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GREEN FASHION IN THE DIGITAL AGE: THE ROLE OF DIGITAL MARKETING IN DRIVING CONSUMER ENGAGEMENT WITH SUSTAINABLE FASHION

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Abstract

Within recent years the term sustainable fashion has becoming increasingly popular as society begins to recognise the environmental impact of fast fashion. This has led to concern within consumers as they become more aware of ethics and sustainability in this industry.

This study involves a systematic literature review where 30 academic articles were analysed, which were sourced from the Scopus database. The research focuses on digital marketing within the context of sustainable fashion, with a specific emphasis on social media platforms and consumer engagement. From the 30 articles key themes were identified which shaped the structure and focus area of this study. This study explores previous findings in relation to promoting sustainable fashion online and highlights strategies which have been proven to be successful, alongside the common challenges faced such as greenwashing and blue washing. The findings emphasise the importance of brands utilising varied approaches when promoting themselves online and key marketing elements such as brand storytelling, influencers and the importance of building trust with consumers.

Through a thematic analysis of the literature, this study identifies a set of best practices for brands to implement into their digital marketing strategies to improve consumer engagement and to encourage their followers to avoid overconsumption. These practices contribute towards the ongoing conversations surrounding responsible consumption and support the Sustainable Development Goal 12, offering recommendations for brands. These best practices will serve as guidelines for brands allowing them to demonstrate authenticity and transparency to build consumer trust and loyalty.

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1. Introduction

Within the last decade, the fashion industry has witnessed a significant shift towards becoming more sustainable. This growth has been due to the increasing awareness within consumers of environmental issues and the environmental consequences of fast fashion. Many brands have adopted green marketing strategies, appealing to their conscious customers, to show their sustainable initiatives (Rana, 2024). The aim of this study is to evaluate the effectiveness of digital marketing strategies in enhancing consumer engagement and awareness of sustainable fashion. As the world has advanced technologically, marketing has evolved alongside it, moving towards a digitally innovated world, particularly on social media platforms. This marketing evolution has shown a particular focus on social media platforms and their influence on brand perception, as they play a key role in shaping consumer perceptions and engagement (Sinha et al. 2023). Instagram is a key example of a platform where brands communicate their efforts and engage directly with conscious customers (Sailer et al. 2022). I will investigate these different social media platforms and will identify the key strategies within successful campaigns used to promote sustainability efforts. I will focus on campaigns across social media platforms and different strategies utilised by brands, that have caught the most attention and engagement with consumers.

Although the impact of digital marketing on consumer interaction with sustainable fashion has been well studied, there are still unanswered questions about the most effective strategies (Shen, 2023). Research already conducted indicates that the usage of digital influencers and content about sustainability have a big impact on consumer behaviour. For instance, it has been proven that influencers play a crucial role in advancing sustainable fashion by building consumer trust and delivering brand messaging in an honest manner (Berbegal-Mirabent et al. 2023). I will explore this area, researching sustainable fashion brands who sponsor influencers and the type of content produced by them and how this affects the reputation of the brands. Furthermore, I will research digital platforms and tools, such as gamification and interactive content, which emphasise how digital innovation encourages greater involvement in sustainability initiatives (Portway, 2019). In addition to this, I will explore how interactive these digital innovations are and what consumers gain from participating in these digital tools.

With significant technology changes within the marketing industry challenges have presented themselves and led to brands struggling to find the key strategies for successful consumer engagement. Issues such as greenwashing, where brands portray themselves falsely affects consumer trust and makes it difficult for brands to show they are genuine (Sailer et al. 2022). Understanding these key limitations and challenges and how to overcome them to gain the trust of consumers is crucial for developing effective digital campaigns within the fashion industry. This research aims to address these gaps and evaluate the effectiveness of digital marketing strategies in promoting sustainable fashion. I will explore digital marketing in terms of the role of storytelling, brand perception and influencer marketing. Looking into successful stories of brands spreading their sustainability efforts, and examples of those who have been accused of greenwashing. From this, I will add insights and value to existing literature and provide practice recommendations for brands to improve their digital marketing efforts.

Having studied marketing at ICADE, I have a particular interest in digital marketing and sustainability. With the fashion industry currently valued at \$1.79 trillion and accounting for 1.6% of the world's GDP (Cardona, 2024), its size and global influence make it an ideal area to study, as there is untapped potential to reshape the industry through the digital marketing of sustainable fashion. Furthermore, this research aims to support the United Nations Sustainable Development Goal (SDG) 12, which promotes responsible consumption and production.

1.1 **Objectives**

The objective of this study is to identify the key successful strategies and factors adopted in digital marketing that drive consumer engagement with sustainable fashion.

To identify this and achieve my aim, the study will focus on the following objectives:

- To identify and evaluate the key digital marketing strategies that enhance consumer engagement with sustainable fashion
- To analyse the role of social media platforms in influencing consumer perceptions of sustainable fashion brands
- To assess the impact of brand storytelling and green marketing strategies on consumer decision making in sustainable fashion

- To explore the influence of specific digital innovations, on consumer engagement with sustainable fashion
- To examine the challenges and limitations faced by fashion brands when promoting sustainability within effective digital marketing strategies
- To contribute to the development of best practices of fashion brands to effectively showcase and market their sustainability efforts

1.2 **Methodology**

To achieve the objectives outlined above, this study will adopt a systemic literature review as the research method. This review will consist of researching highly relevant articles related to digital marketing strategies in driving consumer engagement with sustainable fashion. These articles will then be reviewed and analysed to understand existing research and identify the key themes, developments and research gaps within this field.

The review approach involved five stages: problem identification, literature search, data evaluation, data analysis, and results presentation (Hopia et al. 2016). This approach ensured enhanced transparency and rigor. To establish the inclusion and exclusion criteria, and the keywords for the review, I first defined the scope of my search. Second, in accordance with the scope of my review, I developed a list of search terms to find relevant articles. The final seven keywords used were ('clothing' OR 'fashion') AND ('sustainable' OR 'ethical') AND ('social media' OR 'digital marketing' OR 'digital campaigns'). The search was conducted in the Scopus database and all selected articles are written in English and relate to sustainability in fashion within the topic of digital marketing. The Scopus database was selected for its comprehensive coverage of peer-reviewed literature across disciplines, ensuring high academic quality and relevance. This search resulted in a total of 197 papers. I evaluated the search results by first removing entries that were not academic articles.

Then, I manually reviewed the abstracts of the remaining papers to assess their relevance to my research topic and created an excel sheet to code and sort through the results.

Specifically, I excluded those that did not address the topics of interest. This process initially yielded a refined selection of papers, which I then reviewed in full against my predefined inclusion criteria. As a result, the final sample for my literature review consisted of 34

scientific papers. Figure 1 provides a graphical representation of the selection process for the studies included in the review. When attempting to access the papers I was able to access 30 out of the 35, with this I manually coded the final sample of 30 academic papers using thematic analysis. The coding and theme identification process is highlighted in Appendix A, which includes screenshots of the Excel framework used to classify the 30 articles.

In terms of thematic analysis, which is the focus of my work, I used codes to classify the papers based on the 6 themes I identified in relation to sustainable fashion and digital marketing. These 6 themes were: key digital marketing strategies in sustainable fashion; consumer engagement and perceptions of sustainable fashion; the role of social media platforms; brand storytelling and green marketing strategies; digital innovations in marketing and finally, challenges and limitations in promoting sustainability. During the study the themes identified were refined and reviewed to ensure accuracy in terms of their categorisation. The results of the thematic analysis are described and discussed in the following sections.

The literature review will cover the following areas related to the objectives of this study:

1. **Consumer Perspectives on Digital Marketing and Sustainable Fashion**

Research studies exploring consumer awareness, attitudes, and engagement with sustainable fashion will be analysed. This will provide insights into how different digital marketing strategies influence consumer behaviour.

2. **Analysis of Social Media Engagement**

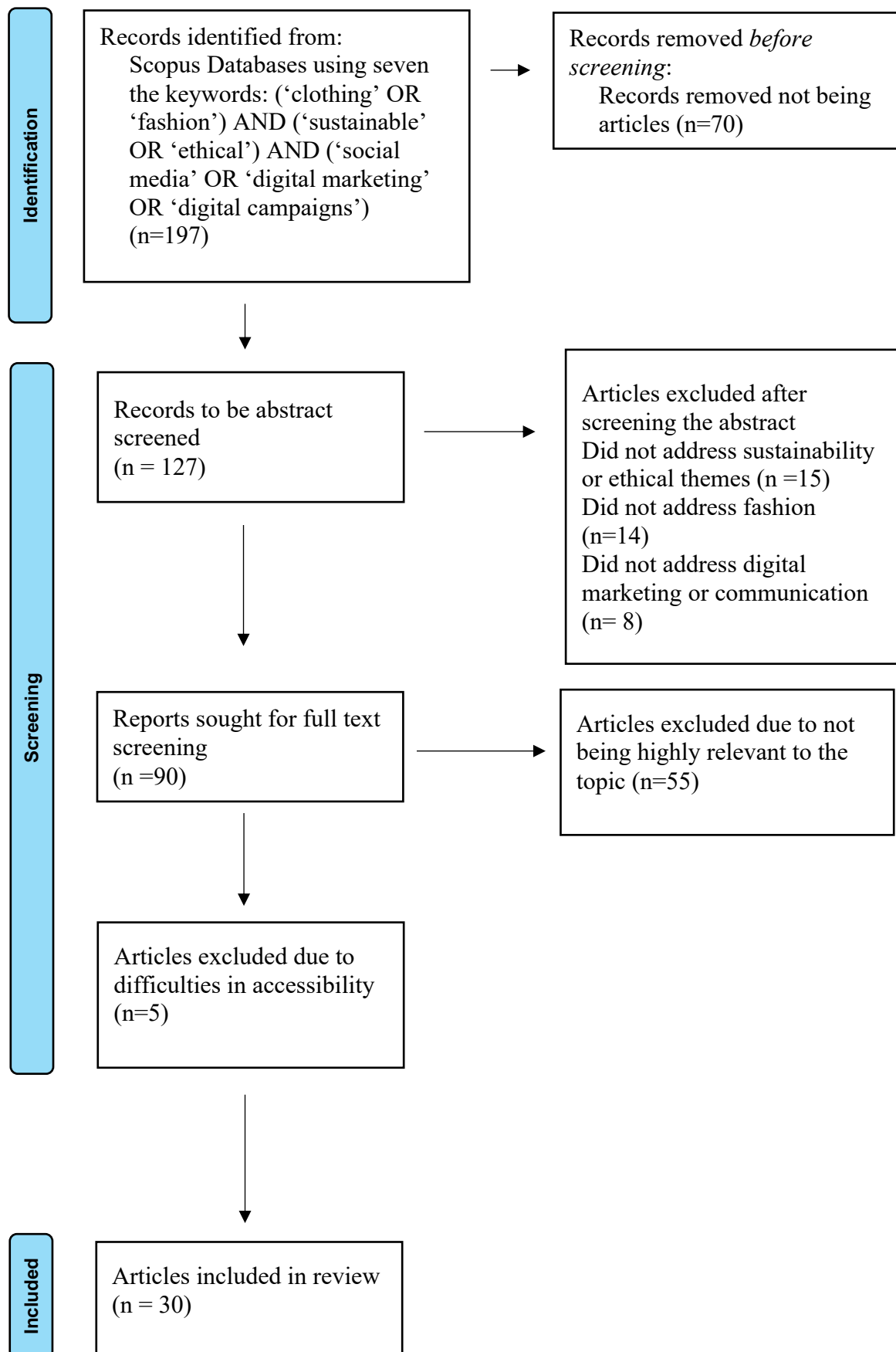
Existing articles that examine how engagement metrics, such as likes, shares, and comments on social media posts impact consumer perceptions of sustainability will be reviewed.

3. **Digital Marketing Strategies and Campaign Content**

Studies evaluating marketing strategies including storytelling, influencer collaborations, and green marketing, will be explored. This will provide an understanding of how brands use these strategies to communicate their sustainability efforts.

4. **Role of Digital Innovations:** The review will include research on digital innovations like gamification and augmented reality to assess how these tactics enhance consumer engagement with sustainable fashion brands.

(Figure 1)



2. Fundamentals of Sustainable Fashion and Digital Marketing

As Caratù et al. (2024, p.24) states 'the fashion industry stands as one of the most environmentally and socially impactful sectors, contributing significantly to pollution.' This highlights the need for society to change its consumption habits and gain a deeper understanding to how this industry is impacting the world. Public concerns are arising surrounding sustainability, with 94% of Europeans expressing an active interest in protecting the environment (Sailer et al. 2022). Further to this, it is estimated that 'textiles produce more greenhouse gas emissions than international aviation and maritime shipping combined, with synthetic fibres being the leading cause of microplastics in the ocean' (Sailer et al. 2022, p. 1). These issues are fundamentally due to overconsumption. However, sustainability extends beyond environmental degradation, including ethical concerns with global supply chains. Labour conditions in garment production have been brought to light, particularly following the Rana Plaza tragedy in 2013. This event exposed the ethical shortcomings within the industry, revealing the dangerous working conditions abroad prompting brands to become more transparent, and initiating debates surrounding the ethics of fast fashion (Laczniak and Murphy, 2019, cited in Rudolph et al. 2023). An example of this response was the founding of the activist organisation 'Fashion Revolution' by Carrie Sommers and Orsola De Castro in the aftermath of the Rana Plaza tragedy. Operating in 14 countries, the organisation advocates for greater sustainability within the fashion industry both environmentally and socially (Greco et al. 2023). Considering these environmental and ethical challenges, there is increasing moral pressure on brands to take meaningful action.

As the moral pressure begins to rise, there has been growing societal interest surrounding the morals and values adopted by brands in the fashion industry. The introduction of the UN Sustainable Development Goals (SDGs) in 2015 highlighted the shared value and responsibility we have to protect the planet and the need for changes and improvements to be implemented in the fashion industry (Bennetta and Oeppen Hill, 2022). SDG 12 which is, responsible consumption and production, directly calls on the industry to reduce its environmental impact and promote sustainable practices throughout the entire value chain. Additionally, Gossen and Heinrich (2021) argue how the only way to move towards sustainability is to reduce consumption. The study emphasised how technological innovation isn't sufficient and that to achieve sustainability on a macro level there must be a change as to how society and the economy are organised.

