



The Importance of Green Fashion Product Development to Improve Consumers' Environmental Awareness

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Abstract

Purpose – The current study aims to learn how fashion consumers now feel about environmental issues. The significance of "green fashion product creation" in resolving environmental issues is explored. It also examines how customers' environmental consciousness has evolved due to the introduction of green fashion products.

Research design, data, and methodology – The study methods, procedures, and results of the 16 publications included in this literature review were critically examined. The data sources, analyses, and key findings presented in each publication were compared and contrasted. To better understand how to raise environmental consciousness among customers.

Result – The investigation indicates a total of four results why eco-friendly product should be developed to attract potential green consumers. Four solutions are as follows; (1) Encourages Sustainable Consumption Behavior, (2) Increases Consumer Environmental Awareness, (3) Improves Corporate Social Responsibility, and (4) Enhances Competitive Advantage.

Conclusion – Promoting sustainability in the fashion sector requires full visibility throughout the supply chain. Companies in the fashion industry would serve their customers better if they were more forthcoming about the resources, methods, and circumstances that went into making their wares. Consumers may accomplish this by including instructions on the packaging or posting them on the business's website.

Keywords: Green Fashion Brand, Environmental Awareness, Eco-Friendly Corporate Strategy

JEL Classification Code: K32, L10, M31

1. Introduction

The detrimental effects of the fashion industry on the environment and society have brought the issue of sustainable fashion to the forefront in recent years. The phrase "fast fashion" refers to the rapid production of low-priced clothing items, which has led to a dramatic increase in textile waste and pollution (Rukhaya et al., 2021). As a result, the fashion industry must change its ways to become less harmful to people and the world. Sustainable practices in the fashion industry benefit workers and the environment, such as using organic fabrics and supporting fair trade practices (Rathore, 2023). In addition, it requires the development of a circular economy via the production of goods that, rather than being thrown away as trash, may be recycled or reused. Sustainable fashion is becoming more popular among customers, and a rising number of individuals are looking to purchase articles of apparel that are both fashionable and environmentally friendly. As a consequence of this shift, a new industry for sustainable fashion has emerged, and as a result, more emphasis is being placed by manufacturers and retailers on creating environmentally and ethically friendly clothes. Even though sustainable fashion is becoming more popular, the sector faces several obstacles. Consumers' lack of knowledge and awareness about sustainable fashion is one of the most significant difficulties that the industry faces (Hur & Cassidy, 2019). Many consumers lack the incentive to make socially and ecologically responsible purchasing decisions (Woo & Kang, 2021) because they are uninformed of the negative impacts of the fashion industry. The price of eco-friendly clothing is another obstacle to overcome. The price of sustainable clothing is often more than that of fast fashion, which makes it more difficult for people on a budget to acquire. The idea that sustainable fashion is primarily for those with much money has emerged as a consequence of this, which further restricts both its accessibility and its influence.

The high priced and complicated nature of implementing sustainability initiatives deters many businesses, especially in the fast-paced fashion industry (Gazzola et al., 2020). This has slowed the industry's progress toward more sustainable methods. Further study on the hurdles and drivers of sustainable practices in the fashion industry and customer behavior, attitudes, and motives towards sustainable fashion is required to overcome these problems and promote sustainable fashion. This study can potentially inform the creation of more efficient marketing strategies and activities aimed at expanding the reach of sustainable fashion. By addressing environmental problems and encouraging ethical and socially responsible practices across the fashion industry, green fashion product creation is essential in increasing customers' environmental awareness and fostering sustainable consumption (Ikram, 2022). The research aims to discover whether and how environmentally conscious shoppers become due to the introduction of green fashion products. The study aims to learn how fashion consumers now feel about environmental issues. The significance of "green fashion product creation" in resolving environmental issues is explored. It also examines how customers' environmental consciousness has evolved due to the introduction of green fashion products. As a result, it will help fashion firms improve their green product development strategies and raise environmental consciousness among customers by identifying the important elements that impact consumers' acceptance of green fashion items.

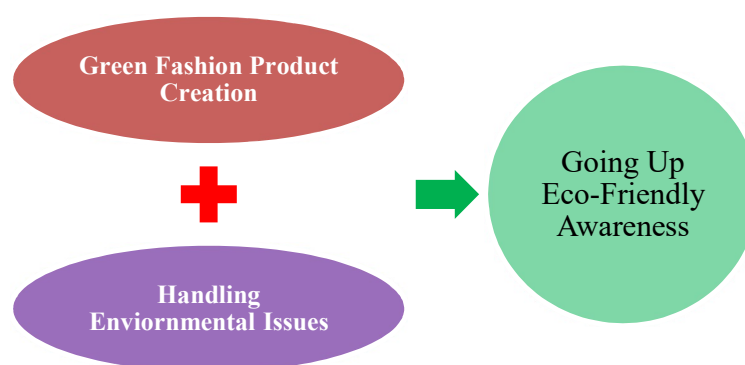


Figure 1: Identifying Procedure of the Research Purpose in the Current Study

2. Literature Review

Research has been done on several topics on fashion industry sustainability. The prior studies (Guo et al., 2020; Woo & Kang, 2021) investigate competitive green product development techniques in the garment business. The writers point out that developing environmentally friendly items might give a company an edge by satisfying customers' needs for eco-friendly garments. A lack of green supply chain management, understanding of sustainable materials, and legislative backing are all mentioned as obstacles the fashion sector must overcome to implement green product creation techniques. Guo et al. (2020) investigated the potential applications of blockchain technology in environmentally responsible fashion supply chains with a concentrating on operational openness and green initiatives. The authors stated that using blockchain technology to record and verify transactions in the supply chain would increase sustainability by assuring responsible sourcing, decreasing waste, and enhancing efficiency. Better transparency, accountability, and cooperation among supply chain partners were only some of the possible advantages found in the research, which also suggested a conceptual framework to explain the implementation of blockchain in sustainable fashion supply chains. Musova et al. (2021) investigate consumers' perspectives on circular models in the fashion sector. According to the authors, shoppers have a generally optimistic view of sustainability and are prepared to pay a premium for eco-friendly clothing. The authors note, however, that consumers are generally unfamiliar with the notion of cyclical fashion and that there is a pressing need to educate the public about the ecological advantages of this approach to clothing production.

