

CIRCULAR FASHION: VALUES, RISKS, AND ITS EFFECTS ON PURCHASING HABITS OF CONSUMERS

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ABSTRACT

The fashion industry is renowned for its significant environmental and social impact, prompting a growing interest in circular fashion as a potential solution. Circular fashion aims to minimize waste and maximize resource efficiency throughout the entire fashion lifecycle. As the concept gains traction, it becomes essential to investigate how consumers perceive and engage in a circular fashion, as well as the factors that influence their purchasing habits. This research article presents an in-depth exploration of the values associated with circular fashion, the perceived risks, and the effects of these factors on the purchasing habits of consumers. The study adopted a mixed-methods approach, combining quantitative surveys and qualitative interviews to obtain a comprehensive understanding of consumer attitudes and behaviors. The quantitative component involves the administration of a structured questionnaire to a diverse sample of fashion consumers across different age groups and socioeconomic backgrounds. The questionnaire assesses various dimensions, including awareness and understanding of circular fashion, perceived values (e.g., sustainability, ethical production), perceived risks (e.g., limited choices, higher costs), and actual purchasing behaviors. Statistical analyses, such as regression modeling and factor analysis, were conducted to identify significant associations and patterns in the data. In the qualitative component, semi-structured interviews were conducted with a subset of participants to explore their beliefs, motivations, and barriers concerning circular fashion. Thematic analysis was applied to extract recurring themes and generate rich qualitative findings. The findings shed light on factors that drive or hinder consumers' engagement with circular fashion and provide practical implications for industry stakeholders seeking to promote more sustainable practices.

Keywords: *Circular Fashion; Sustainability; Consumer Behavior; Purchasing Habits; Values; Perceived Risks.*

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INTRODUCTION

For ages, the fashion industry has followed a linear economy system in which they make the product use it and throw it away. This linear approach of fashion industries has unfavorable aftereffects, such as a decline in the economy, damage to human society, and an unsettling vision of the society and surroundings, such as soil, water, sources of energy utilization, and overall environmental tactics. It was all affecting the entire process of climatological systems throughout the entire operation of manufacturing, utilization, and selling (Kim; Jung; Lee, 2021). The reason behind this excessive situation is. Consumers are being approached by several fast fashion-retailing companies towards rapidly acquiring products of textiles, which demands a high rate of squandering in the textile industry (Bianchi & Birtwistle, 2012). Due to the need for higher rates and greater opportunities in the natural environment, consumers were negatively affected by these problems. Concerning the thought of consumer's perceptions of this domain, sustainable fashion ideas and economy combine the idea of circular fashion. A fast bend that reduces waste and environmental pollution can be described as a circular economy. This can be done by recovering waste and lowering resource consumption (Stahel, 2016). With keeping in mind, the importance of circular fashion, brands that focus on sustainability and organic products are becoming more popular, attracting consumers who are interested in recycling and an environment-friendly lifestyle.

This research is on the influence of consumer value, which is a perceptive expression of the most fundamental wants and goals that consumers want to achieve. The fundamental basis for human behavior regarding purchasing is consumption value. Hence, the constitutional meaning of consumption value would be a wide thought why consumers go for specific products or certain brands and also the reason segmentation of the market is crucial. Consumers' perceived values are emotional values, social and environmental values. Along with consumer buying significance, this research revolves around risk perception for the consumers, which explains customer's choice is a total risk to the buying process. Perceived risks can be divided into financial, functional, and aesthetic risks (Blackwell, Miniard & Engel, 2006).

Earlier, companies were following the linear economy system, which was causing pollution and wastage and affecting the environment severely. Now everyone is looking forward to the circular fashion economy and restructuring their organizations to achieve a circular economy system. The problem would arise as to how the consumers would react to this change or what attitude toward circular fashion involves the risks that consumers may feel if they adapt to this

change. Another problem arises how would the buying behavior of the consumers change if the industry is moving from linear to circular (Kim, Jung, & Lee, 2021).

The awareness any consumer possesses, and the interest of the consumers, are considered to be a major factor and barriers in a circular fashion. For any sustainable economically friendly item, consumers may refuse to pay a higher price. In this regard, the purpose of this study is to investigate the influence of circular fashion implementation on consumers' buying behavior after analyzing the consumer's attitudes, values, and risk perceptions and to create awareness.

