: Teaching and connecting with consumers about sustainable fashion is critical for driving change. Numerous retailers are utilising their foundation to bring issues to light about environmental issues and advance a sustainable way of life decisions. For example, brands like Stella McCartney consistently share data about sustainability initiatives and the significance of eco-friendly fashion on their sites and social media channels (del Prete, 2022).

2.3 Client perspectives, beliefs, and understanding of environmentally friendly procedures in the UK e-commerce fashion sector

The ascent of environmental cognizance among buyers has fundamentally affected the fashion business, especially inside the UK online business area. As fashion retailers progressively take on sustainable works, grasping client points of view, convictions, and their cognizance of these environmentally friendly systems becomes critical. This investigation digs into how UK customers see sustainable fashion, their convictions about its significance, and their comprehension of the methodology in question. Throughout the last 10 years, there has been a remarkable change in shopper mindfulness with respect to the environmental effect of fashion (Patwary, 2020). Clients are turning out to be more educated about the impending impacts of quick fashion, like over the top waste, high fossil fuel by-products, and unscrupulous work practices. This developing mindfulness has prompted an expanded interest in sustainable other options. UK shoppers, especially more youthful ages, are more disposed to help brands that show veritable environmental obligation. Reviews show that a critical share of UK customers like to buy from brands that are straightforward about their sustainability practices and deal in eco-friendly items. The accessibility of data and support by powerhouses and environmental associations play an essential impact in forming these perspectives.

Numerous UK shoppers accept that sustainability in fashion is not simply a pattern, but an essential shift towards protecting the planet for people in the future. This conviction is frequently determined by openness to worldwide environmental issues, media inclusion, and instruction about environmental change (Kutaula *et al.*, 2022). Shoppers see sustainable fashion as an ethical decision, mirroring a more extensive obligation to social and environmental obligation. They trust that by picking sustainable brands, they can add to a positive change, supporting endeavours to diminish contamination, ration assets, and advance

fair work practices. This ethical aspect increases the value of sustainable fashion items, making them more engaging despite frequently greater costs. While there is developing confidence in the significance of sustainable fashion, the profundity of understanding about the practices included shifts among customers. Sustainable materials, ethical production, squandering decrease, and circular fashion are a portion of the key areas where shopper understanding is being formed (Sung *et al.*, 2020). For example, purchasers are turning out to be more acquainted with terms like natural cotton, reused polyester, and biodegradable textures. Numerous UK fashion brands give instructive substance on their sites to make sense of the advantages of these materials. They feature how natural cotton decreases water utilisation and pesticide reliance, while reused polyester helps in lessening plastic waste. This data enables customers to pursue informed choices and builds up their obligation to sustainable buys.

There is expanding mindfulness about the significance of ethical production practices. Shoppers figure out that fair wages, safe working circumstances, and empathetic treatment of labourers are vital to sustainability. Brands that transparently share their work practice and participate in fair exchange gain higher trust and faithfulness from customers (Bortone, Sakar and Soares, 2022). Notwithstanding, there is as yet a requirement for more noteworthy transparency and schooling to extend buyers getting it. Certificates like Fair Trade, GOTS (Global Organic Textile Standard), and B Corp status are turning out to be more perceived as brands of ethical works, assisting shoppers with distinguishing truly sustainable brands (Roy Choudhury, 2015). Waste reduction and round fashion standards are likewise getting some decent forward movement among UK customers. Initiatives, for example, clothing reusing programs, reclaim plans, and resale stages are progressively well known (de Wagenaar, Galama and Sijtsema, 2022). Purchasers value brands that energise the reuse and reusing of pieces of clothing, seeing these endeavours as functional strides towards lessening fashion waste. The idea of circular fashion, where items are intended for life span, repairability, and recyclability, is turning out to be more perceived and esteemed. Brands like ASOS and H&M, which propose reusing programs and advance circular plans, are viewed as leaders here.

At last, customer training and engagement assume critical parts in advancing sustainable fashion. Brands that effectively draw in their customers through useful missions, straightforward announcing, and sustainability narrating will more often than not form more grounded connections and encourage more prominent loyalty (Rahman, Hu and Fung, 2023). Purchasers value brands that sell sustainable items as well as investors for more extensive environmental causes and instruct general society about sustainability issues. This comprehensive methodology helps overcome any issues among conviction and figuring out,

making sustainability a more basic piece of buyer conduct. UK purchasers are progressively mindful and strong of sustainable fashion, driven by ethical convictions and developing information on environmental issues. While how they might interpret explicit sustainable practices is advancing, proceeding with schooling and transparency from brands is fundamental to extend this comprehension and cultivate enduring engagement (Tulangow and Kusumawardani, 2021). As shoppers become more educated, they are probably going to request much better expectations of sustainability, pushing the fashion business towards additional certified and effective environmental practices.

2.4 Obstacles, difficulties, and limitations that UK online fashion retailers have when trying to adopt eco-friendly procedures

Embracing eco-friendly strategies presents a scope of obstructions, hardships, and restrictions for UK online fashion retailers. These difficulties are complex, influencing different parts of their tasks, from purchasing and creating to planned operations and buyer engagement. Understanding these boundaries is pivotal for creating techniques to conquer them and advancing more sustainable practices inside the fashion internet business area. One of the essential obstructions is the greater expense related to sustainable materials and production processes (Zawieska *et al.*, 2022). Eco-friendly textures like natural cotton, reused polyester, and biodegradable materials frequently come at a premium contrasted with customary choices. This expansion in unrefined substance expenses can be huge, especially for more modest retailers with restricted buying power. Furthermore, sustainable production techniques, which underline fair work practices and diminished environmental effects, frequently require a greater interest in innovation and preparation. These additional costs can strain the spending plans of online fashion shops, making them try to offer serious value while at the same time keeping up with productivity. Inventory network intricacy is another critical problem (Sailer, Wilfing and Straus, 2022). Purchasing sustainable materials frequently includes exploring complex inventory chains that may not be as settled or dependable as customary ones. Guaranteeing that providers stick to severe environmental and ethical principles requires exhaustive reviewing and observing progress, which can be asset-concentrated (McGrath *et al.*, 2021). Also, the worldwide idea of the fashion business implies that numerous materials and items are obtained from nations with fluctuating guidelines and works on, entangling endeavours to keep up with reliable sustainability principles across the inventory network.

Another basic constraint is the absence of transparency and recognizability in supply chains. In any event, when online fashion retailers focus on sustainable works, checking the genuineness and effect of these practices can be challenging. The predominance of greenwashing, where organisations make misdirecting claims about the environmental advantages of their items, sabotages authentic endeavours and dissolves buyer trust (Bocken and Short, 2021). Guaranteeing transparency requires strong global positioning frameworks and accreditations, which can be exorbitant and tedious to execute. Retailers should put resources into innovations and organisations that improve visibility into their inventory chains, guaranteeing that each step of the production cycle meets sustainability measures. Purchaser assumptions and conduct likewise present difficulties. While there is a developing mindfulness and interest in sustainable fashion, numerous purchasers are still delicate and focus on moderation over environmental contemplations. This division puts a strain on retailers, who should adjust the need to offer eco-friendly items with the need to stay serious on cost (Maliene *et al.*, 2022). Furthermore, teaching buyers about the advantages and significance of sustainable fashion requires huge showcasing endeavours. Retailers should put resources into correspondence methodologies that actually convey the worth of eco-friendly items, empowering shoppers to pursue more dependable buying choices.

Functional planned operations present one more arrangement of hardships. Executing sustainable practices frequently includes reconsidering and upgrading different functional viewpoints, from bundling to conveyance. Sustainable bundling options, like biodegradable or reusable materials, can be more costly and may require changes in transportation processes (Zhang and Hale, 2022). Moreover, decreasing the carbon footprint of coordinated factors, for example, upgrading conveyance courses and utilising eco-friendly transportation techniques, includes extra preparation and venture. These functional changes can be troublesome and require a drawn-out obligation to accomplish significant outcomes. Administrative and consistency challenges additionally influence the reception of sustainable practices. The administrative scene for environmental norms is ceaselessly advancing, and remaining consistent with new regulations and rules can be complicated. Retailers should explore fluctuating guidelines across various business sectors, which can be especially trying for global activities (Peña-Vinces, Solakis and Guillen, 2020). Consistency with accreditations and guidelines, like Fair Exchange, GOTS, and B Corp, requires thorough documentation and adherence to explicit rules, adding to the authoritative weight of fashion web shops.

At long last, the speed of development in sustainable advancements and practices can be both a test and an opportunity. Staying aware of the most recent progressions in sustainable fashion

requires nonstop learning and transformation. Retailers should be proactive in taking on new advancements and practices that upgrade sustainability, yet this can be asset serious and dangerous in the event that the developments do not yield the normal advantages (Carranza *et al.*, 2023). Adjusting the requirement for development with the items of common sense of execution is a fragile errand that requires key preparation and speculation. UK online fashion retailers face a large number of hindrances, troubles, and limits in their endeavours to take on eco-friendly techniques. These difficulties envelop greater expenses, inventory network intricacies, transparency issues, customer conduct, functional planned operations, administrative consistency, and the speed of advancement. Conquering these boundaries requires exhaustive and supported exertion, including key speculations, strong production network management, successful customer correspondence, and persistent variation to arising patterns and innovations (Khare and Kautish, 2021). By tending to these difficulties, fashion retailers can move towards additional sustainable works, adding to a greener and more mindful industry.

2.5 Valuable and practicable suggestions that UK online fashion retailers may apply to improve the use of sustainable procedures

In order to improve the utilisation of sustainable methods, UK online fashion retailers can implement a scope of significant and practicable ideas. These ideas centre around upgrading supply chain transparency, adopting sustainable materials, further developing production processes, streamlining logistics, drawing in consumers, and utilising technology.

Enhance Supply Chain Transparency: One of the basic strides towards sustainability is guaranteeing transparency throughout the supply chain. Fashion organisations can adopt blockchain technology to make permanent records of their items' processes from unrefined substances to completed merchandise. Blockchain can assist with checking the validity of sustainable cases, guaranteeing that each step satisfies environmental and ethical guidelines. Teaming up with outsider associations to get certificates like Fair Exchange, GOTS, or B Corp can additionally guarantee consumers of the brand's commitment to sustainability (Du Plessis, 2022).

Adopt Sustainable Materials: Progressing to sustainable materials is vital. Fashion organisations ought to focus on purchasing natural, reused, and biodegradable textures. Laying out long-haul organisations with providers who stick to sustainable practices can guarantee a consistent supply of eco-friendly materials. Furthermore, organisations can put resources into

innovative work to improve new sustainable materials and processes. For example, investigating options like bamboo, hemp, or lab-developed filaments can decrease reliance on regular, environmentally unsafe materials.

Improve Production Processes: In order to limit the environmental effect of production, organisations ought to implement energy-efficient and waste-reduction practices. Putting resources into current, eco-friendly assembling advancements can essentially reduce water and energy utilisation. Adopting lean manufacturing principles can assist with smoothing out activities, lessen waste, and increase proficiency (Kazancoglu *et al.*, 2021). Moreover, organisations ought to guarantee fair work practices and safe working circumstances, as ethical production is a basic part of sustainability.