The shift in consumer awareness has been particularly evident among younger generations, with them becoming increasingly conscious of environmental issues. With this in mind, it is important that brands act now, to engage and influence these consumers and educate them about the negative impacts of fast fashion, introducing trends focused on reduced consumption and centred around sustainability. Generation Z, born between 1997 and 2012, are referred to as digital natives, being the first generation to grow up in a digital world (Caratù et al. 2024). Their usage on digital platforms allows them to learn and interact with the content they are exposed to, particularly related to fashion, presenting brands with a valuable opportunity to reach a key demographic that represents the future of consumption. With an average daily use of 2 hours and 27 minutes on social networks and with the platforms Instagram and TikTok reporting the most significant growth acceleration, digital marketing shows a huge opportunity (Castillo-Abdul et al. 2024). Furthermore, with platforms such as TikTok with a predicted annual growth of 7.3% cited by Statista (2022) in Castillo-Abdul et al. (2024) there is a vast opportunity to be explored and utilised to spread the message surrounding sustainable fashion. Specifically, short-form visual content, collective narratives, and influencer-driven campaigns which have shown to be powerful tools for engaging Generation Z on issues of sustainability (Cuesta-Valiño et al. 2022, cited in Castillo-Abdul et al. 2024). Nevertheless, despite the advantages of the digital world, there are several challenges associated with promoting the adoption of sustainable fashion, including ‘commercial disadvantages, fashion trends, supply chain and marketing issues’ (Ozdamar-Ertekin and Atik, 2020, cited in Kautish and Khare, 2022, p. 476). Therefore, it is key that brands learn to navigate the digital world and identify which strategies work best to generate engagement and change. Social media is a powerful tool and a space that continues to grow allowing open two-way communication between brands and consumers, this unique aspect must be utilised and fully understood, for brands to build strategies over the barriers this industry presents.

As sustainable fashion becomes a more frequently discussed topic, Mukendi et al. (2020, cited in Shen 2023, p. 950) note that ‘the academic literature has been slow in understanding sustainable fashion marketing, and it remains an under investigated area in fashion e-commerce’. This indicates how there is a gap in academic literature regarding how sustainable fashion should be marketed and what the key strategies are within this industry. With this being such a pressing issue regarding climate change, this study focuses on this topic, aiming to fill the gap, allowing a comprehensive analysis of what literature exists and what strategies have proven to be most effective when advancing within the world of digital marketing and

introducing the concept of sustainable fashion. Further to this, the study by Shen (2023, p. 950) highlighted that there is a particularly limited number of studies that have explored sustainable fashion marketing on social media. This research addresses the existing literature gap by critically analysing the effectiveness of digital marketing strategies used to promote sustainable fashion, particularly on social media platforms. It aims to identify best practices for increasing consumer engagement and promoting long term behavioural change. Ultimately, the findings of this study will offer actionable insights to inform brand strategies and support the advancement of sustainable fashion in the future through targeted digital marketing practices.

3. Key Digital Marketing Strategies in Sustainable Fashion

3.1 Explore strategies that enhance engagement (e.g., content marketing, influencer partnerships and social media marketing)

Brands require stronger online engagement and clear digital marketing strategies to effectively promote their sustainable fashion initiatives and ensure that they are highlighting their efforts. However, this needs to be done so that they appeal to their target markets and follow trends closely allowing them to have the most successful strategies. ‘Businesses are increasingly seeking new strategies to boost consumer engagement and retention, aiming to establish long-term relationships that lead to brand loyalty’, as highlighted by Choi et al. (2022), Laroche et al. (2012), and Spais et al. (2022), cited in Khalid et al. (2024, p. 610). Studies have explored how consumer behaviour can be influenced through digital marketing and have discovered the best platforms and specific type of content that drive the most engagement and hold the most influential power.

The study by Pookulangara et al. (2024), highlights the COBRA (Consumer’s Online Brand-Related Activities) framework, which is based on uses and gratification theory. The framework categorises engagement into different levels, including consuming (e.g., viewing or liking posts) and contributing (e.g., commenting on posts). This type of approach helps brands analyse their strategies. The study found that when brands combine sustainability messages with lifestyle content, there is a high response rate of positive comments and likes (Pookulangara et al. 2024, p. 1046). Furthermore, educational content presented in a visual format was particularly effective, as it evoked emotional responses from viewers, making them more likely to engage with such posts. Direct acts like ‘calls to action’ further encouraged meaningful

interactions, driving consumer behaviour towards the brand's objectives. Collectively, these strategies help build brand awareness while fostering stronger connections with audiences (Pookulangara et al. 2024, p. 1046).

Brands leverage Instagram's visual and interactive features to execute digital marketing strategies centred on content visibility and engagement. The use of educational messaging combined with appealing visuals enhances consumer interaction, allowing stronger connections to sustainability initiatives. As we have seen there is higher engagement when there is lifestyle content shared on social media, one example of this is the use of influencers, who are seen as 'trusted tastemakers' (De Veirman, 2017, cited in Pookulangara et al. 2024). Their involvement is key for spreading a brand's message to their consumers about sustainability and should be a key strategy for brands to implement in order to gain more engagement across social media platforms.

Caratù et al. (2024) reveal the growing awareness of environmental and sustainability issues among Millennials and Generation Z, and how this is regardless of their cultural backgrounds (Caratù et al. 2024, p. 21). In addition to this they explain the 'attitude behaviour gap' (Caratù et al. 2024, p. 27), how that between Millennials and Generation Z there may be increased interest and positive attitudes towards sustainability, however the gap exists as their behaviour does not align with these attitudes and translate into ethical behaviour. The content from influencers promoting sustainable values and products through their way of storytelling and collaborations, strengthens brand-consumer engagement. Pookulangara et al. (2024) investigated key engagement metrics to provide feedback on how consumers interact on social media, emphasising the importance of brands ensuring they direct their digital marketing strategies, such as incorporating influencers, to increase engagement and effectively communicate their sustainability initiatives and a large opportunity in the market is to direct this to the generations who are on social media most.

In another study, Caratù et al. (2024) studied eye tracking and facial recognition technologies to analyse how the younger generations interacted with sustainable fashion related posts on social media. By applying neuromarketing methods this study evaluated cross-cultural responses to sustainability content, helping to understand how digital communications influence consumer behaviours across different regions (Caratù et al. 2024, p.22). Neuromarketing is a technique used to analyse consumer responses to certain market stimuli and allows for the understanding of human behaviours such as decision making (Caratù et al.

2024, p. 29). Conducted in Finland and Italy the study included four international fashion brands committed to social and environmental sustainability within their communication. The brands posted a series of social media posts on the platforms Instagram and Facebook as well as posts and comments about the content of the garments (Caratù et al. 2024, p. 33).

The results of the study showed that posts with sustainability related content are viewed earlier and for a longer time than neutral posts in both countries (Caratù et al. 2024, p. 21), suggesting that the sustainable content has a stronger consumer appeal. Furthermore, the study showed that communication strategies have more global appeal than they had initially anticipated (Caratù et al. 2024, p. 41). When it comes to implementing strategies, it is important brands understand they can appeal to large ranges of audiences as the study suggested that communicating in a sustainable manner is effective even when there may be very different levels of environmental awareness. The final perspective from this was that companies must leverage their digital platforms and effectively utilise their sustainable communications as the younger generations are more conscious about fashion and a key strategy would be to ensure content appeals to and can be understood by a large range of audiences.

Additionally, network analysis from the study by Skinner et al. 2023 highlights the importance of the strategic hashtag use to reach specific communities, such as second-hand and eco-conscious consumers. The study stresses the need for brands to balance promotional messaging with sustainability advocacy to maintain credibility and avoid greenwashing concerns (Skinner et al. 2023). ‘It is evident that slow fashion brands need to have good online strategy, as it is the future of fashion’ (Velasco-Molpeceres et al. 2023 p.1). Velasco-Molpeceres et al. (2023) evidence that sustainable fashion brands must improve the way they communicate with their customers as within this specific sector there is a ‘lack of continuity’ (Velasco-Molpeceres et al. 2023 p.15) when it comes to them communicating their policies. Throughout the study Velasco-Molpeceres et al. (2023) focus groups were able to voice their opinions in relation to sustainable digital marketing. It was highlighted that businesses should aim to be creative in their approaches such as thinking creatively about the business and trying to show their business through different lenses such as showing sustainability through vintage clothing, and that sustainability may not be the sole focus at times (Velasco-Molpeceres et al. 2023). Brands should try to connect with the public in the speech rather than only focusing on their projects as this creates low engagement (Velasco-Molpeceres et al. 2023). In addition to this, there was a consensus that social networks are essential due to the unique two-way communication that

they allow. By adopting unique perspectives and creativity brands can utilise social media, going beyond traditional approaches like using tools such as hashtags. When used strategically these tools can enhance engagement and build trust within communities.

Within the study by Castillo-Abdul et al. key digital marketing strategies were analysed within luxury fashion brands and the findings showed that the highest interactions with their consumers on the platform Instagram were through videos and photo reels for the brand Gucci (Castillo-Abdul et al. 2024, p. 486). In addition, Casaló (2020, cited in Castillo-Abdul et al. 2024) stated that Instagram is the most used platform in the fashion industry. This study showed concrete evidence towards a key digital marketing strategy being, to use the platform Instagram especially with their unique features such as reels. In addition to this the research also discovered that brands may be experimenting with TikTok as this platform was reported to have ‘the most significant growth acceleration, especially amongst the younger generations’ (Castillo-Abdul et al. 2024, p. 475). By understanding this, brands can develop strategies aligning with the correct platforms so that they will be able to reach large numbers of consumers.

Digital marketing for sustainable fashion relies heavily on the strategies used by brands and how they focus their content to maximise consumer engagement. The studies discussed demonstrate that lifestyle content, videos and clear communication strategies have produced promising results. By marketing themselves in a more creative light and recognising their potential for global reach, brands will be able to address generational and cultural differences whilst maintaining their credibility. This approach will allow them to develop clear, successful and enduring digital marketing strategies.

4. Consumer Engagement and Perceptions of Sustainable Fashion

4.1 *Discuss research on how digital marketing influences consumer awareness, perceptions, and loyalty.*

4.2 *Highlight behavioural studies, focusing on sustainability-conscious consumers, particularly Generation Z.*

Despite growing interest, ‘consumers lack knowledge about sustainable apparel brands’ (Hill and Lee, 2012, cited in de Lenne and Vandenbosch, 2017), highlighting a clear knowledge

gap when it comes to consumers and sustainable fashion, by generating engagement and filling this gap with knowledge, brands will be able to capture more customers and increase the popularity around sustainability, especially when addressing the stereotypes that surround this topic. Digital marketing and social media are both key elements in educating consumers and in turn driving engagement to shift their attitudes and behaviours towards sustainable consumption. ‘Attitudes towards sustainable apparel refer to the extent to which a consumer holds favourable outcome beliefs regarding buying sustainable apparel (Ajzen, 1991, cited in de Lenne and Vandenbosch, 2017) highlighting the importance attitudes and beliefs have, therefore brands must take on this responsibility.

Consumer engagement in sustainable fashion has increased due to the social media app, Instagram, due to its high visibility and since this, social media platforms have become ‘prevalent places for fashion advertising and discourse’ (Skinner et al. 2023, p. 1096). The basis of consumer engagement is trust, and transparency therefore brands must show that they are truly committed to sustainable fashion in a transparent and genuine way to generate more positive engagement, as when consumers feel sceptical towards possible greenwashing, their engagement decreases (Skinner et al. 2023, p. 1111). This shows the emphasis that brands need to place, on long term engagement, on ensuring they are perceived as truthful through their consumers’ eyes. Consumer engagement also occurs through user-generated content (UGC), which is where consumers are actively participating online. Examples of this include comments, likes and shares etc. The study conducted by Skinner et al. (2023) focused on this, providing insights into UGC. One key finding of this study was that usually, there were two motivations behind consumers engaging and posting content in relation to sustainable fashion these were: advertising the sale of specific fashions and sharing participation in the sustainable fashion community as a ‘lifestyle’ influencer (Skinner et al. 2023, p. 1106). This suggests that consumers are more likely to engage with lifestyle-driven content that aligns with their values and aspirations. In addition to this, brand-generated content, is another powerful source of engagement which initiates community-driven discussion on sustainable fashion. ‘Consumers have begun to involve themselves in a way where they are now sharing their knowledge, experiences, and even recommendations on ethical shopping practices’ (Skinner et al. 2023, p. 1109). These communities are spaces where both consumers who already practice conscious buying and those who want to learn more about it can come together, interact, and explore sustainability. It creates a safe space for engagement where consumers are not just absorbing information but actively reflecting on their purchasing behaviours which is something that

marketing and advertising alone cannot achieve. Consumer engagement in sustainable fashion takes many forms, enabled largely by the power of social media. With influencers telling their stories, brands posting interactive content, and different consumer communities taking part, it shows how platforms like Instagram, with their huge influence play a key role in shaping perceptions which can ultimately lead to sustainable consumption habits. With this focus on transparency and emotional connection, the study by Caratù et al. (2024) found that user-generated content, highlighting sustainable behaviour such as upcycling, drove higher user engagement. This highlights how consumer engagement is uniquely driven by users themselves, creating and interacting with content on social media platforms. Therefore, it is up to brands to generate engagement with their content and post strategically.

Within the study Caratù et al. (2024) it was found that images ‘that depicted sustainable practices were more likely to generate user engagement.’ (Caratù et al. 2024, p. 25), when brands were completely transparent and would directly show content such as fair labour practices their audience would be more engaged. Brands who also managed to generate high engagement were promoting ethical labour practices and the usage of recycled materials within their campaigns proving transparency in order to gain trust. Caratù et al. (2024) investigated consumers emotions when looking at social media posts and were able to gauge a response that helped them to conclude there is an importance of instilling positive emotions in communication strategies. Furthermore, that an approach with this ideology may be able to engage more Millennials and Gen-Z as they ‘appear to be more receptive to emotionally driven sustainable communication.’ (Caratù et al. 2024, p. 41). Similarly, Shen (2023) aimed to positively affect consumer behaviours using social media texts in sustainable fashion marketing. This study found that promoting sustainable fashion on social media platforms has the ability to influence their behaviour and create positive attitudes towards brand images (Shen, 2023, p. 950). It has been shown in studies that the way consumers perceive the environment have been critical to their purchase intention and whether they choose to purchase sustainable products. Brands must aim to change their consumers’ buying behaviours, but this can only happen if their consumers have a change in mentality therefore, it is vital they produce content that will evoke their emotions enough to change buying behaviours. Previous studies have shown that the promotion of second-hand fashion changes consumers’ buying behaviours (Shen, 2023, p. 953) highlighting how trends are extremely important and hold a lot of power. This study was able to conclude that sustainability related texts on social media posts across the platforms Facebook and Instagram, has a positive impact on consumer behaviour. They

were able to measure this metric looking at their ‘liking and commenting behaviours’ Shen, 2023, p. 965) as these metrics are key to understanding engagement and how consumers use the two-way communication social media allows.