As the linear system in the fashion industry is considered to be non-friendly to the environment, and the main purpose of this study is to observe the values and the risks obtained by the consumer's buying habits connected to circular fashion, this study will mostly benefit the organizations who are willing to restructure from linear to circular fashion system. Understanding the consumer's attitudes and opinions regarding this change will be the first step to moving forward with this concept. As research, we can always predict sustainable behavior through the awareness consumers have and the approaches used by consumers (Chan, 1999; Fraj & Martinez, 2006). This research will create an impact on the consumers to understand the perceived values, risks, and opportunities arising from this economic change. This study is also significant in comparing the differences between attitudes, preferences, and choices consumers may have by type. This would enhance awareness among the consumers towards the upcycling process and particularly sustainable fashion. From the organizational perspective, this study will help fashion companies formulate such strategies, which provide suggestions and eventually help in sales increase for circular fashion products. This study will help organizations to analyze emotional value, social, and environmental values and create a positive impact on consumers. Meanwhile, they can minimize financial, functional, and aesthetic risks.

RESEARCH QUESTIONS

RQ1: *What are the effects of consumers' perceived values on consumers' behavior towards circular fashion?*

RQ2: *What are the effects of consumers' perceived risks on consumer behavior towards circular fashion?*

RQ3: *What could be the effect of consumers' positive approach to a product in a circular fashion system on purchase objectives?*

LITERATURE REVIEW

Along with technological advancement, the fashion and textile industry has also been contributing to pollution and that is why it is being criticized because of the effects of its waste on the environment (Wagner & Heinzl, 2020). The style industry is viewed as the most contaminating and unjustifiable venture through an unsettling impact on the climate, like the utilization of energy, water, and soil and distinctive frameworks in the period of the entire course of creation, selling, and utilization (Leal et al., 2019). The business of fashion is answerable for eight to ten percent of worldwide emissions of carbon (4 to 5 billion tons each year), approximately twenty percent of pollution of wasted water (each year 79 trillion liters), and approximately 35 percent of pollution of marine plastic (190,000 tons each year), generating approximately 92 million tons of waste material yearly (Niinimäki et al., 2020). Much more dreadful, the development of quick style is quickly escalating toward natural catastrophe by expanding clothing utilization. Furthermore, the typical number of times a clothing piece is used before it is disposed of has declined (Holmes, 2016). As indicated by the Boston Consulting Group (BCG) and Global Fashion Agenda (GFA), worldwide clothing and footwear utilization would go from 62 million tons in 2015 to 102 million tons in 2030 at an increasing rate of 3.4% annually (Kerr & Landry, 2017). Anyhow, the rate at which textile waste is recycled is only 12 percent. If it stays at this rate, it is expected that the fashion industry will be responsible for about 25% of the emission of carbon globally by 2050 (UNEP, 2018)

Since there has been an increase in awareness about environmental issues, green consumption is not a choice anymore, instead, it has become a necessity. Specifically, people who fall under the category of Generation Z and Millennials, who by the way have previously appeared as the main consumers, are demonstrating green consumption behavior (Kim, Jung, & Lee, 2021).

The circular economy's ascent has advanced better sustainable ideas, including the adoption of reusing procedures to increase the worth of the material and the wastage of plastic (Wagner, & Heinzl, 2020). There is an immense chance to reuse fashion attire and display it in the market in a usable structure with the assistance of a circular fashion framework. In this manner, the apparel can be utilized at its most in its usable structure by sharing and recirculation (Stål & Corvellec, 2018). Circular fashion is associated with the method involved with planning, obtaining, delivering, and giving the items in the most valuable structure, and from that point forward, when it becomes of no use to people, safely disposing of it in a way that the environment is not harmed (Brismar, 2017).