Optimise Logistics: Sustainable logistics include limiting the carbon footprint related to transportation and circulation. Fashion organisations can accomplish this by advancing conveyance courses and uniting shipments to decrease the number of outings. Involving electric or semi-electric vehicles for last-mile conveyance can additionally diminish emissions. Moreover, organisations ought to consider confined production and dispersion focuses to abbreviate supply chains and lessen transportation distances. Implementing sustainable bundling arrangements, for example, biodegradable, reusable, or moderate bundling, can likewise altogether diminish the environmental effect.

Engage and Educate Consumers: Purchaser engagement and instruction are indispensable for advancing sustainable practices. Fashion organisations ought to straightforwardly convey their sustainability efforts through advertising efforts, item naming, and online substance (Banytè *et al.*, 2020). Making drawing happy that features the advantages of sustainable fashion and educates consumers about eco-friendly decisions can drive more informed buying choices. Offering impetuses for reusing or returning utilised articles of clothing can likewise urge consumers to partake in sustainability initiatives.

Leverage Technology: Technology plays a critical part in propelling sustainability. Organisations can utilise information examination to follow and optimise their sustainability performance, distinguishing areas for improvement and estimating the effect of their initiatives. Implementing computerised platforms that give continuous information about supply chain exercises can enhance transparency and responsibility. Also, putting resources into artificial intelligence (AI) and machine learning can optimise inventory management, diminishing overproduction and waste.

Foster Collaboration and Innovation: Collaboration inside the industry can drive huge progressions in sustainability. Fashion organisations ought to effectively partake in industry

forums, working gatherings, and associations to share best practices and foster aggregate answers for normal difficulties (Hageman *et al.*, 2024). Teaming up with NGOs, scholastic foundations, and technology suppliers can likewise prompt innovation and the advancement of new sustainable advances and materials.

Implement Circular Economy Principles: Adopting circular economy principles can transform the fashion industry. Organisations ought to plan items with life span, repairability, and recyclability as a top priority. Implementing reclaim plans and offering fix administrations can expand the existence pattern of pieces of clothing (Adeniyi and Ighalo, 2021). Also, advancing recycled markets and resale platforms can assist with keeping items being used longer, decreasing the demand for new production and limiting waste.

Commit to Continuous Improvement: Sustainability is a continuous excursion that requires continuous improvement. Fashion organisations ought to routinely audit and update their sustainability procedures, defining quantifiable objectives and following advancement. Directing sustainability reviews and drawing in with partners to assemble criticism can give significant experiences and recognize areas for additional improvement (Rathore, 2023). Committing to transparency and consistently providing details regarding sustainability performance can assemble trust with consumers and partners.

Advocate for Policy and Industry Change: Fashion organisations ought to advocate for policy and industry changes that help sustainability (Dalibozhko and Krakovetskaya, 2018). Drawing in with policymakers to advance guidelines that empower sustainable practices can establish a better working climate. Supporting far-reaching initiatives and standards can likewise drive aggregate advancement towards sustainability.

2.6 Theoretical Framework: Triple Bottom Line Theory

The Triple Bottom Line (TBL) Theory, created by John Elkington, places that organisations ought to zero in on economic profitability as well as on social and environmental performance. The theory stresses that organisations ought to gauge their prosperity in view of three aspects: People (social impact), Planet (environmental impact), and Profit (economic performance) (Fazel, 2024). This comprehensive methodology is especially applicable while evaluating whether UK online fashion retailers are adequately carrying out green or sustainable practices to guarantee environmental protection and increment customer engagement.

Planet (Environmental Impact): For UK online fashion retailers, the "Planet" aspect centres around diminishing environmental impact through sustainable practices. This incorporates

taking on eco-friendly materials, limiting waste, decreasing fossil fuel byproducts, and guaranteeing ethical production processes (Shabir and AlBishri, 2021). Retailers focused on the TBL Theory would put resources into sustainable materials like natural cotton or reused textures, streamline their inventory chains to limit environmental damage, and carry out waste reduction procedures like reusing programs. By focusing on environmental sustainability, these retailers add to more extensive environmental protection objectives, lining up with the "Planet" part of TBL.

People (Social Impact): The "People" aspect of TBL inspects what organisations mean for their partners, including labourers, customers, and networks. In the fashion business, this includes guaranteeing fair-trade works on, advancing safe working circumstances, and taking part in ethical purchasing (Rinaldi *et al.*, 2022). UK online fashion retailers that stick to TBL standards would straightforwardly share their social impact endeavours, for example, fair exchange affirmations and labourer government assistance programs, in this way upgrading customer trust and engagement.

Profit (Economic Performance): While zeroing in on environmental and social perspectives, retailers should likewise accomplish economic sustainability. The TBL Theory recommends that coordinating sustainable practices can upgrade an organisation's drawn-out profitability by drawing in eco-cognizant buyers and separating the brand in a serious market (Çetiner and Tunca, 2022). For UK online fashion retailers, showing a pledge to sustainability can drive customer dependability and increase share of the overall industry, in this manner supporting their economic performance.

2.7 Conceptual Framework



Figure 1: Conceptual Framework

Source: Author

2.8 Literature Gap

The literature gap in looking at whether UK online fashion retailers are adequately carrying out green or sustainable practices lies in the exhaustive mix of the Triple Bottom Line Theory. Existing examinations frequently centre independently around environmental, social, or economic impacts yet come up short on an all-encompassing methodology that assesses every one of the three aspects together. Moreover, there is a restricted examination of functional obstructions and shopper engagement connected with sustainability in the UK online fashion business area. Tending to this gap requires a point-by-point investigation of how these retailers balance environmental protection, social obligation, and economic performance, and the viability of their sustainability methodologies in drawing in buyers.

2.9 Chapter Summary

UK online fashion retailers face huge difficulties in executing sustainable works, including greater expenses, store network intricacies, and differing shopper assumptions. Notwithstanding, by embracing the Triple Bottom Line Theory, they can address environmental, social, and economic aspects at the same time. Strategies, for example,

improving store chain transparency, taking on sustainable materials, and utilising innovation are basic for conquering these impediments. An all-encompassing way to deal with sustainability can relieve environmental impacts as well as improve customer engagement and long-haul profitability. Tending to the recognised gaps will be significant for propelling the business towards more viable and significant sustainability practices.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

With the proper exploration of this part of the study, the researcher can ensure that this research work is successful as research methodology plays a crucial role in every research paper. This present chapter indicates which tools and elements were required for this study and by doing that, this chapter demonstrates the direction of the study. In this context, this study was focused on the analysis of some primary data which is linked with the UK online fashion retailers as the researcher found suitable for this research work. All the data in the following segments are related to the use of various tools for the analysis of primary data.

3.2 Research Philosophy

The research paper of Mayer (2015) added that the research philosophy is linked with the creation of expertise and utilisation of knowledge. Therefore, it can be stated that the selection of a proper research philosophy can allow the researcher to acquire genuine data via the process of data collection. Positivism, interpretivism, pragmatism and realism are the four types of research philosophies used by researchers across the globe. Positivism is linked with natural science, whereas interpretivism is linked with social science. Pragmatism deals with innovation and realism is linked with the reality of the human mind. For the present study, the positivist research philosophy has been used as it deliberately supports the collection of the primary data and promotes the attentiveness of analysis of the gathered data in a more systematic way. The collection of primary data looks accurate as the involvement of humans delivers practical information which helps to strengthen the quality of the study. Therefore, the selection of the positivist research philosophy is justified.

3.3 Research Approach

The academic paper of Johnston (2014) revealed that the development of successful research periods is facilitated by the choice of a suitable research approach and this in turn impacts the final results. Currently, inductive and deductive research approaches are used by researchers. With the help of a pattern, the inductive research approach aims to develop theory with the help of data collection and data analysis process. Meanwhile, the deductive research approach

attempts to promote the utilisation of contemporary models and theories to evaluate real-life or first-hand data. This study has utilised the deductive research approach as it supports the collection of primary data and this study decided to focus on the collection of primary data from human participation. This research work conducted a survey on UK online fashion retailers which aimed to explore the level to which they sufficiently implement green or sustainable practices to ensure environmental protection and increase customer engagement.

3.4 Research Design

According to the research work of Dannels (2018), research design is related to the overall strategy for the research project. Moreover, it is highly significant to mention that choosing the proper and accurate research strategy is necessary for the specific goal of a dissertation work. There are types of research designs currently used by researchers which include explanatory, exploratory and descriptive designs. Since this study has followed the collection of primary qualitative data, therefore, the researcher rejected the use of an exploratory research design. As the explanatory research design is time-consuming, therefore, it was also eliminated. Therefore, this study has utilised the descriptive research design since this one has allowed the researcher to make an in-depth assessment of the implementation of green or sustainable practices by UK online fashion retailers to ensure environmental protection and increase customer engagement. Moreover, this research design has also assisted the researcher in collecting and analysing both past literature and qualitative data simultaneously.

3.5 Data Collection Method

Primary and secondary data gathering methods are among the data collection methods that vary greatly depending on the goals of the research work alongside the data that must be gathered (Moser and Korstjens, 2018). The secondary data collection process assists the researcher in gathering data from previously conducted research works by other scholars. In contrast, the primary data collection process or method assists researchers across the globe in gathering real-life data or first-hand information from human participants. The data collection method for this study has been primary qualitative and, in this regard, the researcher has surveyed to gather primary qualitative data. The primary data collection method is known for its accurate and real-life information which has contributed to the quality of this study. This is further added by Stewart (2024), that researchers can considerably boost the importance and meaning of their outcomes by making deductions that can be considered relevant and representative of contemporary conditions by gaining recourse to recent knowledge. Meanwhile, secondary

qualitative data lacks accuracy and genuineness as well as it may not be able to properly answer the research questions. Therefore, the justification for using the primary data collection method has been addressed.

3.6 Data Collection Source

The organised manner of achieving, purchasing evaluating and comprehending knowledge from multiple sources to provide a comprehensive and precise image of a subject that is relevant is referred to as purchasing information (Alam, 2021). In this regard, as per Sun *et al.* (2018), primary and secondary sources are two examples of distinct data-collecting processes. The sources of data for this research work have been mainly primary. The researcher understood that the primary data contains real-life and accurate data and this is why the application of primary data source has been followed. In contrast, the National Council for Voluntary Organisations (2024) highlighted that the truthfulness as well as the credibility of the information and how researchers utilise it will be greatly influenced by the calibre of secondary information sources they employ. Therefore, the researcher rejected the utilisation of secondary data sources and properly used the primary one by conducting a survey process in which 25 managers of UK online fashion retailers were involved.

3.7 Sampling Method

Sampling techniques are implemented to lessen the challenges of assessing a greater variety of information gathered from multiple sources. In this regard, two main kinds of sampling techniques are employed in this situation, depending on the kind of information that was gathered for the study. The “probability sampling method” relates to data that are gathered at random using probability, contrarily, data that are collected primarily just on convenience are collected using the “non-probability sampling method” (McCombes, 2023). Under the probability sampling method, this study has used simple random sampling as it supports the selection of human participation for the collection of primary qualitative data. Therefore, for this study, the selection of 25 managers of UK online fashion retailers has been done using this simple random sampling method. It is already depicted that this sampling method is solely relevant and dedicated to the purpose of serving a qualitative data collection process. Moreover, responses/answers falling inside a predetermined probability range are provided by this sampling method and qualitative data assessment is conducted using the participants’ answers that were obtained.