Building on this Boyer et al. (2024) explore how social reassurance, and subjective norms influence Generation Z’s consumption behaviour, particularly in the context of secondhand fashion. Sustainable fashion should be framed in a way that generates positive associations on social media. As cited by Johnstone & Lindh (2022) ‘one of the most effective ways to alleviate Gen Z consumers’ lingering negative perceptions of secondhand fashion is through influencer endorsement’ (Boyer et al. 2024, p.342). Influencers’ social reassurance helps to reduce stigma surrounding sustainability, allowing Gen Z consumers to feel more confident with their purchases. The study also discusses how public consciousness, a concern about how one is perceived by others, can act as a social barrier for Gen Z as they are very cautious of their peers’ opinions from their social networks, ‘when Gen Z consumers perceive a positive reaction to sustainable fashion from their social network (e.g. peers), they are more willing to recommend it to others.’ (Boyer et al. 2024, p.350). The study concludes that online communities and influencers have the ability to influence Generation Z and reduce social pressure with endorsements shown to ‘significantly diminish the impact of public self-consciousness’ (Boyer et al. 2024, p.351). UGC has the power to build communities and affect brands’ reputations, therefore this must be something brands continuously monitor and possibly use to their advantage.

Positive experiences with brands help with the development of positive attitudes, however the key to driving true behavioural change is when consumers develop ‘brand love’ a term investigated within Khalid et al. (2024). This study investigates how this love has the capability of building enduring engagements with consumers for stronger and long-term relationships with brands (Khalid et al. 2024). The study by Khalid et al. (2024) explains how ‘brand love’ acts as a ‘major cognitive contributor’ (Khalid et al. 2024, p. 611) and that when consumers develop love for a brand they truly believe in its authenticity, and this allows them to develop trust. When brands successfully communicate true authenticity, they positively affect consumer attitudes and in turn produce emotional commitment allowing consumers to develop deep connections which ultimately has the power to change buying behaviour. For brands to obtain this love they must follow in the footsteps of popular brands that have attained this consumer loyalty providing ‘dependability, honesty, and a sense of trust’ (Khalid et al. 2024, p. 612) and

consequently connections with consumers, so that they develop love for the brand resulting in higher sales.

Finally, the manner in which consumers consume is closely aligned with their lifestyle, self-identity and their values such as their commitment to the environment (Kautish and Khare, 2022) therefore it is extremely important brands understand this in order to engage with their consumers in such a way, that they are receptive and decide to change their lifestyles. The availability of fast fashion, being at an affordable price and constantly showcasing the latest designs has created a lifestyle where consumers are consistently looking for the next trend, they are able to consume. This has unfortunately contributed to the perception of sustainable fashion as 'expensive, unstylish and lacking variety' (Kautish and Khare, 2022, p. 476).

Within the study by Kautish and Khare (2022) social identity is examined and how sustainable fashion is perceived online in terms of electronic Word-of-Mouth (eWOM). This study explains how social influence and identification guide consumer decisions and how this is a 'vital influence in web-enabled interactions to promote sustainable fashion' (Kautish and Khare, 2022, p. 476). The power of e-WOM was shown through this study as researchers believe that social eWOM on social networking platforms plays a critical role (Hu et al. 2014, cited in Kautish and Khare, 2022). With digital platforms that consumers are able to engage with they are able to connect with other consumers, discover product information and develop personal opinions (Kautish and Khare, 2022). Through these tools, consumers shape opinions that reflect their values, further reinforcing their social identity online.

To drive true engagement brands must focus on transparency, authenticity and emotionally resonant content to connect with their consumers in a genuine way. 'Brand love' is a feeling consumers develop, when recognising authentic intentions within brands leading to lasting behavioural changes. Social media plays a critical role in educating consumers, building communities and measuring engagement through metrics such as comments, likes and conversations. Therefore, brands must regularly evaluate their engagement metrics and content associated with the brand, including UGC, to maximise the potential of their digital platforms and refine their content.

5. The Role of Social Media Platforms

5.1 Analyse the role of platforms in influencing consumer perceptions.

5.2 Include examples that illustrate how sustainable brands effectively use these platforms.

Social media plays a central role in shaping public opinion and influencing consumer decision-making. Popular platforms such as Instagram, TikTok, and Pinterest hold the ability to alter perceptions, set trends and significantly sway consumer behaviour. Within this digital world, influencers play a key role in guiding sustainable fashion narratives, using their personal experiences and online presence to engage with their audiences. As cited by Kim and Kim (2020), in Milanesi et al. (2022), social media is one of the fundamental marketing tools used today. It has gained central importance in communicating with consumers and plays a significant role in the marketing strategies of fashion. Furthermore, social media has the ability to transcend different consumer generations, with the wide range of content available, users can engage with what resonates with them most, as Instagram's significance in promoting sustainable fashion is largely due to its massive user base with over one billion active users (Statista, 2020, cited in Skinner et al. 2023, p. 1096). As this application is based around user-generated visual content in the form of photos and videos, it creates a direct pathway for consumers to showcase themselves interacting with fashion. In addition to this the platform offers tools such as hashtags which have a key role in the world of social media.

Influencers are instrumental in shaping sustainable fashion narratives on social media, they have become cultural intermediaries, holding the power to influence consumers. As Kaivonen, Mesiranta and Närvänen (2024) explain, social media practitioners have evolved into influencers who wield social, cultural, and symbolic power. Sustainable fashion influencers (SFIs) harness this cultural power by narrating their personal experiences, reflecting on their consumption habits, and demonstrating how they balance their sustainability values with audience expectations. Their position within the fashion industry is further strengthened when influencers engage with their communities which is a behaviour often motivated by the competitive nature of social media visibility (Kaivonen et al. 2024, p. 100).

Kaivonen et al. (2024) also reveal that micro-influencers, due to their credibility and relatability, are particularly effective in transforming consumer behaviour. This aligns with findings by Kay et al. (2020, cited in Kaivonen et al. 2024, p. 92), who noted that micro-

influencers are perceived as more authentic, which helps their followers reflect on and transform their identities as fashion consumers. These findings suggest that influencers play a dual role on social media, they drive marketing objectives while initiating meaningful dialogue and behavioural change within online communities. Influencers are able to use this to their advantage, building a loyal fan base where their ‘fans’ are more inclined to adopt sustainable fashion habits and brands should utilise this, partnering with influencers, to attract more consumers and spread their message.

Brands consistently strive to create large diverse communities and initiate meaningful dialogue. Social media offers more than visibility for brands, but an ongoing dialogue and ever-growing community. Within the study by Pookulangara et al. (2024), it was discovered that Instagram is the preferred platform due to its highly visual and interactive content, this platform usually results in higher engagement which makes it a great tool for brands to utilise. In addition to this the study also highlighted how sustainable messages on the platforms Instagram and Facebook in particular, increases consumer awareness and participation through positive word-of-mouth. Social media is a platform that offers a unique space, where there is two-way communication, as cited by Loureiro and Lopes (2019 in Pookulangara et al. 2024) this type of communication plays an important role in promoting consumer social responsibility. In a study by Skinner (2023), the effect of hashtags was researched, and it was found that these organisational tools help brands reach wider audiences. During the study it was discovered that over a period of 21 days the number of posts under the hashtag ‘#sustainable fashion’ increased from 7.9 to 8.2 million, this was a true example showing the power of social media. Evidently, hashtags are an influential tool that should be essential when brands are aiming to gain visibility, increase engagement, build communities and spread sustainable messages. When it comes to sustainable fashion marketing it is essential that brands utilise social media as it is pathway to reaching millions, making it an indispensable tool. In today’s world, many brands use their social media accounts ‘to not only inform their stakeholders of their sustainable efforts but primarily to initiate dialogue and build relationships’ (Pookulangara et al. 2024, p. 1032). These relationships foster loyalty and trust in an interactive and efficient manner. This highlights how social media provides an adaptable platform where customers have a voice. With visibility and trust alongside the consumer voice there is a perfect mixture for high engagement through the two-way communication social media offers. These interactions blur the boundaries between consumer and brand ambassador, ultimately increasing authenticity.

Building on the idea of visual engagement, image-based platforms have become dominant in fashion marketing. Visual images are a mode of communication that are able to ‘create meanings independently from a text message’ as cited by Hand (2017), in Milanesi et al. (2022). Social media platforms have become ‘multimodal’ due to them being able to host different forms of language, meaning the large array on offer from videos, pictures, hashtags and texts (Milanesi et al. 2022, p.102). Due to the interactivity that social media offer, which no other platform does, it is assumed that in this context companies can showcase their products in an appealing and engaging manner (Milanesi et al. 2022, p. 103). The chance to create visuals that are aesthetically pleasing and the opportunity to try different styles allows companies to generate as high engagement as they can. Milanesi et al. (2022) highlight how Instagram is a platform, that when used strategically, can be effective in communicating directly with customers and that it is an extremely powerful tool when used to communicate the topic sustainability.

Within the study by Milanesi et al. (2022) the two brands, infamous for their sustainability, Patagonia and Stella McCartney have their social media platforms analysed. Pictures from their Instagram accounts were analysed and collected, to truly see the power of social media and how these successful brands showcase their efforts. The findings highlighted that Patagonia was able to generate more user engagement as their pictures were visually orientated towards nature and connected to the outside, whereas Stella McCartney’s images were more fashion related. This demonstrated how ‘the way sustainable fashion companies advance their visual interpretation can vary significantly’ (Milanesi et al. 2022, p.109) highlighting that there is not only one approach to being successful within sustainable fashion. From the study it showed that, when considering sustainability, what also should be considered is the characteristics of the product being sold alongside the positioning of the brands. Patagonia offers clothing for outdoor and adventure moments, whereas Stella McCartney offers luxury fashion therefore their positioning is very different. These differences between the brands are unique and allow them to attract their own audiences which ultimately allows sustainable fashion marketing to reach a larger target market. Brands must remember that there is not a ‘one size fits all’ approach when it comes to sustainability messaging, and they should develop their own unique approaches.

Social media is not just a marketing tool, but an ecosystem full of many diverse pathways to boost engagement. Platforms like Instagram and TikTok enable brands to combine visual

aesthetics, interactive features and influencer collaborations to craft and tell their impactful narratives. To make the most of these platform's brands must first understand the unique opportunities within each platform and then align their strategies with audience behaviour and expectations. From hashtags to influencers, social media offers many different opportunities and avenues for brands to build trust and engagement. As the sustainable fashion industry grows, brands must evolve and adopt audience-focused approaches to ensure lasting consumer change.

6. Brand Storytelling and Green Marketing Strategies

6.1 Evaluate how storytelling and transparency in marketing impact decision-making.

6.2 Discuss the importance of trust-building and addressing greenwashing concerns.

Storytelling plays an important role in green marketing and sustainable fashion. This brand element has the power to shape consumer perceptions and convey authenticity through building emotional connections with consumers. Within Kaivonen et al. (2024), there is a study that elaborates on how identity work is a crucial element of storytelling. Identity work comprises of three forms: narrating, reflecting, and balancing. This refers to the efforts individuals make to shape their sense of self (Lawrence and Phillips, 2019, cited in Kaivonen et al. 2024, p. 94). An example of this is influencers, they create 'identity-based narratives' that inspire their followers to engage with their stories and potentially make similar changes in their own lives. As mentioned previously influencers have a key role to play in consumer engagement and brand storytelling and this aligns with green marketing strategies. Through social media influencers share their 'recovery stories' as they shift from being 'fast fashion junkies' to embracing sustainability and changing their consumption behaviours (Kaivonen et al. 2024, p. 94). This type of content that influencers post, empowers their followers by proving that they too can change their habits and begin to change their consumption to become more sustainable. Through narrating their stories, influencers reflect on their past behaviours in a way that involves 'thinking out loud,' openly contemplating their emotions and values in front of their followers. In this context, identity work within green marketing strategies requires balancing two identities: one as a sustainable consumer and the other as a fashion influencer (Kaivonen et al. 2024 p. 96). By sharing this balance, influencers shape their public image, demonstrating their commitment to sustainable fashion in both their professional and personal lives. This

transparency and honesty enhance the authenticity of their message, which, in turn, motivates their followers to change their habits and preferences (Kaivonen et al. 2024 p. 89). This authenticity becomes a key pillar of effective green marketing, as it builds credibility for both the influencer and the brand in the minds of consumers, as when they see these changes for themselves it proves that change is possible. This sense of authenticity developed through identity storytelling, also connects with the concept of ‘brand love’ where emotional identity and reflection enhance consumer trust.

In addition to brand and influencer-led storytelling, UGC, as seen previously, has also become a powerful element in brand storytelling. The study by Hasbullah et al. (2020), highlights how consumer led narratives are powerful in shaping perceptions by influencing both intrinsic and extrinsic motivations. The intrinsic emotions encompass consumers’ feelings such as self-acceptance and the desire to be part of a community while extrinsic motivations involve frame and endorser credibility. With UGC there is content created from real users adding authenticity and emotional depth to a brand’s message. As noted in the study ‘the practices of UGC can build a long-term relationship between consumers and organizations’ (Hasbullah et al. 2020, p.5211). This reinforces that sustainable marketing is most effective when consumers are empowered to express their opinions and narrate their sustainable journeys, making content more relatable and trustworthy.

The study by Khalid et al, demonstrates the importance of the concept ‘brand love’ and how this has the power to change how consumers think. The findings from this study showed that the authenticity of a brand in the consumer’s eyes ‘plays an essential role in developing brand love and later influences brand loyalty behaviour’ (Khalid et al. 2024, p. 609). Brands can communicate true authenticity when narrating themselves as transparent and gain consumer’s trust. The study investigated brand love drivers linking a brand’s popularity and authenticity to the consumer’s internal and external self-expression. The study discovered that the transition to brand love ‘is not instinctive and is associated with strong marketing and positioning’ (Khalid et al. 2024, p. 611), demonstrating how successful green marketing strategies are able to create strong customer loyalty. When consumers develop an emotional attachment to a brand, they form an intangible connection. As cited by Ruane and Wallace (2015, in Khalid et al. 2024), consumers love brands that they believe reflect their lifestyle or personality, and they tend to remain loyal to them. Brands are able to obtain love from their consumers when ‘their product or service is well known and widely accepted by consumers’ (Khalid et al. 2024, p.

