

# The Linkage Between Social Media Influence and Sustainable Fashion Consumption: Alignment with SDG12 in the Fashion Industry

Madhura K\*, Niyaz Panakaje\*\* and S M Riha Parvin\*\*\*

DOI: <https://doi.org/10.62206/sajm.30.5.2024.184-204>

## Abstract

This study's emphasis is on exploring the link between social media and sustainable fashion consumption in alignment with SDG 12. 380 responses were collected by using a structured questionnaire from Karnataka, examining demographic profiles, social media usage, their views on influencers, digital marketing strategies, attitude, behaviours, challenges, and sustainable consumption and its relationship was tested using Structural Equation Modeling (SEM). The results showed that social media influencers and digital marketing strategies significantly enhances sustainable fashion consumption through better consumer attitudes and behaviour where the moderating role of personal factors were also significant. It indicates that social media influencers can support SDG 12 by effectively enabling production and efficient consumption. One of the implications of the findings is that it will be useful for social media influencers in the fashion sector to embrace a diversified strategy. Future research can focus on exploring the relationships between personal, environmental, behavioral factors and sustainable fashion consumption by investigating the impact of cultural and demographic differences.

## Key Words

Consumer attitudes, Digital marketing strategies, SDG 12, Social media influencers, Sustainable Fashion Consumption (SFC)

## Author Biography

### Madhura K

Research Associate, YEN-REFINED, The Yenepoya Institute of Arts Science Commerce and Management, Yenepoya (Deemed to be University), Mangalore, Karnataka, India. E-mail: mdk1690@gmail.com

### Niyaz Panakaje

Associate Professor & Coordinator, YEN-REFINED, The Yenepoya Institute of Arts Science Commerce and Management, Yenepoya (Deemed to be University), Mangalore, Karnataka, India. E-mail: niyaz0191@gmail.com

## **S M Riha Parvin**

Research Scholar, Institute of Management and Commerce, Srinivas University, Mangalore, Karnataka, India. E-mail: riharafiq123@gmail.com

## **References**

1. Abbate, S., Centobelli, P., Cerchione, R., Nadeem, S. P., & Riccio, E. (2023). Sustainability trends and gaps in the textile, apparel, and fashion industries. *Environment, Development and Sustainability*, 1(1), 1-28. <https://doi.org/10.1007/s10668-022-02887-2>
2. AbdelAziz, K., Md Saad, N. H., & Thurasamy, R. (2023). Analysing the factors influencing customer engagement and value co-creation during COVID-19 pandemic: The case of online modest fashion SMEs in Egypt. *Journal of Islamic Marketing*, 14(1), 146-173.
3. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
4. Bandura, A. (1999). Social cognitive theory: An agentic perspective. *Asian Journal of Social Psychology*, 2(1), 21-41.
5. Barcelos, S. M. B. D., Salvador, R., Guedes, G., Pinheiro, E., Piekarski, C. M., & de Francisco, A. C. (2021). Socioeconomic and environmental aspects of the production of silk cocoons in the Brazilian sericulture. *Sustainable Fashion and Textiles in Latin America*, 19(10), 1-23.
6. Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological bulletin*, 107(2), 238-246.
7. Bi, N. C., & Zhang, R. (2022). I will buy what my 'friend' recommends: The effects of parasocial relationships, influencer credibility and self-esteem on purchase intentions. *Journal of Research in Interactive Marketing*. 17(2), 157-175.
8. Bjerre, E. (2022). Fashion consumerism: The impact of marketing strategies on Generation Z consumers. *Journal of Student Research*, 11(3), 1-17.
9. Choi, T. M., & Fam, K. S. (2017). Antecedents and purchasing consequences of customer participation in sustainable initiatives in the fashion industry. *Journal of Fashion Marketing and Management*, 21(2), 190-206.
10. Chu, S. C., Kamal, S., & Kim, Y. (2019). Re-examining of consumers' responses toward social media advertising and purchase intention toward luxury products from 2013 to 2018: A retrospective commentary. *Journal of Global Fashion Marketing*, 10(1), 81-92
11. Fisher, J. D., & Fisher, W. A. (1992). Changing AIDS-risk behavior. *Psychological Bulletin*, 111(3), 455-474.
12. Föckersperger, J., & Moraes, C. (2020). Sustainable fashion consumption and the fast fashion conundrum: Fashionable consumers and attitudes towards sustainability and clothing disposal. *Journal of Consumer Marketing*, 37(3), 290-302.
13. Gahlot, B., & Rani, P. (2023). A study of digital marketing strategies influencing buying behavior of e-commerce consumers. *Research Review International Journal of Multidisciplinary*, 8(6), 99-103.
14. Garcia-Torres, S., Rey-Garcia, M., & Albareda-Vivo, L. (2017). Effective disclosure in

the fast-fashion industry: From sustainability reporting to action. *Sustainability*, 9(12), 1-27.