3.8 Data Analysis Method

The analysis of data has always been a crucial process for every research paper and the possibility of mistakes can be impactful on how the data is interpreted and outlining the concluding remarks. In this regard, research objectives and the kind of data gathered, determine the data analysis method or technique. For the present dissertation work, the primary qualitative data obtained from the 25 managers of UK online fashion retailers has been examined critically using “Statistical data analysis” techniques in Microsoft Excel as well as the responses/answers were highlighted in columnar and visual formats.

3.9 Ethical Considerations

Every ethical concern related to this dissertation work has been discussed by the researcher. Moreover, the researcher obtained ethical clearance to perform and conduct this present research paper from the Commission of Ethics. The utilisation of the "Human Rights Act 1998" and the "Data Protection Act 1998" has confirmed that the personal information of the survey participants has been securely kept under the close door supervision of the researcher and the professor. This whole study has been conducted genuinely and there has not been a single instance of artificiality and/or fabrication. The researcher ensured that the participants were free to answer since there was no pressure on them to manipulate the data. The researcher has also guaranteed that any kind of bias was not there and the emotions of the participants were acknowledged properly. Moreover, the participants in the survey were diligent and actively participated in the process.

3.10 Chapter Summary

This chapter of this research paper has done a great job of highlighting the research methods that worked well for performing the study. The study has found that the application of the positivist philosophy and deductive approach was important for collecting primary data. Moreover, a descriptive research design was a key part of the study for making extensive assessments. With the help of primary qualitative data, the analysis was done using table and graph. The application of simple random sampling (probability sampling) was clinical to engage 25 managers of UK online fashion retailers for conducting a survey process.

CHAPTER 4: FINDINGS AND DATA ANALYSIS

4.1 Introduction

The study of the data collected empirically from surveys, that is, the questionnaires that were delivered digitally to 25 managers of UK online fashion retailers, is the subject of this section. The responses collected from the participants are analysed in this segment and based on the analysis, the next chapter of this study, is formulated before outlining the summary of this chapter.

4.2 Findings

1. What are the main challenges in implementing green or sustainable practices?

- High initial costs
- Lack of awareness and education
- Limited access to sustainable technology
- Regulatory and policy barriers

OPTIONS	TOTAL RESPONDENTS	RESPONSES
High initial costs	25	5
Lack of awareness and education	25	6
Limited access to sustainable technology	25	3
Regulatory and policy barriers	25	11

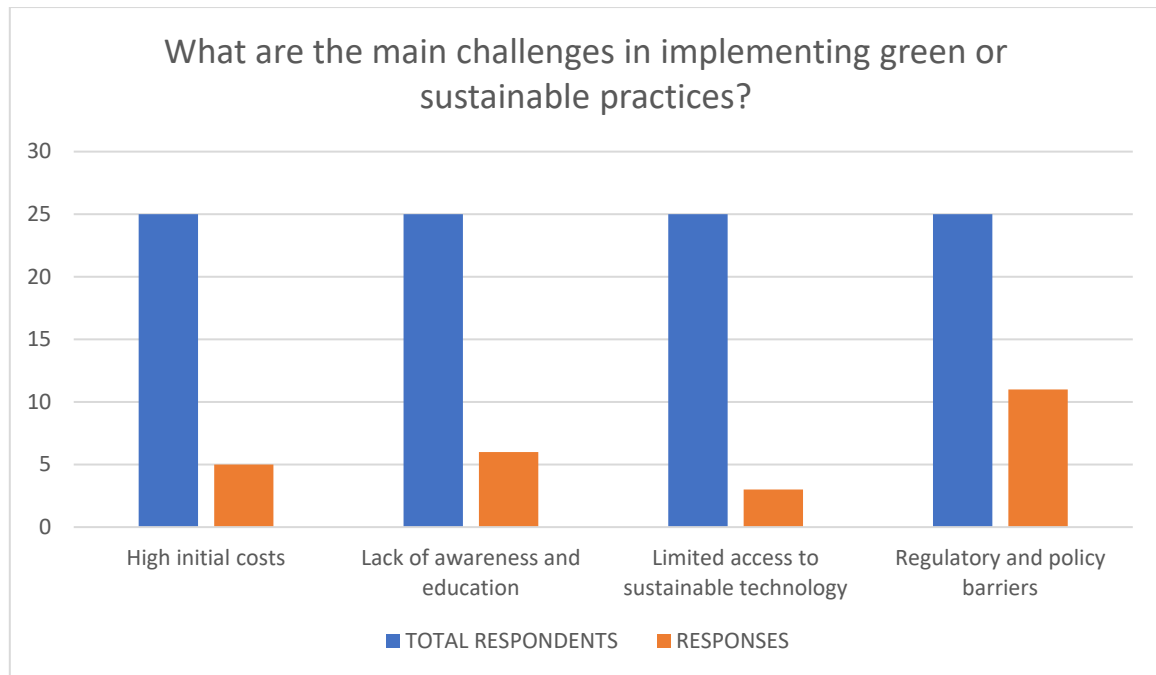


Figure 2: Representation of Question 1

Source: Author

High initial costs and lack of awareness and education have been the main challenges in implementing green or sustainable practices, according to around half of the participants, whereas 11 participants have talked about regulatory and policy barriers that are faced by UK online fashion retailers. Three managers have also mentioned the limited access to sustainable technology.

2. Could you describe your company's current sustainability practices in the fashion sector, specifically addressing areas such as sustainable sourcing, waste management, energy efficiency, and social responsibility initiatives?

- Sustainable sourcing of materials
- Comprehensive waste management programs
- Implementation of energy-efficient processes
- Active social responsibility and community initiatives

OPTIONS	TOTAL RESPONDENTS	RESPONSES
Sustainable sourcing of materials	25	12
Comprehensive waste management programs	25	6

Implementation of energy-efficient processes	25	6
Active social responsibility and community initiatives	25	1



Figure 3: Representation of Question 2

Source: Author

In terms of current sustainability practices in the fashion sector, more than fifty percent of the respondents have mentioned the utilisation of sustainable sourcing of materials in their company, whereas six respondents have mentioned comprehensive waste management programs. Another six respondents mentioned implementation of energy-efficient processes and the rest responded in favour of active social responsibility and community initiatives.

3. Has your company faced any criticism or backlash regarding its environmental practices?

- Allegations of greenwashing
- Concerns over supply chain transparency
- Criticisms of waste management practices
- Issues with carbon footprint reduction efforts

OPTIONS	TOTAL RESPONDENTS	RESPONSES
Allegations of greenwashing	25	3

Concerns over supply chain transparency	25	3
Criticisms of waste management practices	25	5
Issues with carbon footprint reduction efforts	25	14

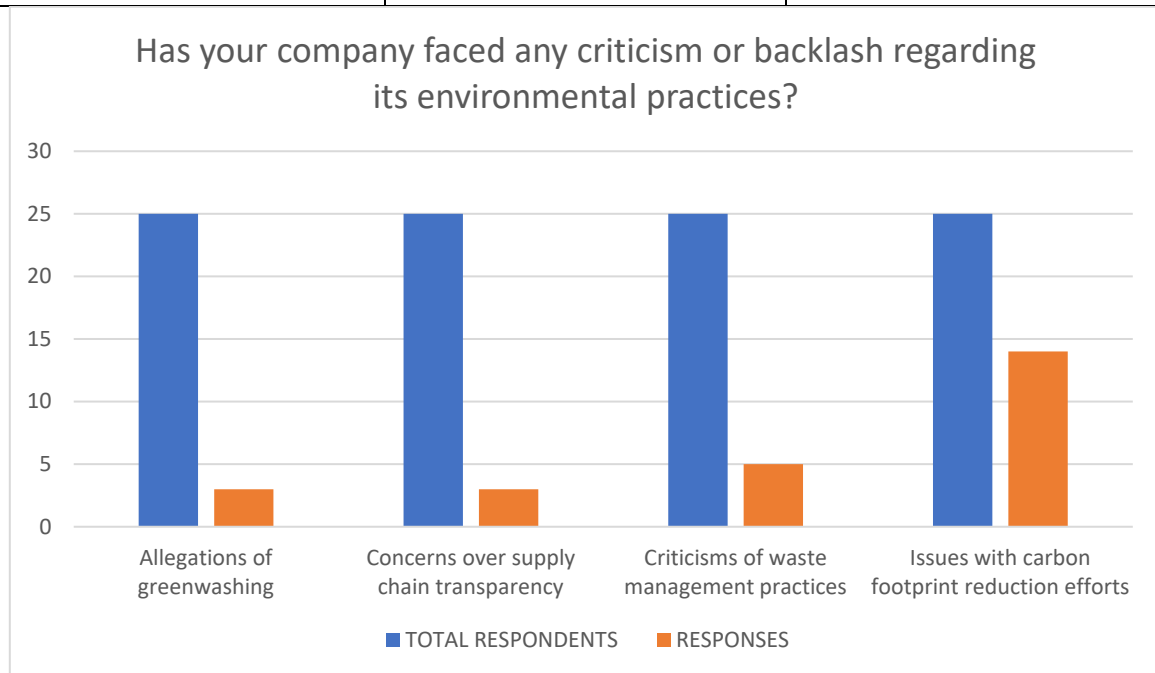


Figure 4: Representation of Question 3

Source: Author

From the responses of the participants, it is clear that their companies have faced different criticism which includes allegations of greenwashing (responses from three respondents), concerns over supply chain transparency (responses from three respondents) and criticisms of waste management practices (responses from five respondents). However, the major challenge has been issues with carbon footprint reduction efforts as 14 participants have indicated this one.