619). This allows a sustainable connection that will last and create an impactful change on behaviour, brands must utilise this and implement it into their strategies. To effectively communicate this authenticity and emotional connection brands must also consider how their narratives are framed both visually and verbally across digital platforms. They must endeavour to build this brand love at the heart of their green marketing strategies.

As a key strategy, brand storytelling has become crucial for brands. For them to truly convey their commitment to sustainability in an authentic manner, green marketing, when combined with compelling narratives brands connect with consumers and differentiate themselves. According to Kwon and Lee (2021), fashion brands are increasingly using Instagram to frame their corporate social responsibility (CSR) efforts. This is done through nature-themed imagery, environmentally aimed language and authentic storytelling. These strategies enhance brand image. Garcia and Greenwood (2015, cited in Kwon and Lee, 2021) emphasise the need to create CSR strategies that are deployed in a specific manner to generate positive responses, which ultimately lead to purchase intentions. Kwon and Lee (2021) discuss how previous researchers have found that framing plays an important role in marketing. The way that marketers frame their content styles or characteristics can be a crucial part in persuading audiences. Framing is often viewed as a ‘cognitive device’ that places information in a unique context, with the power to attract greater attention and alter an individual’s assumptions and ultimate decisions, as cited by Entman (1993), Garcia and Greenwood (2015), and Pan and Kosicki (1993) in Kwon and Lee (2021). When discussing framing is it in not only in terms of wording but also photos and visuals used, photos allow audiences to understand complex messages more easily and compared to text visuals have greater framing effects on consumer behaviour as cited by Powell et al. (2015) in Kwon and Lee (2021). Like identity work, framing also plays a crucial role in shaping consumer perception; by encouraging reflection and emotional engagement it helps consumers see themselves in the brand’s message. As previously seen Patagonia utilise nature themed imagery to convey their message and spread the essence of their brand, which is how they creatively frame their brand values and sustainability messaging.

Expanding on how values-based branding can drive trust, Rudolph et al. (2023) introduce a moral perspective that aligns with the emotional and visual strategies outlined above. A strategy which is becoming more popular within sustainable fashion is the rise of sustainable brands who centre their storytelling on values, such as fairness, transparency and responsibility.

As highlighted by Rudolph et al. (2023) sustainable fashion brands convey these values across four key areas within a ‘new moral perspective in marketing ethics’. These 4 areas are product design, brand purpose, communication and sourcing. The study highlights how ‘fairness’ is an element which is extremely important for brands to consider and how their relationships with their stakeholders are crucial as this can be seen as a ‘value driver in marketing practices’ (Rudolph et al. 2023, p.369).

When looking into the four key areas mentioned these form the pillars that ethical brands should adopt when constructing their stories. The first component is the product; brands must offer high-quality items that are durable for consumers, ‘such as fair-trade manufacturing or fabric containing organically grown raw material’ (Goworek et al. 2012, cited in Rudolph et al. 2023). This shows care towards the consumer’s product allowing the consumer to build a relationship of trust and loyalty towards the brand before they buy and even more so when they have the products. The second component is purpose, this investigates brands going beyond the ‘economic performance’ (Rudolph et al. 2023, p. 375) this activity shows a commitment to social or environmental causes, beyond the company trying to generate sales and profit. When brands develop interest in these areas, they can develop collaborative relationships with their stakeholders which can form relationships and a unique strategy. This activity showcases that they have ongoing commitments to sustainability and helps them build upon their brand values and story, by visually showing their efforts rather than writing them.

The third component is communication, and this is based around the value of transparency. This is ‘an important value for stakeholders as it allows them to learn not only about firms’ products but the entire value chain operations’ (Rudolph et al. 2023, p. 375). With true transparency there is an intangible value which is gained where companies are truly able to connect with their consumers. Within the study by Rudolph et al. (2023) their data showed that social media platforms are a useful tool to promote and advertise new products, but also to enhance transparency towards consumers. Finally, the final component is sourcing which relates to sourcing materials and ensuring ‘monitoring and auditing’ to ensure that all has been ethically sourced. (Rudolph et al. 2023, p.376), with ensuring that products have been sourced ethically companies are able to avoid issues such as greenwashing which can be detrimental to a brand’s reputation. With strong ethical guidelines and policies companies can physically demonstrate to their consumers their efforts and build this into their strategy and brand narratives.

The study by Rudolph et al. (2023) highlights how ethical retailers are able to create more value for their stakeholders compared to fast fashion brands by adding a new moral perspective to marketing practices. They identify four key pillars which brands must follow to ensure they are truly demonstrating sustainable behaviour. These pillars can be brought to life through brand platforms. For example, one retailer featured in the study used the Instagram stories feature to introduce ‘Transparency Tuesday’, creating a space to directly engage with consumers and answer questions about their operations. This innovative approach is an example of how ethical brands can create trust and reinforce their brand authenticity in the eyes of their consumers. By adopting a true mindset of understanding what is fair, brands can create impactful changes that consumers will notice, playing a key part in sustainable fashion marketing, pioneering real change.

In support of this, the final findings of the study by Kaivonen et al. (2024) suggest that these storytelling strategies significantly shape brand perception and foster consumer loyalty and trust. Brands can successfully implement green marketing strategies by utilising options such as sustainable fashion influencers to position themselves as leaders in ethical fashion. This enables deeper engagement both through the brand’s own platforms and via influencers, helping attract new audiences and connect with diverse target markets. Similarly, just as brand love is built on perceived authenticity and resonance, effective framing enhances transparency and reinforces the credibility of a brand’s sustainable commitments. Therefore, storytelling, when framed correctly and perceived as genuine, becomes a persuasive tool that deepens connection, stimulates behavioural change and produces consumer loyalty, which are the key drivers to the adoption of sustainable fashion.

7. Digital Innovations in Marketing

7.1 Explore innovations such as gamification, AR (Augmented Reality), and personalised shopping experiences.

7.2 Analyse how these innovations engage consumers with sustainable fashion brands.

As sustainable fashion becomes more popular, brands must improve the ways they reach their audience. Digital tools are becoming increasingly effective in enhancing consumer engagement and increasing their satisfaction, such as offering platforms that allow customers to experience

fashion in a way they haven't before. Techniques such as gamification, augmented reality (AR) and virtual reality (VR) personalised shopping journeys are being developed, and these can be used as strategies to captivate and educate consumers whilst reinforcing the message of sustainable fashion. This section explores key digital strategies used by brands to engage audiences and promote ethical values.

As fashion brands begin to turn to the digital world, it is important to make sure they are aware of what the digital world has to offer. In order to become more relevant and gain more exposure sustainability marketing must evolve alongside digital movements. Digital innovations are creating new pathways to generate consumer engagement and transform how ethical values are communicated. Mao et al. (2025) highlight the growing influence of technologies such as gamification, augmented reality (AR) and virtual reality experiences (VR) which are shaping consumer attitudes and transforming the digital marketing world. Features such as virtual fashion shows, interactive fitting rooms, and immersive brand environments allow consumers to participate in the storytelling process, making fashion, in general, more accessible, presenting brands in a way that resonates more to them. These strategies offer unique brand experiences and facilitate deeper consumer engagement which has the potential to be a key driver of behavioural change in terms of consuming sustainable fashion.

Within Mao et al. (2025) non-fungible tokens (NFTs) are explored and how 'digital fashion, particularly in the form of NFTs opens up new avenues for consumer engagement' (Mao et al. 2025, p. 210). NFTs allow fashion to transcend traditional boundaries, particularly among younger generations, allowing them to discover new experiences. In the context of digital fashion marketing, NFTs are a unique, digital asset, such as a virtual garments or exclusive fashion show content that allow consumers to engage with brands and express their identity within virtual environments. Moreover, digital fashion shows have emerged as a new paradigm in the marketing world, combining traditional fashion with technological advancements. Through platforms such as VR and AR, brands are able to provide immersive experiences. As Mao et al. (2025, p. 211) note, 'the inclusion of NFTs in these shows adds a sense of inclusivity and ownership'. With this unique aspect consumers feel that they are receiving an experience they will not find elsewhere, increasing their interest in the brands that are advancing technologically. In this way, NFTs not only enhance consumer engagement and brand innovation but also contribute to a shift towards more sustainable, immersive, and value-driven fashion experiences in the digital age.

In addition to this, gamification is another digital innovation influencing consumer behaviour. The study Mao et al. (2025) found that ‘gamification components, such as challenges, points, and enjoyment, positively affect customer engagement. This engagement has a positive effect on brand love’. Digital environmental stimuli have been shown to influence consumer behaviour and decision making. By incorporating interactive elements into shopping experiences brands can increase their customer satisfaction and engagement. Within sustainable fashion, gamification could be used as a strategy to engage and educate consumers about ethical practices. Within the study brands noticed how when consumers were able to interact with a virtual model and personalise their virtual clothing they were made to feel ‘part of the show’ as VR enabled user exploration by allowing consumers to view products in a 360-degree format (Mao et al. 2025, p. 215). These technologies provide more opportunities for engagement, enabling brands to create authentic narratives and deeper consumer relationships allowing them to experience fashion in a completely different way.

However, digital innovation is not just for the large brands, meaningful innovation can also come through the creative use of existing digital platforms in addition to social media. The study by Eckert et al. (2022) shows how micro and small-sized businesses leverage tools such as blogs and crowdfunding tools alongside social media platforms, these tools are used to market their products and build communities which allow them to build sustainability into their brand narratives. In this way, digital innovation becomes an essential tool for visibility, resilience, and engagement particularly for brands operating outside major fashion hubs.

Digital storytelling has played a pivotal role when promoting sustainable fashion as this truly is the key to differentiate within a highly saturated market. Within Eckert et al. (2022) small sustainable brands used personal blogs and interactive content to share the stories behind their garments. One story mentioned in the study was a designer who utilised crowdfunding to ‘initiate and run online sustainable fashion events and workshops’ (Eckert et al. 2022, p. 549). This designer adopted a transparent approach that inspired people to fund her designs, and this allowed them to ‘build up personal relationships with clients’ (Eckert et al. 2022, p. 550) with these relationships they were able to fund a whole collection, truly showing the power of consumer relationships. This is a key example of how digital strategies can strengthen emotional connections and how true authenticity holds power.

Digital innovations are accessible to brands of all sizes and budgets. These innovations hold the power to communicate with consumers in a unique way and transform how they think.

From immersive technologies such as AR and VR, to crowdfunding through storytelling we can see there are many dynamic ways to engage customers. As Mao et al. (2025, p. 212) conclude, ‘digital stimuli, such as digital fashion shows and NFTs, are important influencers of consumer cognitive and emotional states, which lead to purchase intentions’. This reflects the pivotal role innovations have and how they are key to driving conscious consumption in the ever-evolving digital world. Brands must endeavour to continuously educate and engage with these technological innovations to ensure they build enduring, engaging and successful strategies.

8. Challenges and Limitations in Promoting Sustainability

8.1 Identify and discuss challenges sustainable fashion brands face when implementing effective digital marketing strategies (e.g., greenwashing, limited resources, digital competition).

While digital marketing has proven to be a powerful tool, it does not come without its challenges, especially when promoting sustainable fashion. Issues such as consumer trust, limited resources, contradictory business pressures and the gap between sustainability ideals and digital realities can arise and pose reputation risks to brands. This section explores the common obstacles when promoting sustainable fashion, such as greenwashing, consumer education gaps and structural contradictions that complicate the promotion of sustainability in the fashion industry.

The study by Sailer et al. (2022) examines greenwashing and bluewashing during the global phenomenon of Black Friday. This period involves an increase in consumer purchases driven by significant discounts. The article warns that misleading practices often occur during this period, reducing the competitive advantage of brands that are genuinely sustainable. During this period ‘to gain a competitive advantage and maintain their sustainable corporate images, some brands use greenwashing and/ or blue washing strategies’ (Sailer et al. 2022, p. 1). These deceptive practices can lead to ‘alarming cynicism’ within consumers and cause issues with trust. Greenwashing refers to a marketing practice where brands exaggerate or make false claims of environmental benefits, while blue washing is when a company appears more socially responsible than it really is (Sailer et al. 2022). These practices carry large risks which can damage brand reputation and ruin consumers’ trust leading to greater scepticism and distrust

within consumers. Digital campaigns can easily become misleading when sustainability claims are not backed by action. Within the study by Sailer et al. (2022) it was discovered that brands would use hashtags such as ‘#green week’ and ‘#greenfriday’ to attract sustainable consumers that would usually engage with sustainable content. They also discovered that many brands offered a ‘small monetary or in-kind donation to charity or reforestation projects for each order’ (Sailer et al. 2022, p. 10). This practice that qualifies as blue washing as companies are using short-term incentives to boost their sales. These types of acts should be genuine and long-lasting and part of the ethos of the company, not as an incentive to attract more customers. These strategies risk creating confusion undermining brand authenticity, and damaging consumer trust that sustainable brands work hard to build.

In addition to these risks, the study by Heim (2022) introduces the paradox between the intent and outcome of social media marketing campaigns. For example, Patagonia’s ‘Don’t Buy This Jacket’ campaign, which promoted repairing clothing instead of replacing, ultimately lead to more sales for Patagonia due to the attention it attracted. This outcome can be seen as controversial in consumers’ eyes, leading them to question the intentions of the campaign. Brands face a delicate balance in managing this tension, as it can impact consumers’ trust. As cited by Hepburn (2013) in Heim (2022), this contradiction was described as ‘double greenness’ where consumers, despite their ethical intentions, ultimately bought into the economic process they try to resist. Despite this, the campaign ‘helped establish a strong community of people who appreciate the brand’s values and its products’ (Heim. 2023, p.107) this example highlights the complexity of creating sustainable campaigns and ensuring consumer trust is not damaged which is a paradox brands must learn to navigate.

Moreover, Gossen and Heinrich (2021) highlights the core dilemma faced by sustainable fashion brands, that is attempting to reduce overconsumption whilst maintaining financial viability. The authors examine how small businesses promote sufficiency-oriented choices, urging consumers to buy less and avoid overconsumption. However, this leads to the challenge of companies’ survival as ‘one should not forget there is no social business without business’ (Gossen and Heinrich, 2021, p. 4). As businesses influence the range of products available, they play a significant role in shaping consumption habits. This paradigm creates a shared responsibility or ‘co-responsibility’ (Gossen and Heinrich, 2021, p. 2) between companies and consumers. To resolve this obstacle, companies should focus on product ‘longevity, high quality and reparability’ (Gossen and Heinrich, 2021). The study conducted a series of

interviews with sustainable brand business owners who revealed that it is possible to run a business that is economically sustainable and at the same time ecologically and socially sustainable without relying on constant consumption. However, this requires a strong commitment to resisting fast fashion norms and adopting innovative business practices.