Consumer Perceived Values

In search of valuable products, consumers engage in consumption activities, and this could be the only likely reason for this as valuing and giving importance to any product is the simple currency of all human activities (Mittal & Sheth, 2001). As per marketing, the most essential desires and needs that consumers may want to take advantage for which was based on the perception and value that has been created. In other words, the importance of consuming any product is based on human behavior related to purchasing and an essential relationship with marketing. In terms of marketing, perceived value refers to an exchange between what the consumer gets and what he or she gives up in return (Servera-Francés, & Piqueras-Tomás, 2019). Kim, Jung, and Lee (2021) divided consumer perceived value into distinct categories emotional, social, and environmental values.

Emotional Values

Emotional Value indicates the Realization of changes in positive emotions that consumers may feel when they use any product such as pleasure or good feelings, it is the connection between the perception and emotional state of the consumer when they buy and use any product. Moreover, this emotional value that consumers will generate will play a hugely influential role in building a positive attitude toward circular fashion products. This will help the consumers by making them emotionally connected with environmental protection after using environmentally friendly clothes.

Emotional value can be defined as buyers' foremost sentiments or potentially affective positions, stirring the utilization of goods or services (Sheth, Newman, & Gross, 1991; Sweeney & Soutar, 2001). This literature shows that the needs of the psychological brain can be viewed using sensations of solace and delight. Sangroya and Nayak (2017) demonstrated that buyers' mental and emotional necessities are the main indicators of one's demeanor concerning eco-friendly items and the social aim to buy these items. Moreover, a vast number of studies show that people who are more concerned regarding environmental factors are more likely to buy products or services that are eco-friendly (For example Ozaki & Sevastyanova, 2011; Sangroya & Nayak, 2017). Woo and Kim (2019) in their research proposed that there was a positive significant correlation between green product purchase intention and emotional value. Researchers likewise proposed that even though shoppers do not purposefully seek after the value of consumer emotions through the consumption of products, consumption based on positive values can prompt positive feelings at the psyche level (Sheth, Newman, & Gross, 1991; Sweeney & Soutar, 2001; Sangroya & Nayak, 2017). Hence based on the previous

research, it can be hypothesized that emotional values are significantly associated with circular fashion.

Social Values

The need to use any product or service is raised in any consumer's mind due to a relation between a product and social groups can be described as the social value of circular fashion (Hasbullah, Sulaiman, & Mas'od, 2020). It is the recognition and self-image value of being socially recognized that will enhance the encouragement from society to improve the social image of products by the fulfillment level of social needs. This association with any particular social group affects the actions of green consumers. Which experience the change in their lives.

Social Value comprises the societal picture, articulation in character, and communication ideas, besides this value is connected with interaction among people separated after individuals related by separate acknowledgment through picking services and products (Sangroya & Nayak, 2017; Sweeney & Soutar, 2001). O'Cass and Frost (2002) stated that communal worth could empower purchasers to foster a behavior toward precise items, prompting their ways of behaving; they further expressed that social worth creates customer perspectives to keep up the relations with others. Social value stands as the apparent value related through a specific group, or obvious utility that emerges after the relationship amongst the product/service besides directly or adversely generalized segment, financial, and social ethnic groups (Sheth, Newman, & Gross, 1991). In simple disputes, social value in terms of circular fashion is the concept of being standard by people besides getting validations and compliments from others because of the image of the product or the consumers' satisfaction regarding their social requirements. If consumers consider that circular fashion products are harmless to the environment and are limited edition, and that they will leave a good impact on their social circle, the consumer will get increased social value from using that product. On the other hand, if the consumer thinks that they will not receive compliments or the circular fashion item will not make them look good in their social circle since it is made of waste and people might consider the product as old and unsanitary, then the consumer will receive low social value from it. Woo and Kim (2009) uncovered that individuals who generally follow social values are probably going to partake in the consumption of green or eco-friendly products because an eco-friendly mentality is usually shaped by social connections.

Environmental Value

The acceptance of the natural environment of the earth and how human beings relate to it is known as the environmental value (Stern; Kalof, 1995). Environmental value and circular

fashion are somehow related to each other in such a way that it affects the consumption of circular fashion products because the companies producing circular fashion products prevent the use of unused raw material which many other fashion product companies are doing. Circular fashion companies promote the use of recycled products and recycled raw materials used in production through sustainable supply chain management.