4. Do you think sustainable products have a higher demand compared to regular products?

- Yes
- No

OPTIONS	TOTAL RESPONDENTS	RESPONSES
Yes	25	25

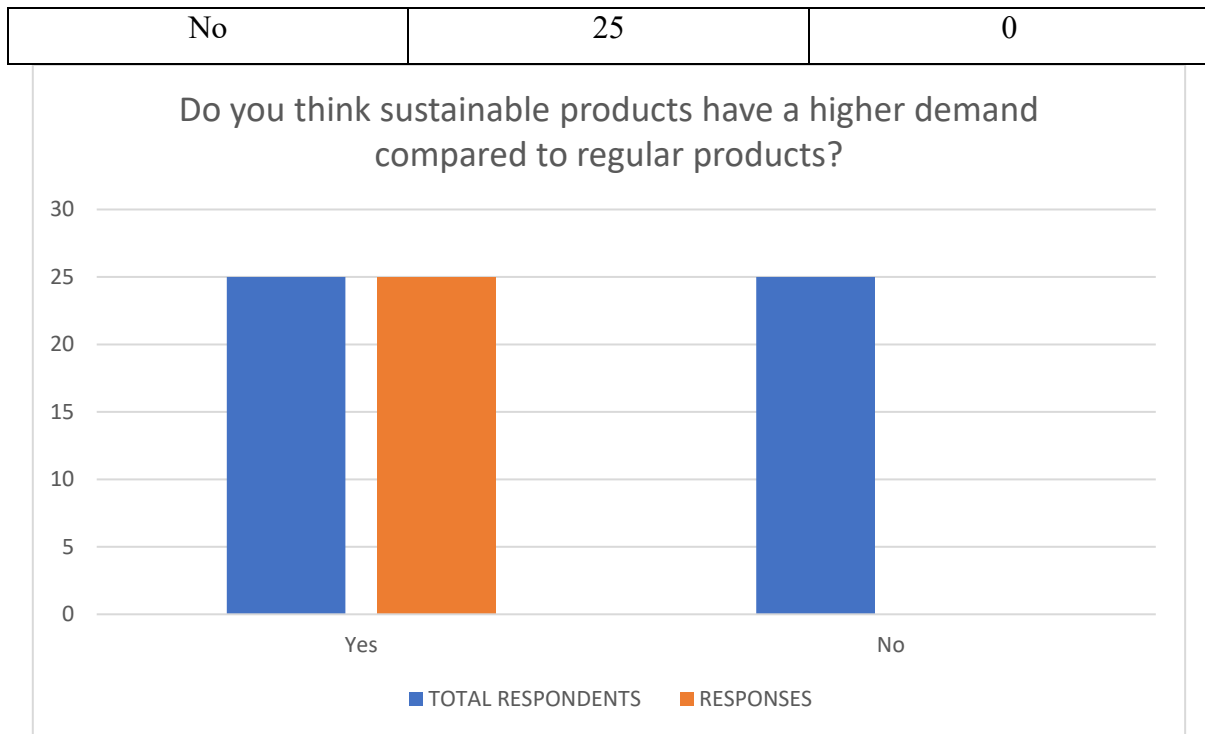


Figure 5: Representation of Question 4

Source: Author

The survey response indicates that all the managers of UK online fashion retailers have said that they believe that sustainable products have a higher demand compared to regular products. Moreover, they have also addressed that their company is trying to introduce more sustainable products to ensure that their business runs on the profitable track by having a higher customer base.

5. What specific environmentally friendly methods or practices does your online fashion retail company currently implement to achieve sustainability?

- Use of eco-friendly packaging
- Adoption of carbon-neutral shipping
- Offering sustainable product lines
- Implementing recycling programs

OPTIONS	TOTAL RESPONDENTS	RESPONSES
Use of eco-friendly packaging	25	20
Adoption of carbon-neutral shipping	25	3

Offering sustainable product lines	25	1
Implementing recycling programs	25	1

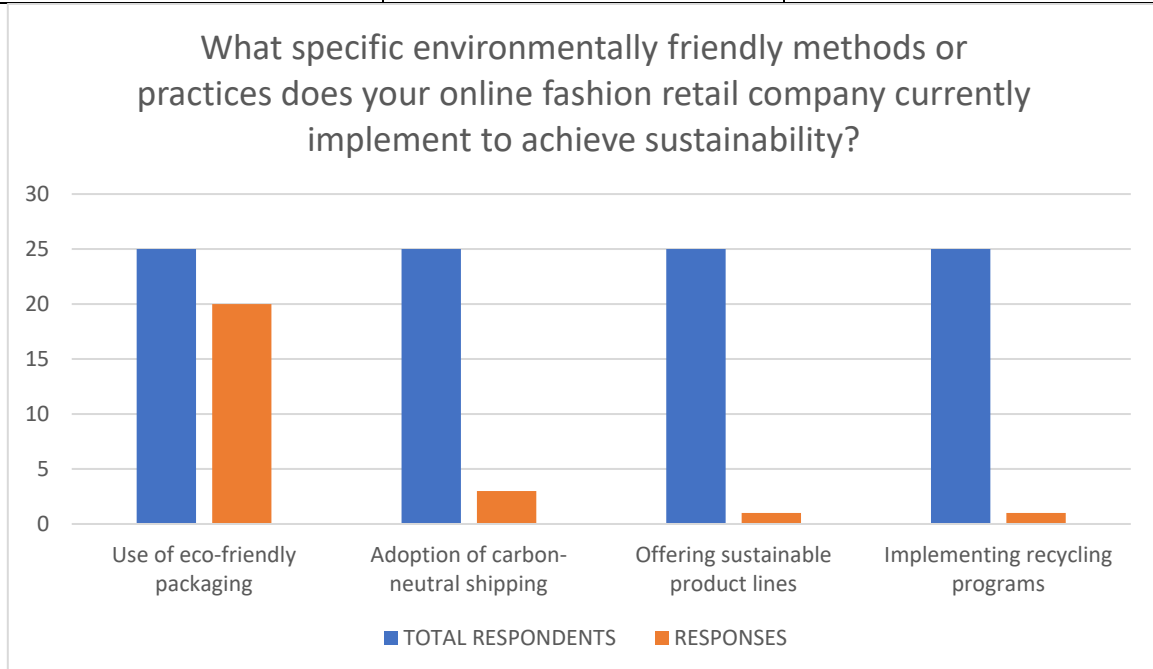


Figure 6: Representation of Question 5

Source: Author

In order to achieve sustainability, 20 managers have mentioned that they use eco-friendly packaging while three managers have mentioned about using carbon-neutral shipping. Moreover, one respondent talked about offering sustainable product lines and the rest of the respondents have outlined the implementation of recycling programs.

6. How has the confluence of Brexit, COVID-19, and supply chain issues affected your company's capacity to adopt and uphold environmentally sustainable practices?

- Disrupted supply chains for sustainable materials
- Increased operational costs
- Delays in implementing green initiatives
- Shifts in market demand and priorities

OPTIONS	TOTAL RESPONDENTS	RESPONSES
Disrupted supply chains for sustainable materials	25	10
Increased operational costs	25	6

Delays in implementing green initiatives	25	6
Shifts in market demand and priorities	25	3

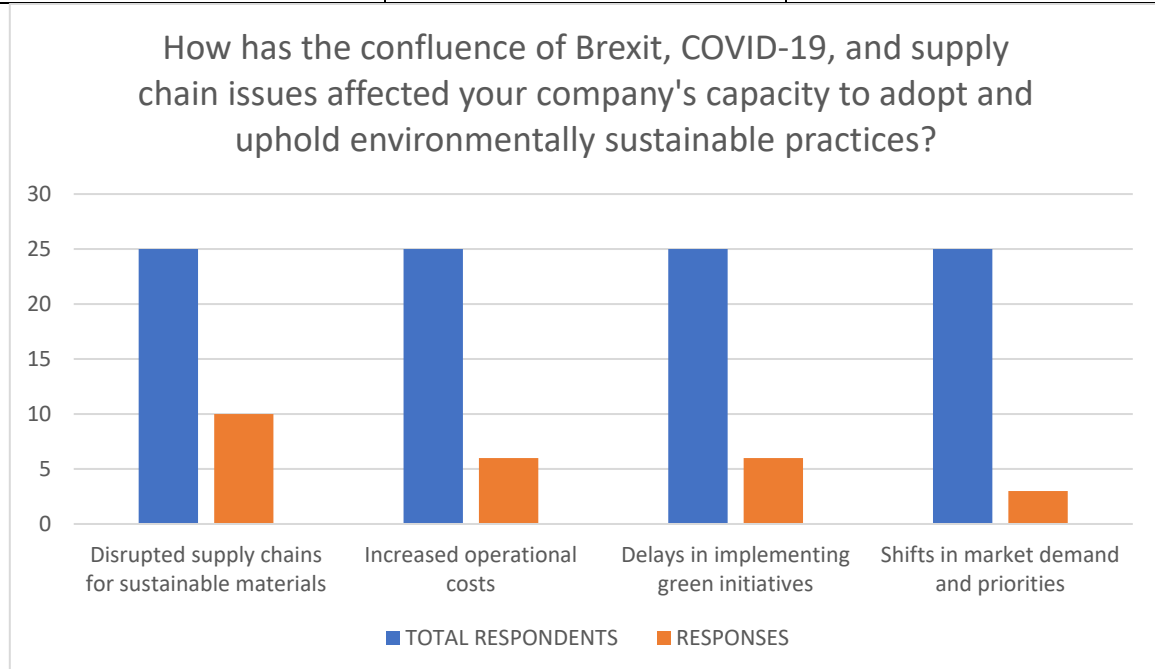


Figure 7: Representation of Question 6

Source: Author

In this regard, the managers have mentioned that different incidents have impacted their capacity to adopt and uphold environmentally sustainable practices and among them, disrupted supply chains for sustainable materials have been the notable ones. Other impacts like increased operational costs have been mentioned by six respondents and delays in implementing green initiatives were outlined by another six managers. Meanwhile, three managers mentioned shifts in market demand and priorities.

7. What are your future plans or goals for incorporating more sustainable and environmentally friendly practices?

- Expanding the range of sustainable products
- Achieving carbon neutrality by 2030
- Increasing use of renewable energy sources
- Enhancing supply chain transparency and sustainability

OPTIONS	TOTAL RESPONDENTS	RESPONSES
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Expanding the range of sustainable products	25	3
Achieving carbon neutrality by 2030	25	12
Increasing use of renewable energy sources	25	10
Enhancing supply chain transparency and sustainability	25	0

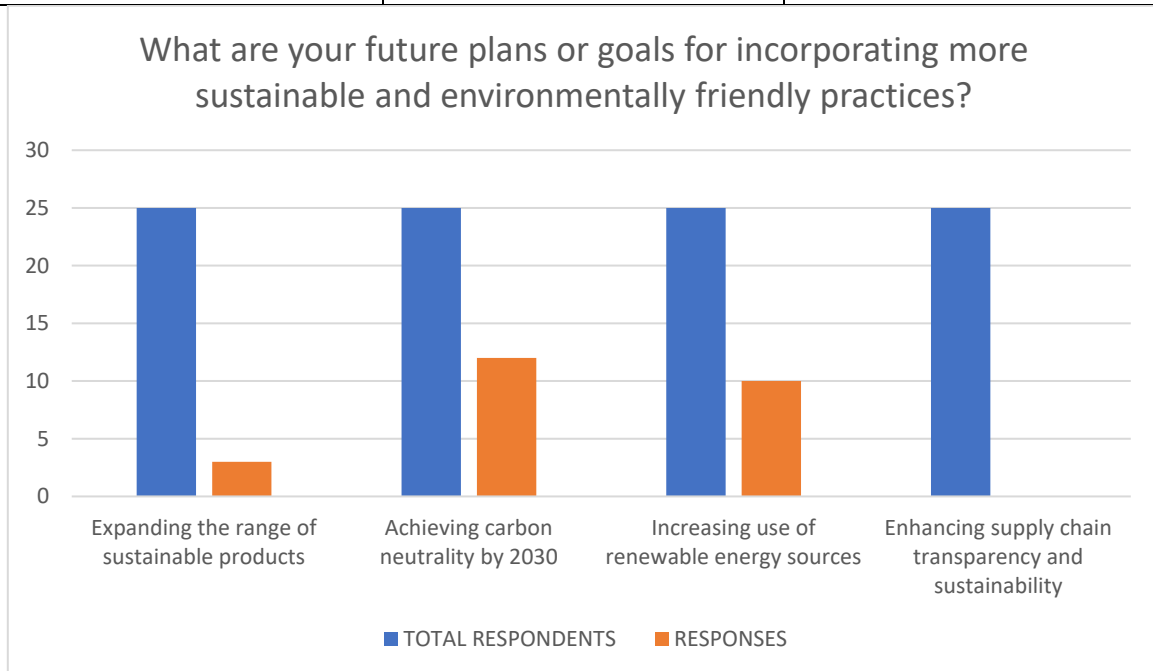


Figure 8: Representation of Question 7

Source: Author

In terms of future plans or goals for incorporating more sustainable and environmentally friendly practices, half of the respondents aim to achieve carbon neutrality by 2030 while the other 10 respondents are seeking to enhance the use of renewable energy sources. The rest of the managers talked about the expansion of the range of sustainable products.