Finally, many consumers still lack a comprehensive understanding of what true sustainability really entails in the context of fashion. While the concepts of repairing and recycling clothes are recognised, wider issues such as the supply chain, labour ethics and resources usage are frequently overlooked. Therefore, a knowledge gap exists, and brands have a responsibility to address this. As cited by Nazir (2021), in Bennetta and Oeppen Hill (2022) ‘many consumers are still unclear about what sustainability is and what makes a brand or product sustainable’. This gap can undermine the effectiveness of digital campaigns, leading to consumer confusion and scepticism, therefore brands must integrate education into their marketing strategies. The study by Bennetta and Oeppen Hill (2022) shows a clear desire for brands to take a more active role in educating consumers. As Dennis (2019, cited in Bennetta and Oeppen Hill, 2022) states, ‘social media is a primary source of information and a great way for brands and individuals to use their influence on others to increase awareness’. Without a clear explanation of what makes a garment sustainable, consumers struggle to justify the higher price points ethical fashion has and therefore do not change their consumption habits. As Hergarten (2015, cited in Bennetta and Oeppen Hill, 2022, p. 419) explains, ‘consumers would need to have a deeper understanding of the complexity of the supply chains, and the reasons why sustainable products warrant higher price points.’ Overcoming these challenges requires meaningful education as ‘education has been placed at the heart of strategy’ (Bennetta and Oeppen Hill, 2022, p. 420).

Brands must prioritise educating their consumers and help them navigate the complexities when understanding what sustainable fashion is, this understanding will allow consumers to obtain the information they need to truly change their consumption behaviour. These difficulties show how challenging it is within the fashion industry to use digital marketing to spread the message of sustainability. Transparency, consistency, and long-term engagement strategies are necessary to overcome problems including greenwashing, limited resources, and gaps in consumer knowledge. Brands must acknowledge these obstacles and try to boldly overcome them. Brands must prioritise content such as educational content to build awareness and aim to be pioneers within sustainable fashion.

9. Best Practices for Sustainable Digital Marketing

9.1 Summarise insights from successful campaigns.

9.2 Discuss recommendations for how fashion brands can best showcase and market their sustainability efforts.

Based on the findings from this literature review I have developed a series of best practices that reflect how brands can authentically use digital platforms and social media to communicate their sustainability. Within the study by Greco (2023) we are able to see how sustainable fashion is possible and already being practiced. This study notes ‘the existence of small brands that abide by sustainable practices is a sign that change is already happening. In such a situation, arguing from best practice can be a strategic move. It does not prove that change is widespread but that it is possible.’ (Greco et al. 2023, p. 543). This highlights how although the topic of sustainable fashion is relatively new, meaningful practices already exist and can be used as an example for others and that ultimately this change is possible.

As highlighted by de Koning et al. (2024), digital marketing sustainability strategies require more than just branding, they must be grounded in behavioural insight and offer actionable solutions to effectively influence consumer habits. To be able to gain a deeper understanding into the most effective strategies future research much be conducted dedicated to testing different best practices. Since there is no definitive framework surrounding sustainable digital marketing in fashion each best practice should be studied within its specific context. Collecting data remains a clear and essential way to evaluate effectiveness as emphasised by Apetrei et al. (2024, p.181), ‘the analysis of consumer preferences for fashion based on various socio-demographic factors is crucial for guiding the establishment of a sustainable framework within the fashion sector.’ Developing effective and sustainable digital marketing strategies requires a data-driven approach that considers consumer behaviour and evolving trends.

Creativity plays a crucial role when marketing sustainable fashion. Brands must inspire their consumers through strategies that are unique and bold. Brands should not shy away from pushing boundaries, following in the footsteps of pioneers such as Patagonia, brands which attract attention to themselves through their strong values. Vladimirova et al. (2024) discuss how limitations often arise when brands lack diverse perspectives often overlooking different avenues such as using influencers, NGOs and activists. These different voices could allow brands to reach new audiences and challenge mainstream consumption. Collaborating with

these groups introduces a unique element that traditional marketing strategies may miss. As Vladimirova et al. (2024, p. 183) state, ‘An omnichannel approach strongly emphasises sustainable marketing activities, moving away from traditional advertising formats,’ reinforcing the need for brands to embrace a broader, more innovative approach to communication.

I have outlined a list of best practices which I have derived from my analysis above, utilising the 30 articles from my literature review. These should be seen as initial and straightforward steps that brands can take to communicate their sustainability messaging, I have included a description of each and in addition, how they should be implemented. In the future, these should be tested individually, so that data can be collected and analysed, truly identifying which strategies are most effective.

The following table presents ten key best practices, each offering strategic guidance for integrating sustainability into digital marketing initiatives:

Best Practice	Description	Integration Strategy
1. Make content accessible	Ensure messaging is simple and inclusive, making sustainability easy to understand for all consumer knowledge levels.	Use clear and relatable language, which is repeated within multiple posts to so that consumers become accustomed to sustainable language.
2. Leverage a multi-channel approach	Use a mixture of influencers, social media platforms, digital fashion shows and traditional media to gain the largest reach.	Combine sustainable influencers with digital marketing strategies to create a seamless sustainability image and use these partnerships to maximise reach.
	Ensure that with all efforts there is transparency shown, collaborate with like-minded	Define the brand’s sustainability mission clearly and prioritise sharing stories about the brand’s

3. Create a unique and authentic brand story	influencers that reinforce brand trust and authenticity.	journey and values. Give importance to the 4 key areas of marketing ethics (product design, brand purpose, communication and sourcing).
4. Emphasise short video content	Utilise platforms such as Instagram reels and Tiktok. Share a variety of content such as lifestyle videos, educational content and dedicate posts to the brand's values.	Prioritise short videos and experiment with different types of sustainability related content alongside, including call to actions within all posts. Use the COBRA framework to measure engagement and see what content is most successful.
5. Respect and engage through two-way communication	Respond to consumer engagement such as likes, comments and shares to build a community through engagement and consumer feedback.	Dedicate recurring content series (e.g., weekly Instagram stories) to answer consumer questions and engage with consumers directly through comments.
6. Embrace individuality in strategies	Develop a strategy that reflects the brand's uniqueness and embrace these differences through social media.	Emphasise what makes the brand different and ensure this is consistently reflected in visual content, storytelling and campaign tone.
7. Use digital innovation creatively	Innovate with gamification, digital campaigns such as 'Transparency Tuesday' or	Stay up to date with technological innovations. Experiment with digital innovations such as virtual

	interactive content capturing consumers' attention.	try-ons or launch gamifications to educate consumers.
8. Be cost-conscious but strategic	Use cost-effective digital tools to market high-quality, durable fashion that promotes reducing consumption.	Shift budget from traditional printed advertisements to digital strategies such as influencer collaborations and creating short videos of quality for social media platforms.
9. Implement pioneering campaigns	Run bold, values-led campaigns (such as Patagonia's 'Don't Buy This Jacket') and aim for global reach, recognising the power of social media in crossing physical boundaries.	Challenge overconsumption and experiment with non-conventional ideas, and introduce concepts such as repair services, garment recycling or take back schemes to show leadership and integrity.
10. Focus on education and long-term commitment	Ensure you are consistently educating consumers, fighting against greenwashing and generating meaningful engagement showing that the value of 'fairness' is at the heart of your brand.	Incorporate educational content into the brand's ongoing strategy through blog posts, explanatory videos to uncover what true sustainability is and help consumers make informed choices.

10. Limitations and Future Lines of Research

When reflecting on this study, the limitations identified include the fact that it was solely based on secondary research, as the methodology involved a literature review consisting of 30 academic articles. These were analysed in detail however, no primary data was collected that would reflect real-time data. It is also important to mention that while the coding process was

carried out manually to ensure accurate decisions with which articles to involve, this process involved a degree of interpretive subjectivity. In addition, due to this topic being an emerging area of discussion focused on digital marketing, which is evolving rapidly with new innovations, best practices on social media must be updated and monitored to reflect the latest innovations. Moreover, most of the studies were conducted in Western markets. Although there was a large geographical scope, more studies must be conducted surrounding different consumer behaviours in different cultural contexts. During the study, it was discovered that there is limited literature that exists within the specific areas; digital innovations in marketing, the challenges and limitations in promoting sustainability and best practices for sustainable digital marketing. This lack of existing research meant that analysis in these areas was more limited, and this highlights how more research must be carried out specifically within these areas. Lastly, within this study the best practices outlined were not empirically tested, these were derived from conclusions within the literature reviewed. Therefore, further data driven research must be conducted in the future to gather more concrete evidence as to which strategies are most effective.

For future lines of research, the best practices identified within this study should be implemented by brands so that they are able to be tested in real settings and data can be collected. This will help to guide brands to effectively promote sustainable fashion and allow them to develop strategies based on what is most successful for them. Furthermore, the study outlined emerging platforms, such as TikTok, which is becoming increasingly popular and shows strong potential for the future of digital marketing. Emerging platforms must be continuously monitored alongside new technological innovations, and further research is needed to understand how consumers interact with these and what strategies can be developed or improved to effectively market sustainable fashion within the digital world.

11. Declaration of Use of Generative Artificial Intelligence Tools in Dissertation

I, Sana Jalal student of E4 at Universidad Pontificia Comillas, hereby declare, upon submitting my Undergraduate Dissertation titled ‘Green Fashion in the Digital Age: The Role of Digital Marketing in Driving Consumer Engagement with Sustainable Fashion’ that I have used the Generative Artificial Intelligence tool ChatGPT or other similar tools only within the context of the activities described below:

1. Brainstorming research ideas: Used to generate and sketch out possible research areas.
2. References: Used in combination with other tools, such as Science, to identify preliminary references, which I later reviewed and validated.
3. Methodological guidance: To discover applicable methods for specific research problems.
4. Template creation: To design specific formats for sections of the thesis.
5. Style and language proofreading: To improve linguistic and stylistic quality of the text.
6. Summarizing and explaining complex books: To summarize and understand complex literature.
7. Reviewer: To receive suggestions on how to improve and refine the thesis with different levels of rigor.

I affirm that all the information and content presented in this thesis are the result of my own research and individual effort, except where otherwise indicated and where appropriate credit has been given (I have included the relevant references in the thesis and explicitly indicated how ChatGPT or similar tools were used). I am aware of the academic and ethical implications of submitting non-original work and accept the consequences of any violation of this declaration.

Date: 03/06/2025

Signature: Sana Jalal

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13. Appendix

Appendix A – Literature Review Coding

Figure A1: Initial keyword search in Scopus

This screenshot shows the initial search process using 7 keywords in the Scopus database to identify relevant academic articles related to sustainable fashion and digital marketing.

The screenshot displays the Scopus search interface. On the left, there is a table with the header 'Scopus search:' and several empty rows. To the right of the table, there are three search boxes, each containing a 'Search within' dropdown menu set to 'Article title, Abstract, Keywords' and a 'Search documents' input field. The first search box contains the query '"clothing" OR "fashion"'. The second search box contains the query '"sustainable" OR "ethical"'. The third search box contains the query '"social media" OR "digital marketing" OR "digital campaigns"'. Between the search boxes, there are 'AND' operators with dropdown arrows. On the far right of each search box, there is a blue 'X' icon to clear the search and a trash can icon to delete the search box.

Figure A2: Total number of articles collected from keyword search with selected articles highlighted