Environmental value represents a conviction about the earth and nature and people's relation with it (Stern et al., 1995). Individuals who have huge environmental value live and foster their existence as per their surroundings. Consequently, they think that far from fulfilling our own material needs, we ought to look for congruence among nature and people (Thompson & Barton, 1994). Environmental value plays a significant role in impacting consumption associated with circular fashion because, in contrast to other fashion products, the objective of circular fashion is to encourage people to use recycled products and discourage them from using virgin products via a closed-loop supply chain. Various researchers have reasoned the circularity in items (Michaud, & Llerena, 2011; Mugge, Jockin, & Bocken, 2017) and the presence which has been recycled (Magnier, & Schoormans, 2017; Steenis et al., 2017) decidedly affect people's apparent environmental value. In this manner, Woo, and Kim (2009) recommended that if the perceived environmental value is higher, people's attitudes toward circular fashion items will also be stronger. The results of their study further showed that concerning secondhand clothing, environmental values had a positive impact on consumer attitudes towards products.

Consumers Perceived Risks

Before making purchase decision consumers sometimes feel anxiety about the use of the product, whether the product purchased would fulfill their needs, or if there would be any consequences that occurred unexpectedly after using the products. This is the realization of the risk consumers may feel (Kim., Jung, & Lee. 2021). Consumers find it difficult to make a buying decision as they face problems between the desire to buy the product and the loss that could be incurred after purchasing.

Bauer (1960) introduced the perceived risk which is different from objective risk. Perceived risk represents the perceived unease fullness or tension that a consumer experiences while making a purchase. The anxiety takes place with the consequences that might take place after the product has been purchased and used (Cox, & Rich 1964; Taylor, 1974). Roselius (1971) characterized the risk involved in the purchase behavior of consumers as perceived risk, stating

that when an individual wants to purchase an item, he or she is faced with a dilemma between the loss associated with after purchase and the consumer's wish to purchase it. Numerous research has been carried out on the perceived risk in the apparel and clothing field. Koyama et al. (1990) reviewed members on the apparent dangers related to attire items and recognized five uneasiness factors: nervousness about quality/execution, tension about digressing from fashion standards, anxiety, and concerns about looking nice in fashion, uneasiness about being up-to-date, and nervousness about being excessively conspicuous. Contrasted with previous research on perceived risk, the mentioned five factors of anxiety are distinct categories of perceived risk about fashion (Kawakita, 2014). In relationship to the risks perceived by circular clothing, Park, and Choo (2015) led qualitative research to develop the dimensional perceived risks of fashion clothing products that are recycled, and gave 5 dimensions of perceived risk named, aesthetic risk, social risk, sanitary risk, economic risk, and performance risk. In the current study, we considered 3 out of 5 dimensions identified by Park and Choo (2015) i.e., financial (economic), functional (performance), and aesthetic risks.

Financial Risk

When the consumer purchases a circular fashion product, it might have a chance they could face loss in investment or extra cost incurred in repairing or replacement in case of any problem, this is the point where consumers realize the financial risk. Considering these financial risks, consumers feel that these products related to circular fashion would be costly as compared to the normal products of fashion.

Financial risk can be well-defined as the risk of investment loss or increased cost for exchange or repairing of the bought product when there is an issue (Horton, 1976; An, 2000). Customers thinking of purchasing an item for circular fashion may also observe financial risk. They might consider that products of circular fashion will have higher prices in contrast to usual products because they are unable to be produced in mass or bulk quantity or circular clothing products will be sold at excessive costs considering different circumstances. Park and Choo (2015) observed that most buyers had negative discernment that the cost of circular fashion items was excessively costly. Furthermore, Machado et al. (2019) observed that dissimilar to the objective of thrift shops, lately recycled clothing products are sold at excessive costs, which is viewed as a dishonest way of behaving by secondhand store proprietors. Therefore, Kim, Jung, and Lee, (2021) expressed that shoppers see an economic risk while purchasing circular fashion items and may behave negatively toward the items.

Functional Risk

Consumers may feel hesitation and doubt related to the functionality of a product as it was expected to work. This is the realization of the functional risk, or we can say performance risk where consumers may feel the risk that the product that they have acquired will not fulfill the needs as it was functioned for, or it will fail as a product.