8. Do your sustainability initiatives result in additional costs for your company or customers?

- Yes
- No

OPTIONS	TOTAL RESPONDENTS	RESPONSES
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Yes	25	25
No	25	0

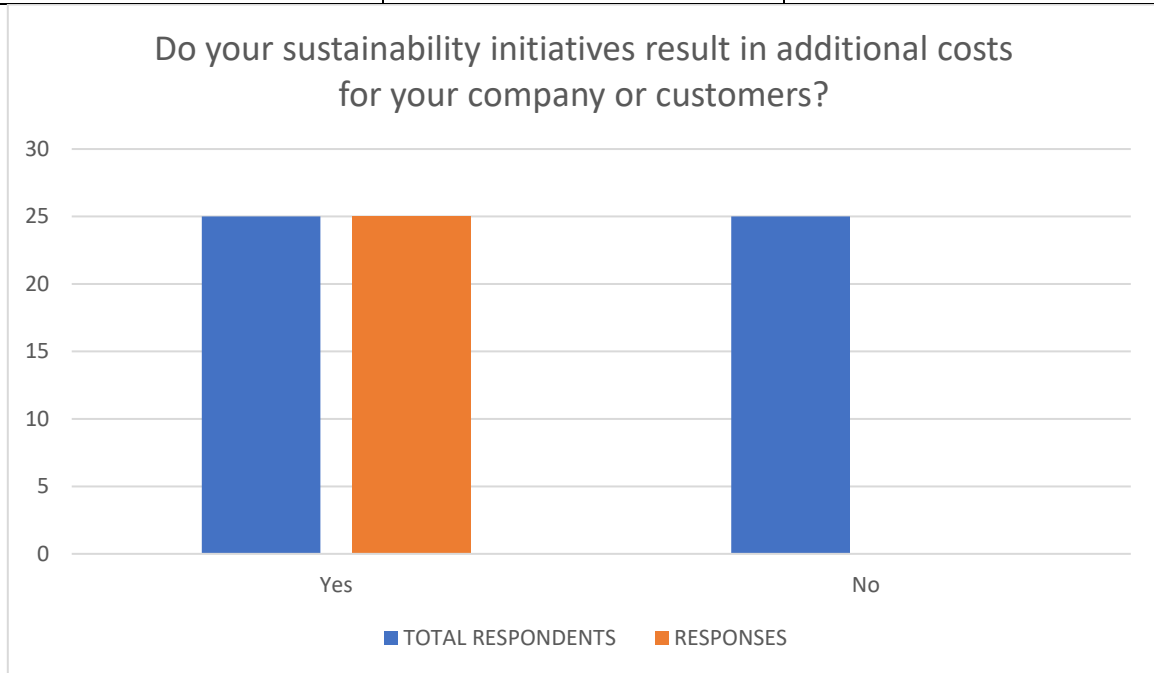


Figure 9: Representation of Question 8

Source: Author

All 25 managers of UK online fashion retailers have mentioned that their company witnessed the addition of some extra costs regarding sustainability initiatives. This has not been argumentative since only one manager has said there are no outcomes of additional costs in the company about sustainability initiatives.

9. How do your sustainability efforts integrate with NGOs, charities, or environmental organizations to foster collaboration and enhance the impact?

- Partnering on environmental campaigns
- Joint community outreach programs
- Collaborating on sustainable sourcing initiatives
- Co-funding conservation projects

OPTIONS	TOTAL RESPONDENTS	RESPONSES
Partnering on environmental campaigns	25	12
Joint community outreach programs	25	10

Collaborating on sustainable sourcing initiatives	25	3
Co-funding conservation projects	25	0

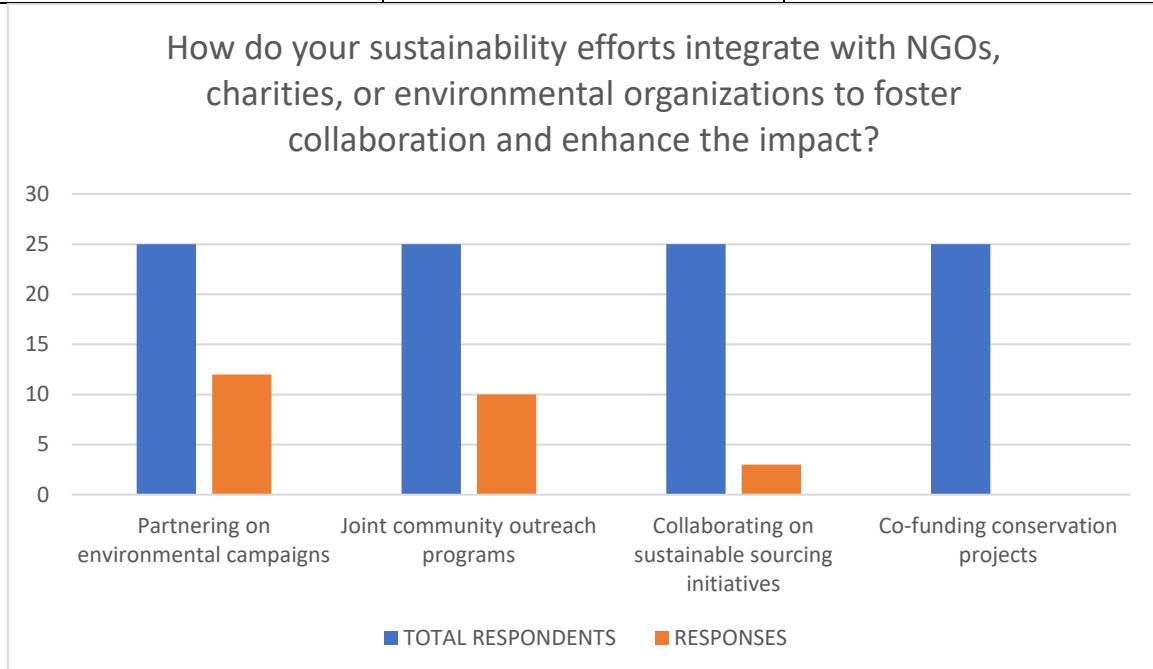


Figure 10: Representation of Question 9

Source: Author

Half of the participants in this survey process have mentioned partnering on environmental campaigns to foster collaboration and enhance the impact. Another 10 managers have talked about the joint community outreach programs. The rest of the respondents/managers have mentioned that they utilise the method of collaboration on sustainable sourcing initiatives.

10. What percentage of your product range, by number of products, comprises materials sourced from recycled or sustainable sources?

- Less than 25%
- 25-50%
- 50-75%
- Over 75%

OPTIONS	TOTAL RESPONDENTS	RESPONSES
Less than 25%	25	5
25-50%	25	6
50-75%	25	11

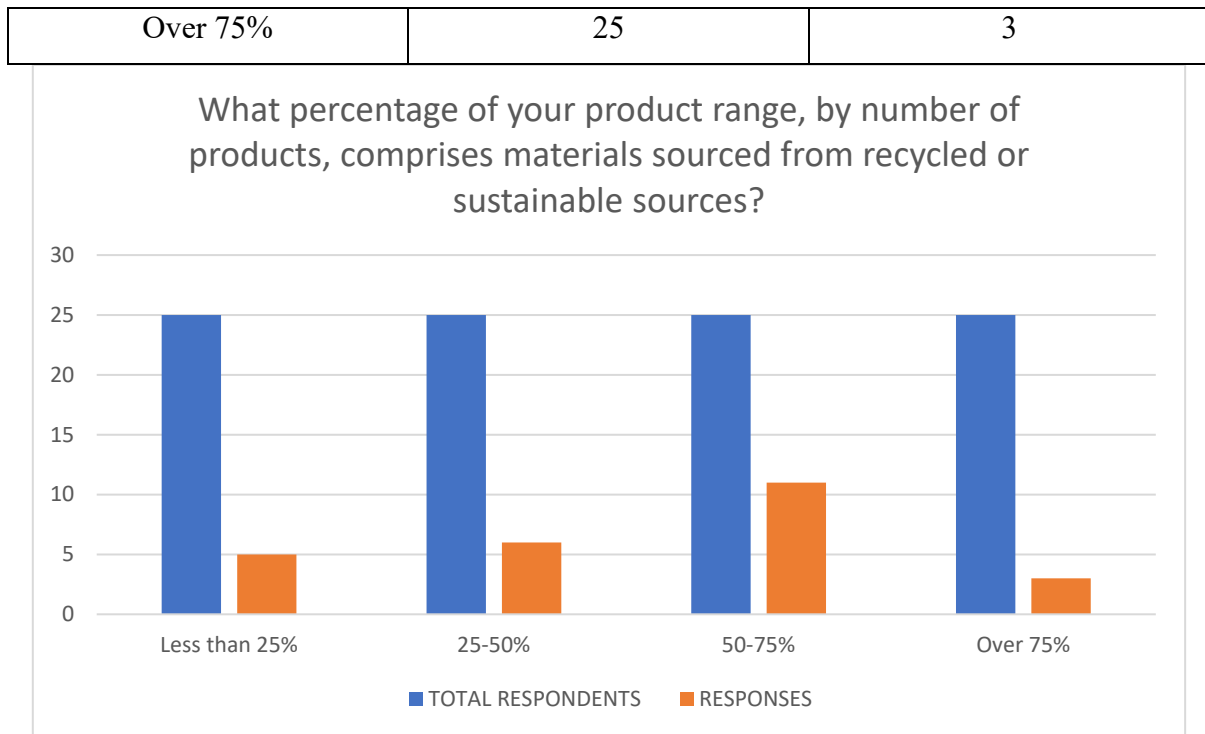


Figure 11: Representation of Question 10

Source: Author

Five managers have claimed that their product range is composed of materials derived from recycled or sustainable sources and the percentage is less than 25%. Another six respondents have also mentioned this while outlining that the percentage is 25-50%. 50-75% has been answered by 11 managers and over 75% were mentioned by three respondents/managers in the survey process.