This figure presents the total number of articles retrieved from Scopus. Highlighted cells indicate those that were finally selected for the study.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Authors	Title	Source	Link	Abstract	Author Keywords	Document	IN/OUT	READ	Highly	Inherent	TL	Themes				
2	Sobko N.K., Bhatia D., Sharma S., Bhatia H.S.	Single X-ray: The Growth of Start-Up Through the Adoption of Sustainable Fashion	2023	Green X-ray	In the industry developments and resource sustainability on the most on-demand	Green X-ray	0	4									
3	Geiger V., Kietz J., Paterson-Smith C., Giam C.	Disrupting the fashion industry: social media and Gen Z fashion consumption	2023	International J	Purpose: The aim of this paper is to assess Evidence, Gen Z, Generations, Gen Z	International J	0	4									
4	Wanick K., Sallmann J., Baecker E.	The Use of Augmented Reality to Enhance Consumer Experience: The Case of K&N	2023	Pilgrimage Stud	The pandemic has forced fashion brands to adopt Augmented Reality, Augmented reality, Book chapter	Pilgrimage Stud	0	4									
5	Morales-Huete M.	Augmented Reality in Fashion: A Review	2023	Sustainability	Media discourse surrounding fashion and augmented reality, Instagram, the Article	Sustainability	0	4									
6	Wu K., Tang M.-L., Yang H.-H., Ai M.H., Chi M.	How is the fashion industry embracing sustainable value chain model under post pandemic disruption: A fast fashion	2023	International J	Researching a sustainable value chain model Decision-making that and evaluation Article	International J	0	3									
7	James C.	Style as Trait: The Gendered Aesthetics of Appearance, Consumption, and Fast Fashion	2024	Competition	Style as Trait: The Gendered Aesthetics of Appearance, Consumption, and Fast Fashion Article	Competition	0	1									
8	Balaguer A., Balaguer T., Balaguer T., Muelhalp A.	The impact of tourism and digital media on the dynamics of the fashion industry in its	2023	Multidisciplinary	The fashion industry is undergoing significant cultural exchange, digital media, gti, Review	Multidisciplinary	0	4									
9	Wang Z., Liu C.	Mixing Chinese and Western Motifs for Selling Unlabeled Fashion Items in the	2023	Sustainability	With the development of China's fashion e-commerce market, anti-fraud Article	Sustainability	1	0									
10	Kapoor P.S., Toppo A., Chak S.	Social Media Influence Perceived Sustainable Fashion: Effects of Sponsorship and E	2023	Journal of	Increasing pro-sustainability concerns has benefit-association, message appeal Article	Journal of	1	0									
11	Perrais L., Ruiz-Fernandez L., Pineda-Perez F.	CSR drivers and fashion SMEs and performance: the role of internationalization	2023	Journal of	Purpose: In recent years, consumers have CSR, Fashion industry, International Article	Journal of	1	0									
12	Perrais A., Ferraz M., Kumar S.M., Sathyan R.S.	How Translucence in Fashion Retail	2023	Journal of	The study investigates the impact of social media on consumer behavior Conference pi	Journal of	0	4									
13	Balaguer A., Balaguer T., Balaguer T., Muelhalp A.	The Importance of the Virtual Application in Populating Sustainable Behavior among	2023	Sustainability	Changes in the fashion market (ready to clothing market, dissemination, Gen Article	Sustainability	1	0									
14	Bhattacharya A., Arora N.	From Models to Mayhem: The Oxymergent Evolution of International Law and E	2023	Overlaid Res	The fashion law is an emerging field that adds and globalization, fashion industry, Article	Overlaid Res	0	1									
15	Chen Y.E., Patten C.F., Gupta L.A., Chakrabarty S.	Challenges, choices and ethical strategies of sustainable fashion brand joint in	2024	Review de Co	Social media, especially those e-commerce, fashion, image, Instagram, Article	Review de Co	1	0									
16	Wang Z., Wang Z.	Stays in the Game: Fashion Branding and Commercial Value Games	2023	Pilgrimage Stud	The interaction between fashion brands Digital Media, Metaverse, Non-fungible Book chapter	Pilgrimage Stud	0	4									
17	Chen Y.E., Patten C.F.	Role of Brand Benefits and Marketing Communications in Consumer Social Media E	2023	Pilgrimage Stud	As a strategic choice, environmental behavioral intentions, Social Media, Social Media Article	Pilgrimage Stud	0	1									
18	Alamy L., Toppo A.	Sustainability Communication of Fashion Brands on Social Media: A Meta-Analysis	2023	Smart Innovat	The aims of the study are twofold: (1) to explore consumer engagement, Long Conference pi	Smart Innovat	0	4									
19	Perez-Aranda J., Rodriguez D., Pascual J.A.	Twitter and eWOM in accommodation decision-making: insights from Generation	2023	Journal of	Purpose: This study aims to explore the role of consumer decision-making, Compa Article	Journal of	0	2									
20	Li S., Liu C., Wang C.	Consumer Engagement in Fashion Circularity in China: Exploring Consumer Choice in	2023	Sustainability	Research results has emerged as a notable, China, circular fashion, Consumer Article	Sustainability	1	0									
21	Kalavathi L., Meenakshi L., Venkatesh D.	Do What I Do to Drive Change: The Social-Symbolic Role of Sustainable Fashion	2023	Fashion Theory	This paper aims to study how sustainable institutional theory, social media, anti Article	Fashion Theory	1	1									
22	Drish N.	Consumer choice between lifestyle-oriented fashion brands and social media in the	2023	Driving Green	Scope: This is a marketing platform effectively, driving lifestyle-oriented fashion Book chapter	Driving Green	0	4									
23	Kulkarni S., Purohit S., Purohit S., Purohit S.	Co-creating Sustainable Fashion: A Journey from Generation Z Consumers to the Role	2023	Journal of	As an era characterized by generativity, Co-creation, Earned media, E-commerce Article	Journal of	0	4									
24	Purohit S., Purohit S., Purohit S., Purohit S.	LUXURY FASHION MARKETING AND BRANDING: A Strategic Approach	2023	Luxury Fashion	Luxury Fashion Marketing and Branding offers a comprehensive analysis of this Book chapter	Luxury Fashion	0	4									
25	Purohit S., Purohit S., Purohit S., Purohit S.	Consumer Engagement in Fashion Circularity in China: Exploring Consumer Choice in	2023	Journal of	Sustainability is a broad concept and encompasses a wide range of consumer Article	Journal of	1	1									
26	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
27	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
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30	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
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73	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
74	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
75	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
76	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
77	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
78	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
79	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
80	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
81	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
82	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
83	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
84	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
85	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
86	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
87	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
88	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
89	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global fashion industry have been Article	2023	Journal of	The social and environmental impacts of the global fashion industry have been Article	Journal of	1	1									
90	Sharma L., Le Quang B., Dhar S., Dhar S.	The social and environmental impacts of the global															

Year	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
2016	Kaewwong K.	Marketing consumer attitude and sustainable consumption in the digital age	2016	Handbook of Digital Marketing	This chapter presents the overview of consumer attitude, the aspects of core.	Book chapter	0	4	1	1	1	1	1	1	1	1	1	1
2019	Salfer A., Wilfong H., Shuman E.	Greenwashing and Bluewashing in Black Friday Related Sustainable Fashion Market	2019	Sustainability 11(10):1-15	Greening awareness of the fashion industry: An exploration.	Black Friday; Bluewashing	1	1	1	1	1	1	1	1	1	1	1	1
2020	Chen H.	Disruptive gaps: Gender production and informal silk fashion enterprises in Canada	2020	Religions 11(10):1-15	Several North American silk retailers are Canadian. Silk, Khadi, Sari, etc.	Article	1	1	1	1	1	1	1	1	1	1	1	1
2020	Chen T.-M., Cheng T.C.E.	Sustainable fashion supply chain management: From sourcing to retailing	2020	Sustainability 12(10):1-15	This handbook is a compilation of comprehensive reference sources that provide	Book	0	4	1	1	1	1	1	1	1	1	1	1
2014	Elkhai H., Nardi S.	Information and its discontents: The invisible division of labor between humans and	2014	First Monday 19(10):1-15	The division of labor between humans and computer systems has changed as	Article	0	1	1	1	1	1	1	1	1	1	1	1
2020	Tsai D.S., Balabanian S., Elka R.	Engaging consumers with sustainable fashion on Instagram	2020	Journal of Fashion Marketing and Management 24(10):1-15	Purpose: The purpose of this study was to explore consumer engagement on	Article	0	1	1	1	1	1	1	1	1	1	1	1
2019	McIntosh C., Dwyer L.	Taking sustainable fashion mainstream: Social media and the institutional identity of	2019	Journal of Cleaner Production 215:1-15	There is a growing imperative to address the negative environmental impact of	Article	0	1	1	1	1	1	1	1	1	1	1	1
2019	Almadi A., Fatima M.A., Ali A., Alghamdi H.	Sustainable batik-niryo cultural heritage products: Makassar as a case study	2019	International Journal of Cultural Heritage 11(10):1-15	The Batik Niryo people have contributed to the development of the	Article	0	2	1	1	1	1	1	1	1	1	1	1
2022	Parag-Panot C., López B.	The meeting place on social media for the luxury fashion industry to support and	2022	Handbook of Digital Marketing 11(10):1-15	This chapter explores how the luxury firms communicate their commitment	Book chapter	0	4	1	1	1	1	1	1	1	1	1	1
2022	Klein H.	Change of Mind: Marketing Social Justice to the Fashion Consumer	2022	International Journal of Fashion and Design Research 16(10):1-15	Marketing aims to influence consumers to ethical consumption.	Fashion activism	0	1	1	1	1	1	1	1	1	1	1	1
2019	DeLengher A., Laurel C., Cheng C., Sandelstein	How sustainable is the sharing economy? On the sustainability connotations of share	2019	Journal of Consumer Policy 42(10):1-15	The sharing economy has evolved and is platform. Sharing economy.	Social Article	1	1	1	1	1	1	1	1	1	1	1	1
2012	Wen Y., Thomas J.	Not just a qualitative study: ecological impact of social media & fashion content	2012	Proceedings of the 2012 ACM conference on computer supported cooperative work 11(10):1-15	Over the past few years, social media and consumer. Fashion.	social media	0	4	1	1	1	1	1	1	1	1	1	1
2021	Salari S.F., Alshaykh A.B.	Personality traits and social media as drivers of word-of-mouth towards sustainable	2021	Journal of Fashion Marketing and Management 25(10):1-15	Purpose: The main objective is to investigate the personality traits.	Eco-fashion	0	1	1	1	1	1	1	1	1	1	1	1
2022	Pacheco-Ayala J., Barth M., Fischer D.	Evolution of empowerment: expectations using Instagram as a business practice. A	2022	World Development 145:1-15	Sustainability entrepreneurs act based on expectations.	Instagram	0	1	1	1	1	1	1	1	1	1	1	1
2020	Perry Y., Armon R., Shalev D.	Special Session: Corporate Social Responsibility and the Case of Fashion: An	2020	Developments in Marketing Science 22(10):1-15	This paper critically examines the ethical (i.e. CSR, Ethics, Fashion	Book chapter	0	4	1	1	1	1	1	1	1	1	1	1
2014	Schwartz T.	Saving Time, Money, or the Environment? Consumers' Motives of Access-Based Ser	2014	Developments in Marketing Science 16(10):1-15	Services that give customers access to goods like sharing.	Motivational Pattern	0	4	1	1	1	1	1	1	1	1	1	1
2019	Ng N.-Y., Chow P.-S., Choi T.-M.	Impacts of Social Media Mediated Electronic Words of Mouth on Young Consumers'	2019	Springer Series in Complexity 11(10):1-15	In recent decades, sustainability has been a popular topic.	Empirical research	0	4	1	1	1	1	1	1	1	1	1	1
2020	Riad S., Boudier L., Sedra S.	Eco-handbags and fashion personal attributes of fashion brands: An analysis of c	2020	Journal of Cleaner Production 245:1-15	This study explores if there is a convergent Big data. Brand image.	Consumer Article	1	1	1	1	1	1	1	1	1	1	1	1
2022	Boatman H., Zhou Y., Qiu Y.	Chinese Consumer Attitudes Towards Second-Hand Luxury Fashion and How Social	2022	Palgrave Advances in Consumer Behavior 11(10):1-15	This chapter explores Chinese consumers' Chinese consumers.	Decision-making	0	4	1	1	1	1	1	1	1	1	1	1
2021	Kong M.M., Wittmer A., Ho S.	Sustainability and social media communication: How consumers respond to market	2021	Journal of Business Ethics 175(10):1-15	German and South Korean cultural groups' fashion. Luxury brands.	Social media	0	4	1	1	1	1	1	1	1	1	1	1
2021	Yuan M.M., Zeng F., Lu C.-Y.	Sustainable Communication and Customer Engagement on Social Media	2021	Springer Proceedings in Business and Economics 11(10):1-15	Given that there are increasing concerns in consumer engagement.	Fashion and	0	4	1	1	1	1	1	1	1	1	1	1
2020	Agarwal H., Al-Dabbagh M.A.	Assessing the impact of social media in the consumer trend towards sustainable	2020	Voprosy teorii i praktiki upravleniya 11(10):1-15	There is a growing shift in demand toward consumers. Preserving the environ	Article	0	4	1	1	1	1	1	1	1	1	1	1
2021	Lee Y.H., Kim S.H., Lee S.H.	How Technology Impact on Green Consumption via Social Media and AI in Fashion	2021	International Journal of Fashion and Design Research 15(10):1-15	In the modern era where the booming market. Fashion industry.	Green Consumer	0	4	1	1	1	1	1	1	1	1	1	1
2022	Shou S., Bae E., Jung J.	The Rise of Virtual Representation of Fashion in Marketing Practices: How It Can	2022	Palgrave Advances in Consumer Behavior 11(10):1-15	The luxury fashion industry has undertaken consumer learning.	Digital marketing	0	4	1	1	1	1	1	1	1	1	1	1
2020	Kim S., Kim S., Kim S.	FASHION TRENDS: ANALYSIS AND FORECASTING	2020	Fashion Trends 11(10):1-15	In a fast-moving global industry, how can changing trend forecasting formats.	Book	0	4	1	1	1	1	1	1	1	1	1	1
2021	Ren J., Han C., Choi S.	Envision or Information: What Makes Consumers Communicate about Sustainable	2021	Sustainability 13(10):1-15	This study investigated how sustainability content appears.	Envision, Information	1	1	1	1	1	1	1	1	1	1	1	1
2020	Dossani M., Hachimi A.	Encouraging consumption reduction: Findings of a qualitative study with clothing	2020	Cleaner and Responsible Consumption 11(10):1-15	Sustainability aims at reducing resource consumption.	Online marketing	1	1	1	1	1	1	1	1	1	1	1	1
2022	Chen L., Lee S.H., U.M.C., Sun R.	The Use of Social Media to Promote Sustainable Fashion and Benefit Communicat	2022	Sustainability 14(10):1-15	Numerous trends affect social media to color theory.	Digital marketing	1	1	1	1	1	1	1	1	1	1	1	1
2022	Dalozza E., Fucini S.	Exploring ethical consumption of generation Z: theory of planned behaviour	2022	Young Consumer 11(10):1-15	Purpose: This study aims to explore the factors influencing consumer behaviour.	Ethical consum	1	1	1	1	1	1	1	1	1	1	1	1
2022	Kawar C., Chatterjee-Mahapatra P., Black S.	The role of networks in supporting micro- and small-sized sustainable fashion busi	2022	Sustainability 14(10):1-15	Micro- and small-sized sustainable fashion collaborations; networks.	Sustainable	1	1	1	1	1	1	1	1	1	1	1	1
2021	Landis M.E.	Communicating Fashion: Clothing, Culture, and Media	2021	Communication Theory and Critique 11(10):1-15	Winner of the John G. Cawell Award for Best Textbook/Primer/Review did you	Book	0	4	1	1	1	1	1	1	1	1	1	1
2020	Hasbani N.N., Sulaiman Z., Marud A.	User-generated content sources: The use of social media in motivating sustainable	2020	International Journal of Fashion and Design Research 14(10):1-15	AI present, user-generated content (UGC) Aspiration Index.	Consumer Behavior	0	1	1	1	1	1	1	1	1	1	1	1
2021	Hendriks A., Vrijl R.M.	Photography and social media: A methodological exploration of digital privacy in	2021	Journal of Management Information Systems 11(10):1-15	The technological advancements of the digital age of content. Human dignity.	Article	0	2	1	1	1	1	1	1	1	1	1	1
2022	Lee E., Weller F.	Framing sustainable fashion concepts on social media: An analysis of newsharmon	2022	Sustainability 14(10):1-15	The global fashion industry poses a significant challenge.	Communication, COVID	0	4	1	1	1	1	1	1	1	1	1	1
2022	Andreassen A., Gjesvang L., Krummen J.	The key role of social media in identifying consumer segments for building sustaina	2022	Lecture Notes in Computer Science 11(10):1-15	The continuous increase of competition in consumer. Segment analysis.	Social Conference	0	4	1	1	1	1	1	1	1	1	1	1
2020	Kajla L., Aggarwal R., Mahapatra S., Mahapatra S.	E-sustainable AI-based interventions for the fashion Decision Making in Fashion	2020	ACM International Conference on Artificial Intelligence and Data Science 11(10):1-15	Future of sustainable fashion lies in adoption of AI for a better understanding	Conference	0	4	1	1	1	1	1	1	1	1	1	1
2022	Bernardi K., Oprean H.J.	Educating for change? An investigation into consumer perception of sustainability	2022	International Journal of Consumer Studies 11(10):1-15	The research focused on consumer perception of sustainability.	COVID-19	1	1	1	1	1	1	1	1	1	1	1	1
2021	Bartlett P.	Fashion within the big data society: How can data enable fashion transition towards	2021	ACM International Conference on Artificial Intelligence and Data Science 11(10):1-15	The availability of big data is creating a new design-driven innovation.	Fashion and	0	4	1	1	1	1	1	1	1	1	1	1
2012	Kuchler M.R.	Trends in textile markets and their implications for textile production and process	2012	The Global Textile Industry 11(10):1-15	The chapter describes the transition of the textile. Design. Growth. Industrial	Book chapter	0	4	1	1	1	1	1	1	1	1	1	1

Figure A3: Inclusion/exclusion screening process

This screenshot illustrates the manual screening of article abstracts using inclusion and exclusion criteria. Excluded papers were marked with a 0 and included with a 1.