Functional, otherwise called performance risk, is the doubt related to the result of an item that does not work as it is supposed to (Horton, 1976; Shim & Bearden, 1982). In general, function risk alludes to the likelihood that the bought item will not function properly, the appropriate services will not be offered properly, or the functional expectations of the product will be faulty (Minshall, Winakor, & Swinney, 1982; Stone, & Grønhaug, 1993; Lim, 2001). Products of circular fashion are quite different from usual products since they undergo the whole procedure of being designed and manufactured from scratch and are sold by reusing disposed materials. Because circular fashion products are produced using wasted material, it might make people doubtful of the functionality of the product consequently postponing the purchase behavior of consumers. Park and Choo (2015) argued that because of the explicitness of upcycling, buyers might stress that upcycled items will not satisfy the utilitarian requirements of purchasers like ease of use, viability, usability, and durability.

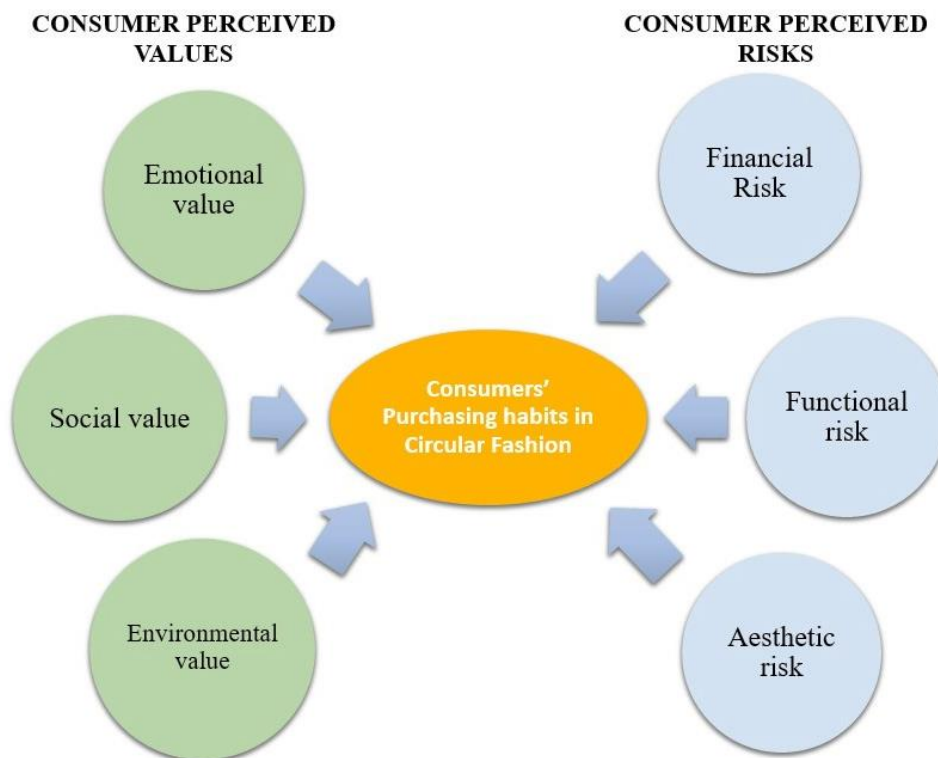
Aesthetic Risk

Many consumers may feel that the product or service they are buying or consuming will not match their personalities and image they have, this perception can fall under the definition of aesthetic risk. Aesthetically, clothing has a vital role in sustaining the needs of the consumer for a consistent self-portrayed image. Aesthetic risk is supposed to include and consider the consumer's image in buying or previously owned clothes.