11. How do we measure the effectiveness of the green initiatives implemented in your company?

- Monitoring carbon footprint reduction
- Evaluating waste reduction metrics
- Tracking energy consumption and savings
- Assessing supply chain sustainability compliance

OPTIONS	TOTAL RESPONDENTS	RESPONSES
Monitoring carbon footprint reduction	25	12
Evaluating waste reduction metrics	25	10

Tracking energy consumption and savings	25	2
Assessing supply chain sustainability compliance	25	1

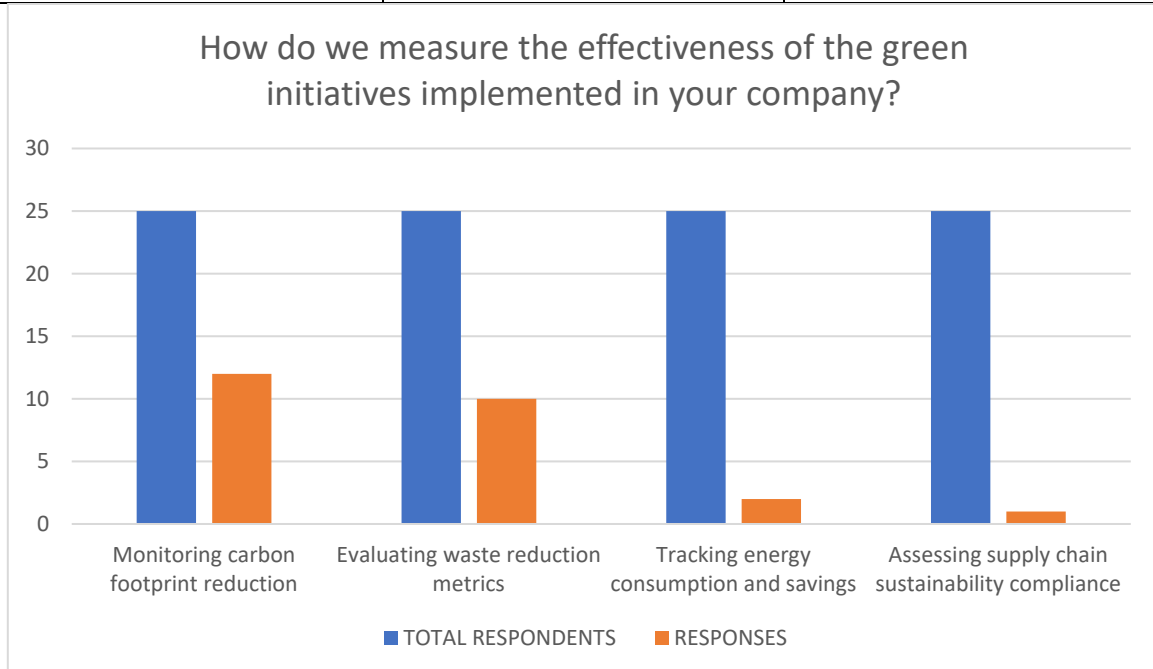


Figure 12: Representation of Question 11

Source: Author

Half of the respondents have claimed that by monitoring carbon footprint reduction, the measurement of the effectiveness of the green initiatives implemented in their company can be done. However, 10 managers have outlined that this same process can be done by evaluating waste reduction metrics. Tracking energy consumption and savings and assessing supply chain sustainability compliance were mentioned by the remaining participants, separately.

12. Could you offer additional insights or points that might enrich my dissertation, or are there any specific perspectives or information you believe would be valuable to share?

- Impact of consumer behaviour on sustainability efforts
- Role of technology in enhancing sustainable practices
- Long-term financial benefits of sustainability
- Case studies of successful sustainable fashion companies

OPTIONS	TOTAL RESPONDENTS	RESPONSES
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Impact of consumer behaviour on sustainability efforts	25	22
Role of technology in enhancing sustainable practices	25	2
Long-term financial benefits of sustainability	25	1
Case studies of successful sustainable fashion companies	25	0

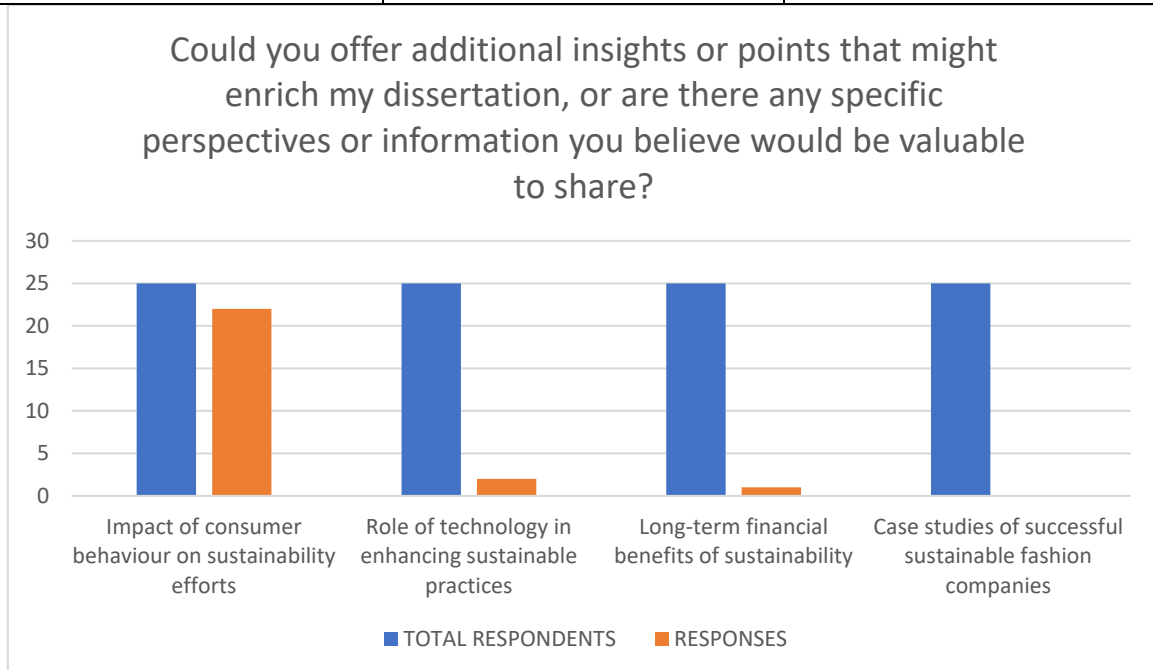


Figure 13: Representation of Question 12

Source: Author

Most of the respondents have asked to focus on the impact of consumer behaviour on sustainability efforts which might enrich this dissertation. While two managers have shared their points by mentioning the role of technology in enhancing sustainable practices and one manager has outlined the long-term financial benefits of sustainability.

4.3 Data Analysis

In order to assess whether UK online fashion retailers are adequately executing green or sustainable practices to guarantee environmental protection and increase customer

engagement, it is urgent to look at different components of their sustainability endeavours, including material purchasing, production processes, production network the board, and buyer discernments (Jain *et al.*, 2021). The research digs into information gathered from industry reports, buyer overviews, and retailer revelations to give a thorough comprehension of current practices and gaps in the area. UK online fashion retailers have progressively embraced sustainability as a central part of their business procedures. A considerable lot of these retailers have made significant interest in purchasing sustainable materials, like natural cotton, reused polyester, and biodegradable textures. These materials are intended to lessen environmental effects by diminishing asset utilisation and limiting waste. For example, brands like ASOS and Boohoo have presented lines produced using reused plastics and natural strands, mirroring their obligation to lessen their carbon footprint (Vezzoli *et al.*, 2022). Notwithstanding these endeavours, the degree of reception changes essentially across the business. Bigger retailers with additional significant assets are better situated to coordinate sustainable materials into their product offerings, while more modest firms frequently battle with the greater expenses related to these materials. Production processes are another basic area where online fashion retailers are making progress toward sustainability. Propels in innovation have empowered the advancement of additional energy-proficient and less water-serious assembling methods. Brands are progressively putting resources into present-day hardware that lessens water and energy utilisation. Besides, there is a developing accentuation on ethical work practices, with numerous retailers endeavouring to guarantee fair wages and safe working circumstances all through their stock chains (Sarokin and Bocken, 2024). Nonetheless, challenges continue, especially with respect to the transparency of work practices and the confirmation of cases. Regardless of endeavours to advance ethical production, cases of work infringement and unsatisfactory working circumstances actually happen, which subverts the general believability of sustainability claims.

Supply chain management plays a critical part in the execution of sustainable practices. Viable store network the executives include the choice of sustainable materials as well as the enhancement of operations to diminish fossil fuel byproducts. Some UK fashion retailers are gaining ground by utilising advancements, for example, blockchain to upgrade inventory network transparency and detectability. This innovation permits purchasers to follow the journey of their items from natural resources to completed merchandise, subsequently expanding trust and responsibility (Casciani, Chkanikova and Pal, 2022). In any case, the intricacy and cost of executing such innovations can be a barrier, especially for more modest retailers. The absence of normalisation in sustainability confirmations further convolutes

endeavours to guarantee that all parts of the production network stick to environmental and ethical principles. Customer engagement is a basic way to calculate the progress of sustainable initiatives. Online fashion retailers are progressively perceiving the significance of conveying their sustainability endeavours to customers. Showcasing efforts, straightforward detailing, and instructive substance are techniques utilised to bring issues to light and encourage customer dependability. Studies show that a developing number of customers will uphold brands that exhibit certified environmental obligations. However, there is a remarkable gap between customer assumptions and genuine practices (Manshoven and Van Opstal, 2022). Numerous purchasers have lingering doubts about sustainability claims, with worries about greenwashing, where organisations make overstated or deceiving claims about their environmental endeavours, being predominant. This doubt can prevent the viability of sustainability crusades and subvert purchaser trust.

Information examination uncovers that while progress has been made, critical gaps remain in the execution of sustainable practices by UK online fashion retailers. The difference in the reception of sustainable materials and practices among large and small retailers features the requirement for more even-handed admittance to sustainable assets and advances. Furthermore, the test of guaranteeing transparency and responsibility in supply chains highlights the requirement for normalised affirmations and better checking frameworks (Ahmad *et al.*, 2020). Purchaser engagement endeavours, while fundamental, should be supplemented by considerable and certain sustainability practices to assemble certifiable trust and reliability. UK online fashion retailers are making progress towards sustainability, with eminent endeavours in material sourcing, production cycles, and production networks the executives. Notwithstanding, difficulties like expenses, transparency, and purchaser distrust endure. In order to upgrade their sustainability endeavours, retailers should address these difficulties through an expanded interest in sustainable advancements, further developed transparency, and more successful correspondence techniques (Ozdamar Ertekin, Atik and Murray, 2020). Overcoming any barrier between shopper assumptions and real practices is urgent for guaranteeing environmental protection and cultivating long term customer engagement in the fashion e-commerce sector.

A vital component of sustainability in fashion retail is the purchasing of materials. Numerous UK fashion retailers have made endeavours to change to additional sustainable materials, like natural cotton, reused polyester, and eco-friendly colours. Natural cotton, for example, is developed without destructive synthetic substances, which lessens water contamination and soil corruption. Reused polyester, frequently obtained from post-consumer plastic waste, helps

reduce dependence on virgin polyester and diminishes plastic contamination (Upadhyay *et al.*, 2021). Notwithstanding these headways, the size of execution is lopsided. Bigger retailers, like Imprints and Spencer and Next, have taken critical steps in coordinating these materials into their product offerings because of their monetary limit and impact. More modest retailers, then again, frequently experience greater expenses and restricted admittance to sustainable materials, which can block their capacity to take on such practices completely. This error features the requirement for more prominent help and motivators for more modest retailers to access and utilise sustainable materials. Notwithstanding material sourcing, the production processes utilised by fashion retailers assume a vital part in deciding the general sustainability of their tasks (Mohammed and Razé, 2023). Sustainable production practices centre around decreasing waste, rationing water, and limiting energy utilisation. Numerous UK online fashion retailers are progressively putting resources into modern innovations that upgrade creation productivity and lessen environmental effects. For instance, advancements such as waterless colouring strategies and energy-proficient apparatus are turning out to be more common. These advances reduce the environmental impression of production as well as add to cost reserve funds over the long term. Notwithstanding, the reception of such innovations is many times restricted by the underlying speculation required and the requirement for particular preparation (Kim and Hall, 2020). Thus, the take-up of sustainable production practices stays conflicting across the business. Tending to these obstructions through monetary motivators, endowments, or industry associations could assist with speeding up the reception of sustainable production advances.