Excluded papers were further categorised using numbers to indicate the reason for exclusion:

1 - not sustainable or ethical; 2 – not fashion related; 3 – not digital or communication related; 4 – not an article

REASONS FOR OUT (1 NOT SUSTAINABLE OR ETHICAL/2 NOT FASHION/ 3 NOT DIGITAL OR COMMUNICATION /4 NOT ARTICLE)																			
Year	Source title	Link	Abstract	Author Keywords	Document	IN/OUT	REASON	Highly Relevant	Themes										
2023	ugh the Adoption of Sustainable Fashion, media and Gen Z's fashion consumption	https://www.ijerph.org/article/view/111111	Cases on the https://www.ijerph.org/article/view/111111 . In India, technology developments and resource sustainability are the most on	Book chapter	0	4	1	1	1	1	1	1	1	1	1	1	1	1	1
2023	Consumer Experience: The Case of Koh's ram	https://www.ijerph.org/article/view/111111	Palgrave Study https://www.ijerph.org/article/view/111111 . The pandemic has forced fashion brands to Adaptive fashion; Augmented reality	Book chapter	0	4	1	1	1	1	1	1	1	1	1	1	1	1	1
2023	under post pandemic disruptions: A fast ft Appearance, Corruption, and Piety in Indi	https://www.ijerph.org/article/view/111111	Sustainability https://www.ijerph.org/article/view/111111 . Media discourse surrounding fashion and augmented; fashion; Instagram; mei	Article	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2024	the dynamics of the fashion industry in th	https://www.ijerph.org/article/view/111111	International J https://www.ijerph.org/article/view/111111 . Reshaping a sustainable value chain model Decision-making trial and evaluator	Article	0	3	1	1	1	1	1	1	1	1	1	1	1	1	1
2023	ons for Selling Unwanted Fashion Items in	https://www.ijerph.org/article/view/111111	Comparative J https://www.ijerph.org/article/view/111111 . In the two decades since the end of Suharto activism; aesthetics; appearance; ci	Article	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2024		https://www.ijerph.org/article/view/111111	Multidisciplina https://www.ijerph.org/article/view/111111 . The fashion industry is undergoing significant cultural exchange; digital media; gic	Review	0	4	1	1	1	1	1	1	1	1	1	1	1	1	1
2023		https://www.ijerph.org/article/view/111111	Sustainability https://www.ijerph.org/article/view/111111 . With the development of China's fashion i Chinese resale consumer; self motiv	Article	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Figure A4: Final coding for each topic identified for the study

This figure displays the thematic coding framework used to categorise the 30 selected articles. Each article was coded under one or more of the identified themes based on its content.

2. Key Digital Marketing Strategies in Sustainable Fashion

Authors	Title	Year	Source title	Link	Abstract	Author Keywords	Document	IN/OUT	REASON	Highly Relevant	Themes
25 Pookulangara S.; Shepherd A.; Marud A.	Organization Sustainability Communication by Fashion Brands: A Qualitative Analysis	2024	https://www.ijerph.org/article/view/111111	https://www.ijerph.org/article/view/111111	Sustainability is a broad concept and sust consumer engagement; consumers	Article	1	1	1	1	2
26 Skriver E.A.; Le Buque B.; Doran J.; Litchfield	Instagram as a platform for sustainable fashion: A content and network analysis of user-generated	2023	https://www.ijerph.org/article/view/111111	https://www.ijerph.org/article/view/111111	The social and environmental impacts of the global fashion industry face more	Article	1	1	1	1	2
27 Corrali M.; Cherubini P.; Marzocchi S.; Martini	Does sustainable communication have an impact on social media user engagement?	2024	https://www.ijerph.org/article/view/111111	https://www.ijerph.org/article/view/111111	The paper aims to evaluate international advertising. International marketing	Article	1	1	1	1	2
28 Velasco-Molpeceres A.; Zarauza-Castro J.; Pien	Slow Fashion as a Communication Strategy of Fashion Brands on Instagram	2023	https://www.ijerph.org/article/view/111111	https://www.ijerph.org/article/view/111111	The objective of this research is to study fashion; fast fashion; greenwashing	Article	1	1	1	1	2
29 Castillo-Abdell B.; Ortega Fernandez E.; Romero	Corporate social responsibility communication of male luxury fashion brands: analysis	2024	https://www.ijerph.org/article/view/111111	https://www.ijerph.org/article/view/111111	Purpose: This study aims to analyze the corporate social responsibility; Fast	Article	1	1	1	1	2
30 Shen Z.	Mining sustainable fashion e-commerce: social media texts and consumer behaviors	2023	https://www.ijerph.org/article/view/111111	https://www.ijerph.org/article/view/111111	Sustainability in fashion e-commerce has ANOVA; Consumer behaviors; Fast	Article	1	1	1	1	2
31 Khadi A.; Awan R.A.; Ali R.; Sarmad I.	The antecedent cognitions of brand love and its impact on brand loyalty: the moderat	2024	https://www.ijerph.org/article/view/111111	https://www.ijerph.org/article/view/111111	Purpose: This study aims to examine the brand authenticity; Brand love; Brand	Article	1	1	1	1	2
32 Ibrahim A.; Pratiwi M.; Rubiyanti N.	The effectiveness of social media communication of sustainable fashion brands: evid	2024	https://www.ijerph.org/article/view/111111	https://www.ijerph.org/article/view/111111	The high demand for the fashion industry. Fashion industry. Green consumer	Article	1	1	1	1	2
33 Lang C.; Su Q.; Xia S.; Zeng J.	The impact of digital fashion marketing on purchase intention	2024	https://www.ijerph.org/article/view/111111	https://www.ijerph.org/article/view/111111	The purpose of this study is to identify how sustainable fashion brands comm	Article	1	1	1	1	2
34 Mao J.; Xu X.; Han J.; Ko E.	How do you depict sustainability? An analysis of images posted on Instagram by sus	2022	https://www.ijerph.org/article/view/111111	https://www.ijerph.org/article/view/111111	Sustainability is strongly becoming important digital engagement; fashion compa	Article	1	1	1	1	2
35 de Lencoe O.; Vandenbosch L.	Media and sustainable apparel buying intention	2017	https://www.ijerph.org/article/view/111111	https://www.ijerph.org/article/view/111111	Purpose: Using the theory of planned beh	Fast fashion; Magazines; Social me	Article	1	1	1	2

3. Consumer Engagement and Perceptions of Sustainable Fashion

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Authors	Title	Year	Source Title	Link	Abstract	Author Keywords	Document	IN/OUT	REASO	Highly	Relevant	Themes	N
21 Skriner E.A.; Le Bague B.; Dorlan J.; Litchfield	sustainablefashion on Instagram: A content and network analysis of user-generated	2023	Journal of Cor	https://www.	The social and environmental impacts of the global fashion industry face inc	Article	1		1		2	3	
25 de Koning J.; Lavanga M.; Spekkink W.	Exploring the clothing overconsumption of young adults: An experimental study with	2024	Journal of Cle	https://www.	The increase in clothing consumption per capita in the last decades presents a	Article	1		1			3	
26 Casali M.; Chemseddin P.; Menicucci S.; Martine	Dives sustainable communication have an impact on international social media audie	2024	Italian Journal	https://www.	This paper aims to evaluate international Advertising International marketing	Article	1		1		2	3	
32 Boyer S.; Jiang Z.; Lyu J.	Sustainable style without stigma: Can norms and social reassurance influence secon	2024	Journal of Gio	https://www.	Generation Z consumers are interested in Generation Z; PLS-SEM; second-hand	Article	1		1		1	3	
66 Apetel A.; Constantin M.; Deaconu E.-M.; Dinu	Eco-chic or trendy-chic? Decoding consumer preferences in sustainable and fast fas	2023	Management	https://www.	The ongoing transformation of the fashion consumer preferences; consumer p	Article	1		1		1	3	
68 Maguire H.; Fahy F.	Unlocking insights in the everyday: Exploring practices to foster sustainable maximu	2023	Cleaner and R	https://www.	Each stage of the fashion clothing lifecycle Clothing maximum use; Everyday p	Article	1		1		1	3	
72 Yang Y.; Chen M.; Meng H.	The drivers of sharing willingness regarding sustainable fashion brand image based o	2024	Asia Pacific J	https://www.	Purpose: Sustainability is considered a co Commitment; Consumer behavior; I	Article	1		1		1	3	
74 Shen Z.	Mining sustainable fashion e-commerce: social media texts and consumer behaviors	2023	Electronic Cor	https://www.	Sustainability in fashion e-commerce has ANOVA; Consumer behaviors; Fast	Article	1		1		2	3	
82 Khalid A.; Awan R.A.; Ali R.; Sarmad I.	The antecedent cognitions of brand love and its impact on brand loyalty: the moderat	2024	Corporate Co	https://www.	Purpose: This study aims to examine the Brand authenticity; Brand love; Bra	Article	1		1		2	3	
83 Irmahq A.; Padana M.; Rubiyanti N.	Indonesian local second-hand clothing: mindful consumption with stimulus-organism	2024	Discover Sasi	https://www.	The high demand for the fashion industry Fashion industry; Green consumer	Article	1		1		2	3	
85 Kaushik P.; Khare A.	Antecedents of sustainable fashion apparel purchase behavior	2022	Journal of Cor	https://www.	Purpose: This study aims to examine coo Cosmopolitanism; Green apparel in	Article	1		1		1	3	
93 Lang C.; Su Q.; Xia S.; Zhao J.	The effectiveness of social media communication of sustainable fashion brands: evid	2024	Atlantic Jour	https://www.	The purpose of this study is to identify how sustainable fashion brands comm	Article	1		1		2	3	
95 Mao J.; Xu X.; Han J.; Ko E.	The impact of digital fashion marketing on purchase intention	2024	Asia Pacific J	https://www.	Purpose: This study aims to examine the Digital fashion; Fashion brand; Fast	Article	1		1		2	3	
96 de Lencoe O.; Vandend Bosch L.	Media and sustainable apparel buying intention	2017	Journal of Fas	https://www.	Purpose: Using the theory of planned beh Fast fashion; Magazines; Social me	Article	1		1		2	3	
176 Bial S.; Bigatello L.; Sedda S.R.	Eco-friendliness and fashion perceptual attributes of fashion brands: An analysis of	2020	Journal of Cle	https://www.	This study explores if there is a converger Big data; Brand image; Consumer	Article	1		1		1	3	
98 Osman M.; Heinrich A.	Encouraging consumption reduction: Findings of a qualitative study with clothing co	2021	Cleaner and R	https://www.	Sufficiency aims at reducing resource con Communication; Online marketing	Article	1		1		1	3	
87 Djelvrova E.; Fouts S.	Exploring ethical consumption of generation Z: theory of planned behaviour	2022	Young Consum	https://www.	Purpose: This study aims to explore the Consumer behaviour; Ethical consu	Article	1		1		1	3	
88 Eckert C.; Crommentop-Mansh P.; Black S.	The role of networks in supporting micro- and small-sized sustainable fashion busine	2022	Sustainability	https://www.	Micro- and small-sized sustainable fashion collaboration; networks; Sustainable	Article	1		1		1	3	
99 Bernetta K.; Oppen Hill J.	Educating for change?: An investigation into consumers' perception of sustainability	2022	International J	https://www.	The research focused on consumer perce consumer; consumption; COVID-19	Article	1		1		1	3	