Aesthetic is the discernment that the bought item will not remain following the buyer's self-perception. In particular, the aesthetic risk associated with the purchase of apparel incorporates accordance with one image of oneself as well as congruence with other dresses that the buyer has, suggesting that apparel plays a significant part in stylishly fulfilling customers' requirement for a harmonious mental self-image (Park & Kim, 1998). Similarly, the aesthetic risk associated with circular fashion clothing alludes towards dread around whether circular fashion outfits remain finely matched by the additional dress that a shopper has, for example, an absence of variety, whether the item coordinates fine per the buyer's image, maybe there is a bad size acceptable. customers may worry that reused design items are not assorted sufficient in variety, size, and stylishness. They could likewise have worried that handed-down apparel,

which has been used by others and disposed of, is outdated. Kim (1991) observed that buyers' perceived aesthetic risk could refer to postponing the purchase or canceling the purchase. In simple words, shoppers could perceive the aesthetic risk of circular fashion clothing items. In this way, they are less inclined to purchase such items. Rausch and Kopplin, (2021) observed that aesthetic risk impacts the buyer's goal and conduct towards recycled or used garments. Yet, then again, Kim, Jung, and Lee (2021) conducted a study that showed that aesthetic risk had no adverse impact on the approach of consumers toward circular fashion products. That is why research concerning aesthetic risk in a circular fashion is not conclusive and requires further research for a better understanding of the impact of perceived aesthetic risk regarding circular fashion.

CONCEPTUAL MODEL



HYPOTHESES

- H1: Emotional value positively impacts consumer purchasing habits in a circular fashion.*
- H2: Social value positively impacts consumer purchasing habits in a circular fashion.*
- H3: Environmental value positively impacts consumer purchasing habits in Circular Fashion.*
- H4: Financial risk value positively impacts consumer purchasing habits in Circular Fashion.*
- H5: Functional risk positively impacts consumer purchasing habits in Circular Fashion.*

H6: *Aesthetic risk value positively impacts consumer purchasing habits in Circular Fashion.*

RESEARCH METHODS

The research approach that is being used in the current study is the deductive approach since work is being done on already existing theories and hypotheses are being tested. Another justification for the approach being deductive is that the research is exploring already existing theories, and no new theories are being proposed. Hence, the study is quantitative, and the approach is deductive with explanatory paradigms. The design of the research is correlational research where the impact of independent variables on dependent variables is being tested. Independent variables include consumer-perceived values i.e., emotional values, social values, and environmental values, consumer perceived risks i.e., financial risks, functional risks, and aesthetic risks. Dependent variables include consumer behavior and purchase intentions of consumers concerning circular fashion.

The target population of the current study was consumers acquiring women's clothes, especially women since women are more involved in purchasing or consuming fashionable clothes. The sample size of the study was two hundred. The sampling technique for the research is convenience sampling which means that the data is collected from consumers available conveniently.

RESULTS AND INTERPRETATION

In this initial analysis, the researcher examined every construct and evaluated every item and variable in the context of a circular fashion. This section also examines how individual constructs take meaning around sustainable fashion products. To follow this, the researcher will be concerned about every process of accounting, appreciation, or assessment of every aspect of the research model framework.

Measurement Tests

All six constructs that were employed in this study are measured by Likert Scale 1. Strongly agree, 2. Agree, 3. Neutral, 4. Disagree, 5. Strongly disagree and include emotional value (Sweeney and Soutar, 2001), Social Value, Environmental Value (Bhatia & Jain, 2013), Financial Risk (Mieres, Martin, & Gutiérrez, 2006), Functional Risk (Stone, 1993), Aesthetic Risk (Rausch & Kopplin, 2021).

CFA and Reliability Analysis

In this study, confirmatory factor analysis (CFA) was used to confirm the factors that were used in this research. Before evaluating the hypothetical relationship between each construct,

this study conducted a CFA analysis to measure all variables that are based on matrix equations to reduce data on structural factors (Anderson & Gerbing, 1988).

Table 1. CFA, Reliability, and AVE

	Factor Loadings	Cronbach's Alpha	Average Variance Extracted (AVE)	
Aesthetic Risk	AR1	0.772	0.891	0.673
	AR2	0.940		
	AR3	0.899		
Environmental Value	EnV1	0.805	0.883	0.681
	EnV2	0.797		
	EnV3	0.845		
	EnV4	0.839		
	EnV5	0.838		
Emotional Value	EV1	0.769	0.803	0.501
	EV2	0.796		
	EV3	0.798		
	EV4	0.793		
	EV5	0.764		
	EV6	0.787		
Financial Risk	FIR1	0.875	0.836	0.675
	FIR2	0.729		
	FIR3	0.929		
Functional Risk	FUR1	0.984	0.739	0.543
	FUR2	0.726		
	FUR3	0.719		
Purchase Behavior	PB1	0.787	0.782	0.605
	PB2	0.730		
	PB3	0.799		
	PB4	0.794		
Social Value	SV1	0.831	0.786	0.608
	SV2	0.793		
	SV3	0.735		
	SV4	0.758		