Inventory network management is another basic area where sustainability endeavours are both testing and fundamental. Successful supply chain management includes guaranteeing that all phases of the store network stick to environmental and ethical norms. This incorporates purchasing materials from providers who meet sustainability standards, advancing coordinated factors to lessen fossil fuel byproducts, and guaranteeing fair work practices. The intricacy of worldwide stockpile anchors presents critical difficulties in accomplishing full sustainability (Tebaldi, Brun and Bottani, 2022). For instance, checking the sustainability of providers, especially those in districts with less severe guidelines, can be troublesome. The reception of blockchain innovation has arisen as a promising answer for improving store network transparency and recognizability. By giving a solid and straightforward record of each phase of the production network, blockchain can assist with confirming the legitimacy of sustainability claims and constructing purchaser trust. In any case, the execution of blockchain innovation requires significant speculation and coordination across numerous partners, which

can be a hindrance for certain retailers. Purchaser engagement is urgent for the outcome of sustainability initiatives (Mellick, Payne and Buys, 2021). Retailers should carry out sustainable practices as well as really convey these endeavours to buyers. Straightforward announcing, clear naming, and connecting with promoting efforts are fundamental for teaching shoppers about the environmental and social advantages of sustainable items. Numerous UK online fashion retailers are putting resources into sustainability correspondence techniques, for example, itemised item depictions that feature the utilisation of eco-friendly materials and the environmental effect of their items. These endeavours plan to assemble shopper trust and support more sustainable buying ways of behaving. Notwithstanding, the test of greenwashing, where organisations make misdirecting or overstated claims about their sustainability endeavours, can subvert buyer certainty (Cano *et al.*, 2022). Purchasers are turning out to be progressively mindful of greenwashing and are requesting more prominent transparency and validity from brands. In order to resolve this issue, retailers should guarantee that their sustainability claims are validated by certain information and outsider accreditations.

The adequacy of sustainability initiatives is additionally impacted by administrative and industry systems. The fashion business in the UK is dependent upon different guidelines pointed toward advancing environmental protection and ethical practices. For instance, guidelines connected with the decrease of plastic waste, prerequisites for precise item naming, and rules for fair work practices all assume a part in moulding sustainability endeavours. Notwithstanding, the administrative scene is constantly developing, and remaining agreeable to new guidelines can be challenging (Riemens *et al.*, 2021). Furthermore, broad norms and confirmations are fundamental for setting benchmarks and guaranteeing consistency in sustainability practices. The absence of normalised sustainability measurements and accreditations can prompt disarray and irregularity in how sustainability is characterised and estimated. Creating and embracing normalised systems for sustainability detailing and certificates can assist with further developing transparency and work with additional viable examinations between retailers. In spite of the headway made in sustainable practices, there are huge gaps and opportunities for development. The dissimilarity between enormous and small retailers in taking on sustainable practices highlights the requirement for additional comprehensive arrangements that help all fragments of the business (Nguyen and Tong, 2020). Initiatives like industry-coordinated efforts, government impetuses, and support programs for independent ventures can assist with tending to these aberrations. Moreover, continuous exploration and advancement are fundamental for progressing sustainable innovations and

practices. Putting resources into examination to foster new sustainable materials, production techniques, and store network advancements can drive further advancement in the business.

4.4 Chapter Summary

This chapter has analysed the obtained data from the survey process as the 25 managers of UK online fashion retailers have clearly stated their thoughts on the 12 questions. In this regard, the outcomes of the findings are highly influential.

CHAPTER 5: DISCUSSION

In the developing scene of fashion retail, especially inside the online area, sustainability has turned into a point of convergence of both buyer assumption and corporate obligation. The conversation encompassing UK online fashion retailers' execution of green or sustainable practices uncovers a critical transaction of industry headways, persevering difficulties, and arising patterns. This talk features the adequacy of current procedures, analyses the obstructions faced by retailers, and investigates expected pathways for upgrading sustainability endeavours (Zheng *et al.*, 2020). The fashion business' progress toward sustainability has been set apart by huge steps in different areas. Online retailers have progressively taken on eco-friendly materials and incorporated them into their item contributions. This shift is driven by a developing familiarity with environmental issues and the interest from a more principled customer base. Brands have wandered into utilising materials like reused strands, natural materials, and eco-friendly colours, expecting to decrease their biological impression. This progress implies a positive step towards limiting the environmental effect of fashion items (Fraser and van der Ven, 2022). However, regardless of these headways, the degree of reception fluctuates, with bigger retailers for the most part being more proactive contrasted with more modest organisations. The monetary limit and market impact of bigger organisations empowers them to execute broad sustainability estimates all the more actually. On the other hand, more modest retailers frequently experience deterrents, for example, greater expenses and restricted admittance to sustainable assets, which blocks their capacity to resolve to completely green practices.

The production interaction is another basic area where sustainability endeavours are being analysed. Numerous UK online fashion retailers are putting resources into advancements that improve creation productivity and lessen waste. Developments like waterless colouring advancements, energy-efficient apparatus, and zero-waste designs have arisen as viable systems for lessening the environmental effect of assembling. These advancements assist with preserving assets and diminish the carbon footprint of production processes (Maniu, Costache and Dumitraşcu, 2021). In any case, the reception of such advances can be hampered by the underlying venture required and the requirement for specific information and preparation. More modest retailers might battle to bear these expenses, prompting a lopsided execution of sustainable production practices across the business. Production network management is a

critical part of sustainability in fashion retail. Guaranteeing that all phases of the inventory network stick to environmental and ethical norms is a critical challenge. The worldwide idea of fashion supply chains adds layers of trouble in accomplishing exhaustive sustainability. Retailers are progressively going to advances like blockchain to further develop store network transparency and recognizability (Apaolaza *et al.*, 2023). Blockchain considers secure and straightforward record-keeping of each phase of the production network, which can assist with confirming the genuineness of sustainability claims and improve purchaser trust. In spite of its true capacity, the execution of blockchain innovation includes huge expenses and coordination challenges, which can be an obstruction for certain retailers.

Buyer engagement assumes an essential part in the viability of sustainability initiatives. Retailers are perceiving the significance of imparting their sustainability endeavours to customers through showcasing efforts, item marking, and straightforward revealing. Connecting with content that teaches customers about the environmental advantages of sustainable items is fundamental for cultivating trust and empowering sustainable buying ways of behaving (Jacobson and Harrison, 2022). Reviews show that customers are progressively stewards of brands that exhibit authentic environmental obligations. Nonetheless, the test of greenwashing, where organisations put forth deceptive cases about their sustainability attempts, represents a huge danger to shopper trust. Greenwashing sabotages the believability of sustainability guarantees and can prompt purchaser doubt. In order to neutralise this, retailers should guarantee that their sustainability claims are upheld by certain information and outsider certificates. The administrative climate additionally impacts the execution of sustainable practices in the fashion business. Guidelines connected with environmental protection, ethical work practices, and item naming lay out significant norms for sustainability (Jiang, Li and Wu, 2023). The administrative scene is ceaselessly advancing, and retailers should keep up to date with new guidelines to stay agreeable. Also, the absence of normalised sustainability measurements and certificates can prompt irregularities in how sustainability is characterised and estimated across the business. Creating normalised structures for sustainability announcing and affirmation could improve transparency and work with additional viable correlations between retailers.

A critical test looked at by UK online fashion retailers is the divergence between huge and private ventures in taking on sustainable practices. Bigger retailers have more noteworthy assets and impact, permitting them to carry out broad sustainability gauges and put resources into inventive advancements. More modest retailers, then again, frequently battle with greater expenses and restricted admittance to sustainable materials and innovations (Wells *et al.*,

2021). Tending to this dissimilarity is pivotal for accomplishing more extensive advancement. Support initiatives like government motivating forces, industry joint efforts, and asset-sharing projects can assist more modest retailers with conquering these obstructions and work with more impartial progress to sustainable practices. The conversation likewise features the requirement for continuous examination and development in the field of sustainability. The improvement of new sustainable materials, production methods, and production network advancements is fundamental for propelling industry practices (Lubowiecki-Vikuk, Dąbrowska and Machnik, 2021). Putting resources into examination and encouraging cooperation between industry partners, scholarly organisations, and innovation suppliers can drive further advancement. Persistent development can prompt more successful and adaptable answers for diminishing the environmental effect of fashion retail.

In analysing the viability of current sustainability initiatives, obviously, while progress has been made, critical difficulties remain. The shifting degrees of execution across various sections of the business mirror the intricacies of embracing sustainable practices. The requirement for more prominent transparency, normalised measurements, and backing for more modest organisations are pivotal for improving sustainability endeavours (Caldarelli, Zardini and Rossignoli, 2021). Furthermore, resolving the issue of greenwashing and guaranteeing that sustainability claims are validated by solid proof is fundamental for keeping up with buyer trust and engagement. UK online fashion retailers are making striking advances in carrying out green and sustainable practices. The reception of eco-friendly materials upgrades sustainable cycles, and endeavours to improve production network transparency are positive strides towards diminishing the environmental effect of fashion retail. Nonetheless, difficulties like expense obstructions, administrative consistency, and customer suspicion persevere (Khalil, Ismail and Ghalwash, 2021). In order to accomplish more powerful sustainability results, retailers should address these difficulties through an expanded interest in sustainable advancements, further developed transparency, and more prominent help for more modest organisations. By spanning the gaps recognized in this conversation, the fashion business can move towards an additional sustainable and mindful future, at last helping both the climate and customer engagement.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

The investigation of UK online fashion retailers' execution of sustainable practices uncovers both critical progressions and constant difficulties in the business. The talk has featured the intricacies and subtleties of coordinating green practices into fashion retail, highlighting the requirement for a complex way to deal with sustainability that offsets environmental protection with financial suitability and buyer engagement. UK online fashion retailers have gained remarkable headway in embracing sustainable practices, for example, utilising eco-friendly materials and putting resources into cutting edge production advancements. These endeavours mirror a developing obligation to lessen the environmental effect of fashion items and tend to buyer requests for additional dependable decisions. Materials like natural cotton, reused filaments, and eco-friendly colours are progressively highlighted in product offerings, flagging a positive shift towards more sustainable purchasing. Essentially, developments underway cycles, including waterless colouring and energy-efficient hardware, exhibit a proactive way to deal with limiting asset utilisation and waste.