15. Gardetti, M. A., & Muthu, S. S. (Eds.). (2020). *The UN sustainable development goals for the textile and fashion industry*, Springer, Berlin, Germany.
16. Ghosh, M. (2022). Product placement by social media homefluencers during new normal. *South Asian Journal of Marketing*, 3(1), 21-37.
17. Global Fashion Agenda. (2017). Pulse of the fashion industry. Retrieved from [https://www.globalfashionagenda.com/wp-content/uploads/2017/05/Pulse-of-the-Fashion-Industry\\_2017.pdf](https://www.globalfashionagenda.com/wp-content/uploads/2017/05/Pulse-of-the-Fashion-Industry_2017.pdf) on 08-04-2023.
18. Gossen, M., & Heinrich, A. (2021). Encouraging consumption reduction: Findings of a qualitative study with clothing companies on sufficiency-promoting communication. *Cleaner and Responsible Consumption*, 3(1), 1-9. <https://doi.org/10.1016/j.clrc.2021.100028>
19. Greene, J. C., Caracelli, V. J., & Graham, W. F. (1989). Toward a conceptual framework for mixed-method evaluation designs. *Educational Evaluation and Policy Analysis*, 11(3), 255-274.
20. Hair Jr, J. F., Babin, B. J., & Krey, N. (2017). Covariance-based structural equation modeling in the Journal of Advertising: Review and recommendations. *Journal of Advertising*, 46(1), 163-177.
21. Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate data analysis. In *Multivariate Data Analysis*, 785-785, Prentice Hall, London.
22. Harris, F., Roby, H., & Dibb, S. (2016). Sustainable clothing: challenges, barriers and interventions for encouraging more sustainable consumer behavior. *International Journal of Consumer Studies*, 40(3), 309-318.
23. Jacobson, J., & Harrison, B. (2022). Sustainable fashion social media influencers and content creation calibration. *International Journal of Advertising*, 41(1), 150-177.
24. Jang, H., Kang, J., & Kim, E. Y. (2018). The influence of social media influencers on consumers' attitude and purchase intention toward unfamiliar sportswear brands. *Sport Marketing Quarterly*, 27(2), 109-121.
25. Johnstone, L., & Lindh, C. (2022). Sustainably sustaining (online) fashion consumption: Using influencers to promote sustainable (un) planned behavior in Europe's millennials. *Journal of Retailing and Consumer Services*, 64(1), 1-16. <https://doi.org/10.1016/j.jretconser.2021.102775>
26. Kapoor, P. S., Balaji, M. S., & Jiang, Y. (2023). Greenfluencers as agents of social change: the effectiveness of sponsored messages in driving sustainable consumption. *European Journal of Marketing*, 57(2), 533-561.
27. Kasemsap, K. (2017). Mastering consumer attitude and sustainable consumption in the digital age. In *Handbook of Research on Leveraging Consumer Psychology for Effective Customer Engagement*, 16-41, IGI Global.
28. Key, T. M. (2017). Domains of digital marketing channels in the sharing economy. *Journal of Marketing Channels*, 24(1-2), 27-38.
29. Kim, J., & Ko, E. (2020). How do social media influencers affect consumers? Exploring the attitude formation process from an information processing perspective. *Journal of Interactive Advertising*, 20(2), 167-180.
30. Kim, M., & Damhorst, M. L. (2020). Consumer attitudes and motivations toward sustainable fashion. *Journal of Consumer Marketing*, 37(2), 205-218.
31. Kurdi, B., Alshurideh, M., Akour, I., Tariq, E., AlHamad, A., & Alzoubi, H. (2022). The

effect of social media influencers' characteristics on consumer intention and attitude toward Keto products purchase intention. *International Journal of Data and Network Science*, 6(4), 1135-1146.