According to Cronbach's alpha, it can be seen that the value of aesthetic risks, consumer perceived value, emotional value, financial risks, functional risks, purchase behavior, and social value are computed to be 0.89, 0.88, 0.80, 0.83, 0.73, 0.78, 0.78 respectively, thus, it implies that all the constructs fulfill the minimum threshold and considered statistically reliable. Furthermore, it can be seen that AVE was computed to be 0.67, 0.68, 0.50, 0.67, 0.54, 0.60, and 0.60, respectively. Thus, it implies that the construct of aesthetic risks, consumer perceived value, emotional value, financial risks, functional risks, purchase behavior, and social value are found to be valid. Hence, findings revealed that all the constructions of

measurements of each variable were found to be valid, reliable, and appropriate for statistical analysis.

Hypotheses Testing

Table 2. Path Coefficient

	Original Sample (O)	Standard Deviation	T Statistics	P Values	Empirical Conclusion
EV -> PB	0.353	0.070	5.046	0.000	Accept
EnV -> PB	0.242	0.073	3.313	0.001	Accept
SV -> PB	0.172	0.067	2.572	0.010	Accept
FIR -> PB	0.224	0.124	1.804	0.071	Reject
FUR -> PB	-0.007	0.091	0.077	0.939	Reject
AR -> PB	0.047	0.090	0.525	0.599	Reject

Overall, the current research model proposes six hypotheses. Circular fashion implicitly predicts sustainable purchase intentions and their values and risks. The results for structural model estimation are depicted in the above Table. There is a positive impact of environmental value, emotional value, and social value on consumer purchasing habits in a circular fashion as the p-value is less than 0.05. However, as per the above results, all variables related to risk are found insignificant and there is no impact of financial risk, functional risk, or aesthetic risks on consumer purchasing habits in a circular fashion.

DISCUSSION AND CONCLUSION

The textual analysis highlights the purchasing behavior in the fashion industry and observes customer perceptions about quality and value in the concept of environmental responsibility. The respondents confirmed the importance of perceived quality, perceived value, and customer satisfaction in the context of increasing customer purchase intention towards sustainable products. The ACSI is a general calculation of customer satisfaction with products, companies, industries, and countries according to various dimensions including CSR, eco-development, and sustainability. The main contribution of the index is that it provides a new measurement system that calculates customers' perceptions of economic performance, environmental performance, social performance, and cultural performance.

It is concluded that to evaluate sustainable performance in fashion companies, customer perceptions of quality and value play a dynamic role in increasing customer satisfaction, and customer satisfaction with sustainability brings more customer equity toward fashion brands or companies, develops stronger customer relationships, and increases purchase intention. The

perceptions of performance determine their evaluations of the fashion industry's sustainable performance. These specific measurements reveal the eco-focus of customers, which can help fashion industry practitioners design more effective and pertinent sustainability strategies. This study tested and supported the new measurement system by revealing real customer expectations regarding sustainable fashion product attributes.

There are various implications of this study. This system allowed us to study how consumer satisfaction regarding the sustainability of fashion products transfers to stronger brand equity. This study was also able to show the importance of sustainable development strategies in the fashion industry and to identify directions for the fashion industry to form sustainable, profitable, and competitive strategies. The study results indicate that fashion company managers should accurately calculate how customers perceive each sustainable behavior. The calculation of index scores based on the model and the development of measurement are suggested as future research themes based on this study. Based on the index score, fashion companies can draft detailed strategies on how to develop sustainability to influence profits. Our study is limited in that this study gathered data from only limited respondents, which is insufficient for standardizing fashion sustainability and purchase intentions and the index score. Future studies should extend to other fashion companies, types, markets, and cultures to broaden the measurement system and grading criteria. Future research should study a complete and more detailed sustainability evaluation system in the fashion industry. Involving more perceived values and the associated risk perception in a circular fashion.

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