Nonetheless, the degree of these progressions fluctuates essentially across the business. Bigger retailers, with their more noteworthy monetary assets and market impact, are better situated to incorporate exhaustive sustainability measures. Interestingly, more modest retailers face barriers, for example, greater expenses and restricted admittance to sustainable materials and advances, which can obstruct their capacity to embrace green practices completely. This dissimilarity features the requirement for additional comprehensive arrangements that help all sections of the business in accomplishing sustainability objectives. Supply chain management stays a basic area where sustainability endeavours are both fundamental and testing. The worldwide idea of fashion supply chains presents intricacies in guaranteeing that all stages stick to environmental and ethical norms. Innovations like blockchain offer promising answers for improving production network transparency and detectability, however, their execution requires significant speculation and coordination. The viability of these advances in checking sustainability claims and building shopper trust relies upon overcoming these barriers.

Purchaser engagement is crucial to calculate the progress of sustainability initiatives. Retailers are progressively zeroing in on straightforward correspondence and instructive showcasing to

fabricate trust and empower sustainable buying ways of behaving. Regardless of these endeavours, the issue of greenwashing, where organisations make overstated or deluding claims about their sustainability endeavours, represents a huge test. Guaranteeing that sustainability claims are validated by evident information and outsider certificates is pivotal for keeping up with buyer certainty. The administrative climate likewise assumes a critical part in moulding sustainability practices in the fashion business. While guidelines connected with environmental protection and ethical work practice significant principles, the developing administrative scene and absence of normalised sustainability measurements make difficulties for retailers. Creating and taking on normalised structures for sustainability detailing and accreditation can upgrade transparency and work with additional compelling correlations across the business.

The conversation has additionally distinguished a few critical areas for development. Tending to the dissimilarity among huge and small retailers through help initiatives, like government motivations and industry-coordinated efforts, is fundamental for accomplishing more extensive expansive advancement. Furthermore, continuous exploration and advancement are essential for growing new sustainable materials, production methods, and store network innovations. Putting resources into these areas can drive further progressions and give adaptable answers for diminishing the environmental effect of fashion retail. While UK online fashion retailers have taken critical steps in executing sustainable practices, extensive difficulties remain. The business' advancement is set apart by progressions in material purchasing, production cycles, and supply chain management, yet lopsided reception and hindrances, for example, cost and transparency issues continue to happen. In order to upgrade sustainability endeavours, retailers should address these difficulties through expanded interest in sustainable advances, further developed transparency, and more prominent help for more modest organisations. By spanning the gaps distinguished in this examination, the fashion business can move towards an additional sustainable and capable future, at last helping both the climate and buyer engagement.

6.2 Recommendations

In order to upgrade the sustainability practices of UK online fashion retailers, a few vital proposals can be made. These ideas mean addressing the ongoing difficulties, working on the viability of sustainability initiatives, and cultivating a more comprehensive methodology across the business. Firstly, increasing investment in sustainable technologies is critical. The reception of modern production advancements, like waterless colouring strategies, energy-proficient hardware, and imaginative waste reduction procedures, can fundamentally lessen the

environmental effect of assembling processes (Tarabieh, 2021). Retailers ought to focus on financing for innovative work around there, investigating new advances that can drive sustainability. Monetary impetuses or awards from government or industry bodies could uphold more modest retailers in getting to these advances. Coordinated efforts between innovation suppliers and fashion brands can likewise work with the sharing of information and assets, assisting with speeding up the reception of sustainable practices across the business. Furthermore, enhancing supply chain transparency is essential for guaranteeing that all phases of production stick to environmental and ethical norms. Executing blockchain innovation can give a protected and straightforward record of each phase of the store network, permitting buyers to follow the starting points and journey of their items (Mariani and Wamba, 2020). In order to make this innovation more available, broad principles for blockchain execution ought to be created, and support ought to be given to more modest retailers to incorporate these arrangements. Also, growing clear and normalised sustainability confirmations can assist with checking the credibility of sustainability guarantees and diminish buyer suspicion about greenwashing.

Thirdly, supporting small retailers in their sustainability endeavours is fundamental for accomplishing extensive advancement. More modest fashion brands frequently face greater expenses and restricted admittance to sustainable materials and advancements (Coelho *et al.*, 2020). Industry-coordinated efforts and support projects can give assets, preparing, and monetary help to assist these retailers with carrying out green practices. Government motivations, for example, endowments for sustainable material purchasing or tax cuts for taking on eco-friendly advancements, can likewise lessen the monetary weight on more modest organisations. Making an organisation of sustainability-centred associations and specialists can offer direction and best practices to assist more modest retailers with exploring the intricacies of sustainable fashion. Fourthly, improving consumer education and engagement is critical to cultivating a culture of sustainability. Retailers ought to put resources into clear and straightforward correspondence techniques that instruct purchasers about the environmental and social advantages of sustainable items (Hossain *et al.*, 2022). This can incorporate point-by-point item data, sustainability reports, and drawing in promoting efforts that feature the positive effect of their decisions. Coordinated efforts with powerhouses and sustainability promoters can enhance these messages and contact a more extensive crowd. Resolving the issue of greenwashing is pivotal, and retailers should guarantee that their sustainability claims are upheld by certain information and autonomous certificates to assemble and keep up with customer trust.

Fifthly, standardising sustainability metrics and reporting across the business can upgrade similarity and responsibility. Creating expansive systems for sustainability revealing can assist retailers with reliably estimating and reporting their environmental and social effects (Moshood *et al.*, 2021). These systems ought to be intended to oblige different business sizes and types, guaranteeing that all retailers, no matter what their scale, can partake in and benefit from normalised announcing. Furthermore, encouraging industry cooperation to make normal benchmarks and measurements can work with additional significant correlations among brands and drive by and large enhancements in sustainability practices. Sixthly, investing in research and development is basic for driving advancement in a sustainable fashion. Retailers ought to help examine new sustainable materials, production procedures, and inventory network arrangements (Jensen and Whitfield, 2022). Associations with scholarly establishments, research associations, and innovative new businesses can work with the improvement of technological arrangements that address the ebb and flow of environmental difficulties. Furthermore, reassuring joint effort between various partners, like brands, providers, and analysts, can speed up the turn of events and execution of imaginative sustainability practices.

Promoting circular fashion practices can essentially decrease the environmental effect of the fashion business. Retailers ought to investigate and carry out techniques that expand the lifecycle of their items, like reclaim programs, reusing initiatives, and fixing administrations (Haryanti and Subriadi, 2022). Circular fashion stresses the reuse, reusing, and reusing of materials, which can limit waste and lessen the requirement for new assets. Teaming up with reusing and upcycling associations can assist retailers with creating viable circular practices and coordinating them into their plans of action. Propelling the sustainability practices of UK online fashion retailers requires a diverse methodology that addresses mechanical, monetary, and buyer-related difficulties. By expanding interest in sustainable advances, upgrading store network transparency, supporting more modest retailers, further developing customer schooling, normalising sustainability measurements, putting resources into research, and advancing circular fashion practices, the fashion business can take huge steps towards an additional sustainable and mindful future (Kabaja *et al.*, 2022). Carrying out these proposals would not just add to environmental protection yet in addition encourage more noteworthy shopper engagement and trust, eventually driving positive change across the fashion retail area.

6.3 Research Limitations

This research on the sustainability practices of UK online fashion retailers is dependent upon a few limits. From the outset, the review depends on accessible writing and optional information, which may not completely catch the most recent turns of events or constant acts, everything being equal. The fluctuation in sustainability and the potential for greenwashing can influence the exactness and similarity of information. Furthermore, the research may not represent territorial contrasts inside the UK, as sustainability practices can fluctuate by area and retailer size (Mandarić, Hunjet and Kozina, 2021). The attention on online retailers explicitly may likewise ignore sustainable practices in actual stores. The developing idea of sustainability guidelines and advances implies that discoveries could become obsolete as new norms and advancements arise. These limits ought to be thought about when deciphering the outcomes and proposals of the research.

6.4 Future Scope

Future research on the sustainability practices of UK online fashion retailers could investigate a few key areas. Examining the effect of arising advancements, like artificial intelligence and blockchain, on improving sustainability could give experiences into imaginative answers for production network transparency and waste reduction. Furthermore, looking at territorial contrasts inside the UK and looking at sustainability practices across various fashion sectors, for example, very good quality versus quick fashion, could yield a more nuanced comprehension of extensive patterns (Yoo, Jung and Oh, 2021). Further examinations could likewise focus on buyer conduct changes in light of sustainability initiatives, evaluating how successfully different correspondence techniques impact buying choices. Investigating the incorporation of circular fashion practices and their effect on by and large sustainability could offer significant points of view on decreasing environmental effects and advancing asset productivity. Addressing these areas would add to a more profound comprehension of sustainability in fashion and guide more successful industry practices.

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Appendices

Appendix 1: Survey Questionnaire

1. What are the main challenges in implementing green or sustainable practices?

- High initial costs
- Lack of awareness and education
- Limited access to sustainable technology
- Regulatory and policy barriers

2. Could you describe your company's current sustainability practices in the fashion sector, specifically addressing areas such as sustainable sourcing, waste management, energy efficiency, and social responsibility initiatives?

- Sustainable sourcing of materials
- Comprehensive waste management programs
- Implementation of energy-efficient processes
- Active social responsibility and community initiatives

3. Has your company faced any criticism or backlash regarding its environmental practices?

- Allegations of greenwashing
- Concerns over supply chain transparency
- Criticisms of waste management practices
- Issues with carbon footprint reduction efforts

4. Do you think sustainable products have a higher demand compared to regular products?

- Yes
- No

5. What specific environmentally friendly methods or practices does your online fashion retail company currently implement to achieve sustainability?

- Use of eco-friendly packaging
- Adoption of carbon-neutral shipping
- Offering sustainable product lines

- Implementing recycling programs

6. How has the confluence of Brexit, COVID-19, and supply chain issues affected your company's capacity to adopt and uphold environmentally sustainable practices?

- Disrupted supply chains for sustainable materials
- Increased operational costs
- Delays in implementing green initiatives
- Shifts in market demand and priorities

7. What are your future plans or goals for incorporating more sustainable and environmentally friendly practices?

- Expanding the range of sustainable products
- Achieving carbon neutrality by 2030
- Increasing use of renewable energy sources
- Enhancing supply chain transparency and sustainability

8. Do your sustainability initiatives result in additional costs for your company or customers?

- Yes
- No

9. How do your sustainability efforts integrate with NGOs, charities, or environmental organizations to foster collaboration and enhance the impact?

- Partnering on environmental campaigns
- Joint community outreach programs
- Collaborating on sustainable sourcing initiatives
- Co-funding conservation projects

10. What percentage of your product range, by number of products, comprises materials sourced from recycled or sustainable sources?

- Less than 25%
- 25-50%
- 50-75%
- Over 75%

11. How do we measure the effectiveness of the green initiatives implemented in your company?

- Monitoring carbon footprint reduction
- Evaluating waste reduction metrics

- Tracking energy consumption and savings
- Assessing supply chain sustainability compliance

12. Could you offer additional insights or points that might enrich my dissertation, or are there any specific perspectives or information you believe would be valuable to share?

- Impact of consumer behaviour on sustainability efforts
- Role of technology in enhancing sustainable practices
- Long-term financial benefits of sustainability
- Case studies of successful sustainable fashion companies