4. The Role of Social Media Platforms

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Authors	Title	Year	Source Title	Link	Abstract	Author Keywords	Document	IN/OUT	REASO	Highly	Relevant	Themes	N
21 Kallonen I.; Meistranta N.; Nivénen E.	"I Do What I Do to Drive Change": The Social-Symbolic Work of Sustainable Fashion	2024	Fashion Theor	https://www.	This paper aims to study how sustainable institutional theory; social media inf	Article	1		1		1	2	4
25 Pookulangara S.; Shephard A.; Marudharam S.	Organization Sustainability Communication by Fashion Brands: A Qualitative Analysis	2024	Journal of Pro	https://www.	The sustainability is a broad concept and sust consumer engagement; consumer	Article	1		1		1	2	4
26 Skriner E.A.; Le Bague B.; Dorlan J.; Litchfield	Sustainable fashion on Instagram: A content and network analysis of user-generated	2023	Journal of Cor	https://www.	The social and environmental impacts of the global fashion industry face inc	Article	1		1		2	3	4
25 de Koning J.; Lavanga M.; Spekkink W.	Exploring the clothing overconsumption of young adults: An experimental study with	2024	Journal of Cle	https://www.	The increase in clothing consumption per capita in the last decades presents a	Article	1		1		1	3	4
26 Casali M.; Chemseddin P.; Menicucci S.; Martine	Dives sustainable communication have an impact on international social media audie	2024	Italian Journal	https://www.	This paper aims to evaluate international Advertising International marketing	Article	1		1		1	2	3
32 Boyer S.; Jiang Z.; Lyu J.	Sustainable style without stigma: Can norms and social reassurance influence secon	2024	Journal of Gio	https://www.	Generation Z consumers are interested in Generation Z; PLS-SEM; second-hand	Article	1		1		1	3	4
66 Velasco-Molpeceres A.; Zarazua-Castro J.; Pérez	Slow Fashion as a Communication Strategy of Fashion Brands on Instagram	2023	Sustainability	https://www.	The objective of this research is to study fashion; fast fashion; greenwashing	Article	1		1		2	4	
68 Maguire H.; Fahy F.	Arguing through best practice: The role of argumentation from example in activis' s	2023	Discourse Stu	https://www.	Examining a multilingual dataset of Twitter Agency; argumentation from exam	Article	1		1		1	4	
66 Apetel A.; Constantin M.; Deaconu E.-M.; Dinu	Eco-chic or trendy-chic? Decoding consumer preferences in sustainable and fast fas	2023	Management	https://www.	The ongoing transformation of the fashion consumer preferences; consumer p	Article	1		1		1	3	4
68 Maguire H.; Fahy F.	Unlocking insights in the everyday: Exploring practices to foster sustainable maximu	2023	Cleaner and R	https://www.	Each stage of the fashion clothing lifecycle Clothing maximum use; Everyday p	Article	1		1		1	3	4
72 Yang Y.; Chen M.; Meng H.	The drivers of sharing willingness regarding sustainable fashion brand image based o	2024	Asia Pacific J	https://www.	Purpose: Sustainability is considered a co Commitment; Consumer behavior; I	Article	1		1		1	3	4
74 Shen Z.	Mining sustainable fashion e-commerce: social media texts and consumer behaviors	2023	Electronic Cor	https://www.	Sustainability in fashion e-commerce has ANOVA; Consumer behaviors; Fast	Article	1		1		2	3	4
83 Irmahq A.; Padana M.; Rubiyanti N.	Indonesian local second-hand clothing: mindful consumption with stimulus-organism	2024	Discover Sasi	https://www.	The high demand for the fashion industry Fashion industry; Green consumer	Article	1		1		2	3	4
85 Kaushik P.; Khare A.	Antecedents of sustainable fashion apparel purchase behavior	2022	Journal of Cor	https://www.	Purpose: This study aims to examine coo Cosmopolitanism; Green apparel in	Article	1		1		1	2	3
93 Lang C.; Su Q.; Xia S.; Zhao J.	The effectiveness of social media communication of sustainable fashion brands: evid	2024	Atlantic Jour	https://www.	The purpose of this study is to identify how sustainable fashion brands comm	Article	1		1		2	3	4
108 Milanesi M.; Kyriakou Y.; Ruffalo A.	How do you depict sustainability? An analysis of images posted on Instagram by sust	2024	Journal of Gio	https://www.	Sustainability is strongly becoming impers digital engagement; fashion compa	Article	1		1		2	3	4
96 de Lencoe O.; Vandend Bosch L.	Media and sustainable apparel buying intention	2017	Journal of Fas	https://www.	Purpose: Using the theory of planned beh Fast fashion; Magazines; Social me	Article	1		1		2	3	4
195 Kwon K.; Lee J.	Corporate social responsibility communication of male luxury fashion brands: analysi	2024	Corporate Co	https://www.	Purpose: Corporate social responsibility Advertising; Corporate social respo	Article	1		1		1	2	3
98 Salter A.; Wilfing H.; Straus E.	Greenwashing and Bluewashing in Black Friday-Related Sustainable Fashion Market	2022	Sustainability	https://www.	Growing awareness of the fashion industr Ad skepticism; Black Friday; Bluew	Article	1		1		1	3	4
176 Bial S.; Bigatello L.; Sedda S.R.	Eco-friendliness and fashion perceptual attributes of fashion brands: An analysis of	2020	Journal of Cle	https://www.	This study explores if there is a converger Big data; Brand image; Consumer	Article	1		1		1	3	4
98 Osman M.; Heinrich A.	Encouraging consumption reduction: Findings of a qualitative study with clothing co	2021	Cleaner and R	https://www.	Sufficiency aims at reducing resource con Communication; Online marketing	Article	1		1		1	3	4
87 Djelvrova E.; Fouts S.	Exploring ethical consumption of generation Z: theory of planned behaviour	2022	Young Consum	https://www.	Purpose: This study aims to explore the Consumer behaviour; Ethical consu	Article	1		1		1	3	4
88 Eckert C.; Crommentop-Mansh P.; Black S.	The role of networks in supporting micro- and small-sized sustainable fashion busine	2022	Sustainability	https://www.	Micro- and small-sized sustainable fashion collaboration; networks; Sustainable	Article	1		1		1	3	4
99 Bernetta K.; Oppen Hill J.	Educating for change?: An investigation into consumers' perception of sustainability	2022	International J	https://www.	The research focused on consumer perce consumer; consumption; COVID-19	Article	1		1		1	3	4

5. Brand Storytelling and Green Marketing Strategies

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Authors	Title	Year	Source Title	Link	Abstract	Author Keywords	Document	IN/OUT	REASO	Highly	Relevant	Themes	N	O
21 Kallonen I.; Meistranta N.; Nivénen E.	"I Do What I Do to Drive Change": The Social-Symbolic Work of Sustainable Fashion	2024	Fashion Theor	https://www.	This paper aims to study how sustainable institutional theory; social media inf	Article	1		1		1	2	4	5
32 Boyer S.; Jiang Z.; Lyu J.	Sustainable style without stigma: Can norms and social reassurance influence secon	2024	Journal of Gio	https://www.	Generation Z consumers are interested in Generation Z; PLS-SEM; second-hand	Article	1		1		1	3	4	5
66 Apetel A.; Constantin M.; Deaconu E.-M.; Dinu	Eco-chic or trendy-chic? Decoding consumer preferences in sustainable and fast fas	2023	Management	https://www.	The ongoing transformation of the fashion consumer preferences; consumer p	Article	1		1		1	3	4	5
72 Yang Y.; Chen M.; Meng H.	The drivers of sharing willingness regarding sustainable fashion brand image based o	2024	Asia Pacific J	https://www.	Purpose: Sustainability is considered a co Commitment; Consumer behavior; I	Article	1		1		1	3	4	5
74 Shen Z.	Mining sustainable fashion e-commerce: social media texts and consumer behaviors	2023	Electronic Cor	https://www.	Sustainability in fashion e-commerce has ANOVA; Consumer behaviors; Fast	Article	1		1		2	3	4	5
83 Irmahq A.; Padana M.; Rubiyanti N.	Indonesian local second-hand clothing: mindful consumption with stimulus-organism	2024	Discover Sasi	https://www.	The high demand for the fashion industr Ad skepticism; Black Friday; Bluew	Article	1		1		1	3	4	5
85 Kaushik P.; Khare A.	Antecedents of sustainable fashion apparel purchase behavior	2022	Journal of Cor	https://www.	Purpose: This study aims to examine coo Cosmopolitanism; Green apparel in	Article	1		1		1	2	3	4
93 Lang C.; Su Q.; Xia S.; Zhao J.	The effectiveness of social media communication of sustainable fashion brands: evid	2024	Atlantic Jour	https://www.	The purpose of this study is to identify how sustainable fashion brands comm	Article	1		1		2	3	4	5
108 Milanesi M.; Kyriakou Y.; Ruffalo A.	How do you depict sustainability? An analysis of images posted on Instagram by sust	2024	Journal of Gio	https://www.	Sustainability is strongly becoming impers digital engagement; fashion compa	Article	1		1		2	3	4	5
96 de Lencoe O.; Vandend Bosch L.	Media and sustainable apparel buying intention	2017	Journal of Fas	https://www.	Purpose: Using the theory of planned beh Fast fashion; Magazines; Social me	Article	1		1		1	3	4	5
195 Kwon K.; Lee J.	Corporate social responsibility communication of male luxury fashion brands: analysi	2024	Corporate Co	https://www.	Purpose: Corporate social responsibility Advertising; Corporate social respo	Article	1		1		1	2	3	4
98 Salter A.; Wilfing H.; Straus E.	Greenwashing and Bluewashing in Black Friday-Related Sustainable Fashion Market	2022	Sustainability	https://www.	Growing awareness of the fashion industr Ad skepticism; Black Friday; Bluew	Article	1		1		1	3	4	5
176 Bial S.; Bigatello L.; Sedda S.R.	Eco-friendliness and fashion perceptual attributes of fashion brands: An analysis of	2020	Journal of Cle	https://www.	This study explores if there is a converger Big data; Brand image; Consumer	Article	1		1		1	3	4	5
98 Osman M.; Heinrich A.	Encouraging consumption reduction: Findings of a qualitative study with clothing co	2021	Cleaner and R	https://www.	Sufficiency aims at reducing resource con Communication; Online marketing	Article	1		1		1	3	4	5
87 Djelvrova E.; Fouts S.	Exploring ethical consumption of generation Z: theory of planned behaviour	2022	Young Consum	https://www.	Purpose: This study aims to explore the Consumer behaviour; Ethical consu	Article	1		1		1	3	4	5

6. Digital Innovations in Marketing

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Authors	Title	Year	Source Title	Link	Abstract	Author Keywords	Document	IN/OUT	REASO	Highly	Relevant	Themes	N	O	P
95 Mao J.; Xu X.; Han J.; Ko E.	The impact of digital fashion marketing on purchase intention	2024	Asia Pacific J	https://www.	Purpose: This study aims to examine the Digital fashion; Fashion brand; Fast	Article	1		1		1	2	3	4	6
188 Eckert C.; Crommentop-Mansh P.; Black S.	The role of networks in supporting micro- and small-sized sustainable fashion busine	2022	Sustainability	https://www.	Micro- and small-sized sustainable fashion collaboration; networks; Sustainable	Article	1		1		1	3	4	5	6

7. Challenges and Limitations in Promoting Sustainability

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Authors	Title	Year	Source Title	Link	Abstract	Author Keywords	Document	IN/OUT	READO	Highly	Relevant	Themes	N	O	P	Q
66. Velasco-Molpeceres A.; Zarazua-Castro J.; Pérez Solís	Slow Fashion as a Communication Strategy of Fashion Brands on Instagram	2023	Sustainability	https://www.mdpi.com/2076-3417/15/10/2147	The objective of this research is to study fashion; fast fashion; greenwashing; Article		1		1		2	4				7
68. Maguire H.; Fahy F.	Unlocking insights in the everyday: Exploring practices to foster sustainable maximu	2023	Cleaner and R	https://www.sciencedirect.com/science/article/pii/S0959652623000519	Each stage of the fashion clothing lifecycle Clothing maximum use; Everyday p		1		1		3	4				7
72. Yang Y.; Chen M.; Meng H.	The drivers of sharing willingness regarding sustainable fashion brand image based o	2024	Asia Pacific J	https://www.sciencedirect.com/science/article/pii/S0959652623000519	Purpose: Sustainability is considered a co Commitment; Consumer behavior; I		1		1		3	4				7
74. Shen Z.	Mining sustainable fashion e-commerce: social media texts and consumer behaviors	2023	Electronic Cor	https://www.sciencedirect.com/science/article/pii/S0959652623000519	Sustainability in fashion e-commerce has ANOVA; Consumer behaviors; Fast		1		1		1	3				7
83. Irmahq A.; Padana M.; Rubiyanti N.	Indonesian local second-hand clothing: mindful consumption with stimulus-organism	2024	Discover Sasi	https://www.sciencedirect.com/science/article/pii/S0959652623000519	The high demand for the fashion industr Ad skepticism; Black Friday; Bluew		1		1		1	3				7
85. Kaushik P.; Khare A.	Antecedents of sustainable fashion apparel purchase behavior	2022	Journal of Cor	https://www.sciencedirect.com/science/article/pii/S0959652623000519	Purpose: This study aims to examine coo Cosmopolitanism; Green apparel in		1		1		1	3				7
93. Lang C.; Su Q.; Xia S.; Zhao J.	The effectiveness of social media communication of sustainable fashion brands: evid	2024	Atlantic Jour	https://www.sciencedirect.com/science/article/pii/S0959652623000519	The purpose of this study is to identify how sustainable fashion brands comm		1		1		1	2				7
98. Milanesi M.; Kyriakou Y.; Ruffalo A.	How do you depict sustainability? An analysis of images posted on Instagram by sust	2024	Journal of Gio	https://www.sciencedirect.com/science/article/pii/S0959652623000519	Sustainability is strongly becoming impers digital engagement; fashion compa		1		1		1	3				7
98. de Lencoe O.; Vandend Bosch L.	Media and sustainable apparel buying intention	2017	Journal of Fas	https://www.sciencedirect.com/science/article/pii/S0959652623000519	Purpose: Using the theory of planned beh Fast fashion; Magazines; Social me		1		1		1	3				7
195. Kwon K.; Lee J.	Corporate social responsibility communication of male luxury fashion brands: analysi	2024	Corporate Co	https://www.sciencedirect.com/science/article/pii/S0959652623000519	Purpose: Corporate social responsibility Advertising; Corporate social respo		1		1		1	2				7
96. Salter A.; Wilfing H.; Straus E.	Greenwashing and Bluewashing in Black Friday-Related Sustainable Fashion Market	2022	Sustainability	https://www.mdpi.com/2076-3417/15/10/2147	Growing awareness of the fashion industr Ad skepticism; Black Friday; Bluew		1		1		1	3				7
176. Bial S.; Bigatello L.; Sedda S.R.	Eco-friendliness and fashion perceptual attributes of fashion brands: An analysis of	2020	Journal of Cle	https://www.sciencedirect.com/science/article/pii/S0959652623000519	This study explores if there is a converger Big data; Brand image; Consumer		1		1		1	3				7
98. Osman M.; Heinrich A.	Encouraging consumption reduction: Findings of a qualitative study with clothing co	2021	Cleaner and R	https://www.sciencedirect.com/science/article/pii/S0959652623000519	Sufficiency aims at reducing resource con Communication; Online marketing		1		1		1	3				7
87. Djelvrova E.; Fouts S.	Exploring ethical consumption of generation Z: theory of planned behaviour	2022	Young Consum	https://www.sciencedirect.com/science/article/pii/S0959652623000519	Purpose: This study aims to explore the Consumer behaviour; Ethical consu		1		1		1	3				7
99. Bernetta K.; Oppen Hill J.	Educating for change?: An investigation into consumers' perception of sustainability	2022	International J	https://www.sciencedirect.com/science/article/pii/S0959652623000519	The research focused on consumer perce consumer; consumption; COVID-19		1		1		1	3				7

8. Best Practices for Sustainable Digital Marketing

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Authors	Title	Year	Source Title	Link	Abstract	Author Keywords	Document	IN/OUT	REASO	Highly	Relevant	Themes					
de Koning J.; Lavanga M.; Spekkink W.	Exploring the clothing overconsumption of young adults: An experimental study with	2024	Journal of Cle	https://www.	The increase in clothing consumption per capita in the last decades presents a	Article	1		1		1	3	4	5	8		
Boyer S.; Jiang Z.; Lyu J.	Sustainable style without stigma: Can norms and social reassurance influence secon	2024	Journal of Gio	https://www.	Generation Z consumers are interested in Generation Z; PLS-SEM; second-hand	Article	1		1		1	3	4	5	8		
Apetel A.; Constantin M.;	Decoding the trendy choice? Decoding consumer preferences in sustainable and fast fas	2024	Management	https://www.	The unifying transformation of the fashion consumer landscape, consumer p	Article	1		1		1	3	4	5	8		