32. Laitala, K., Klepp, I. G., & Henry, B. (2020). What is sustainable fashion? *Journal of Fashion Marketing and Management*, 24(2), 174-192.

33. Latha, T. (2021). A study on growth and distribution of medium scale enterprises in Karnataka. *Shanlax International Journal of Arts, Science and Humanities*, 8(S1- Feb), 244-250. <https://doi.org/10.34293/sijash.v8iS1-Feb.3960>.

34. Lee, E. J., Choi, H., Han, J., Kim, D. H., Ko, E., & Kim, K. H. (2020). How to "Nudge" your consumers toward sustainable fashion consumption: An fMRI investigation. *Journal of Business Research*, 117(1), 642-651. <https://doi.org/10.1016/j.jbusres.2019.09.050>

35. Lee, Y., Hwang, C., & Baytar, F. (2019). Exploring apparel design and fit for older women: A technology intervention. *International Journal of Fashion Design, Technology and Education*, 12(1), 86-95.

36. McNeill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: Fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies*, 39(3), 212-222.

37. Mesjar, L., Cross, K., Jiang, Y., & Steed, J. (2023). The intersection of fashion, immersive technology, and sustainability: A literature review. *Sustainability*, 15(4), 1-22.

38. Nielsen. (2018). Consumers are willing to pay more for sustainable brands. Retrieved from <https://www.nielsen.com/us/en/press-releases/2018/consumers-are-willing-to-pay-more-for-sustainable-brands.html> Retrieved on 08-04-2023.

39. Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environment*, 1(4), 189-200.

40. Peleg M., & Tal, A. (2022). Regulation for promoting sustainable, fair and circular fashion. *Sustainability*, 14(1), 1-28. <https://doi.org/10.3390/su14010502>

41. Pookulangara, S., & Shephard, A. (2013). Slow fashion movement: Understanding consumer perceptions towards sustainable fashion. *International Journal of Fashion Design, Technology, and Education*, 6(3), 173-181

42. Rao, V., Venkatachalam, A., & Joshi, H. G. (2013). A Study on Business Characteristics and Success of Women Entrepreneurs Operating Fashion and Apparel Business in Coastal Karnataka. In *Tenth Biennial Conference; S.No.77* (pp. 707-720). Bookwell Delhi. Sponsored by the Centre for Research in Entrepreneurship Education and Development (CREED).

43. Rathinamoorthy, R. (2019). Consumer's awareness on sustainable fashion. *Sustainable fashion: Consumer awareness and education. Textile Science and Clothing Technology*, 1(1) 1-36.

44. Rauniar, R., Rawski, G., Yang, J., & Johnson, B. (2014). Technology acceptance model (TAM) and social media usage: An empirical study on Facebook. *Journal of Enterprise Information Management*, 27(1), 6-30.

45. Ray, S., & Nayak, L. (2023). Marketing sustainable fashion: Trends and future directions. *Sustainability*, 15(7), 1-28. <https://doi.org/10.3390/su15076202>

46. Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). New York, NY: Free Press.

47. Sharma, A. P. (2021). Consumers' purchase behavior and green marketing: A synthesis, review and agenda. *International Journal of Consumer Studies*, 45(6), 1217-1238.
48. . Sheng, Y., & Zhu, Y. (2020). The role of sustainable fashion in achieving the sustainable development goals. *Journal of Fashion Marketing and Management*, 24(4), 499-518.
49. Son, J., Nam, C., & Diddi, S. (2022). Emotion or information: What makes consumers communicate about sustainable apparel products on social media?. *Sustainability*, 14(5), 1-13. <https://doi.org/10.3390/su14052849>
50. Su, J., Watchravesringkan, K., Zhou, J., & Gil, M. (2019). Sustainable clothing: Perspectives from US and Chinese young millennials. *International Journal of Retail & Distribution Management*, 47(11), 1141-1162.
51. Thorisdottir, T. S., & Johannsdottir, L. (2019). Sustainability within fashion business models: A systematic literature review. *Sustainability*, 11(8), 1-26. <https://doi.org/10.3390/su11082233>
52. Tucker, L. R., & Lewis, C. (1973). A reliability coefficient for maximum likelihood factor analysis. *Psychometrika*, 38(1), 1-10
53. Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617-644.