Fung et al. (2021), who also highlights the importance of supply chain architecture and classifications, discuss sustainable product development practices in the fashion sector. The authors contend that environmentally friendly product development may provide businesses with a competitive advantage and that sustainable supply chains can reduce the environmental impact of the fashion industry. Kumar et al. (2021) studied environmentally conscious shoppers' effects on retail fashion behavior. They discovered that customers' intentions to make environmentally conscious purchases correlate favorably with their propensity to shell out more cash for eco-friendly options. Consumers' environmental concerns, the perceived value of green goods, and the belief that they can affect their behavior all played a role in the study's findings.

Salem and Alanadoly (2021) looked at how individuals' characteristics and the use of social media affect the spread of information about eco-friendly clothing and accessories. According to their research, consumers' propensity to spread the word about eco-friendly clothing is correlated with attributes like openness to experience and conscientiousness. They also discovered that social media channels like Instagram and Twitter significantly influenced customers' perspectives and actions about eco-friendly clothing. Su et al. (2019) surveyed young adults in the United States and China on their thoughts on environmentally friendly garments. According to the results, these shoppers prioritize sustainable fashion while making purchases. The authors advocate for a larger uptake of sustainable fashion by recommending that businesses prioritize the development of sustainable apparel that caters to the requirements and tastes of customers. Kim and Oh (2020) used fast fashion companies as a case study to examine the customer associations that contribute to a positive perception of the company.

Dhir et al. (2021) looked at the motivations of retail customers who purchase eco-friendly clothing from a knowledge-attitude-behavior-context vantage point. The authors concluded that customers' environmental knowledge and attitudes, as well as the buying situation, have a role in selecting environmentally friendly garments. The findings highlight the significance of promoting sustainable fashion as a responsible consumer choice and enlightening consumers about the fashion industry's impact on the environment. Chi et al. (2021) studied value and intent to buy sustainable athleisure wear among millennials in the United States. According to the results, buyers are influenced more by perceived value and environmental friendliness than by price. The authors propose that businesses might boost customer interest in sustainable clothing by catering to their product features and cost needs. Li et al. (2021) examined the producer's approach of infiltration with greener alternatives. They discovered that the market share of both green and non-green items might be affected by a manufacturer's choice to launch green products onto the market. Cannibalization of current goods is something that may be avoided with proper product differentiation techniques, as shown in the research.

Wang et al. (2019) investigated the link between environmental awareness and consumer desire to buy environmentally friendly products. The research concluded that consumers' perceived value of green goods mediates the association between consumers' green product knowledge and purchase intention. The authors argue that businesses may raise customers' consciousness about sustainable fashion by giving them access to reliable information. With public environmental friendliness in mind, Zhang et al. (2021) examined the two-tiered pricing strategies of a dual-channel supply chain. The research concluded that a two-tiered pricing model might successfully improve the uptake of eco-friendly clothing. The authors suggest that firms may utilize this strategy to get consumers both online and offline to purchase more eco-friendly garments. Moreover, Li et al. (2021) analyzed a manufacturer's green

product encroachment approach. The factory produced both environmentally friendly and traditional goods. Therefore they created a game model to examine the ideal pricing strategies of the firm. The research aided in the creation of eco-friendly clothing by shedding light on how manufacturers price their wares to compete with traditional alternatives.

Sustainable clothing consumption was studied by Gupta et al. (2019), who compared the impact of a focus on style vs. fashion. The research analyzed how customers' fashion preferences and attitudes toward sustainable apparel affected their purchasing decisions. Customers that put a greater emphasis on their own sense of style are more inclined to buy ethically created clothing, the research shows. However, the research found that concern for the environment has a stronger influence on sustainable clothing purchases than a focus on personal style. Pratono et al. (2019) investigated the connection between a business's green orientation, because of its commercial orientation and sustained viability in the business world. This research aimed to determine whether there is a connection between these factors and inter-organizational learning. The study's findings show a correlation between sustainable competitive advantage and an emphasis on green entrepreneurship and the market. Organizations should seek inter-organizational learning to boost their implement green and market orientation and acquire a sustainable competitive advantage since it was shown to mediate the relationship between the two.

Some study has been done on how green product innovation affects consumer behavior, but little is known about how green fashion innovation might get people thinking about the environment. The effects of green fashion product development on consumer behavior and the fashion business are understudied. So, the purpose of this study is to fill up this information vacuum by examining how the growth of environmentally friendly clothing affects consumer consciousness and how this affects the fashion industry.

3. Methodology

An extensive search of Google Scholar, an academic database, was performed to compile this literature study on the value of developing green fashion products to raise consumer environmental consciousness. Literature reviews are accurate in an effective research strategy (Snyder, 2019). Green, sustainable, eco-friendly, ecologically friendly, green product development, environmental awareness, and customer behavior were some terms used in the search. While searching for books, it is essential to use specific keywords in the search bar (Milian et al., 2019). Only peer-reviewed publications published in English between 2010 and 2022 were included in the search. Upon first searching the databases, 239 items were found. Titles and abstracts were used to determine which publications would be included. With the removal of duplicates, the total number of articles is now 142. The publications' entire texts were then analyzed for their applicability to the study's topic (Han & Kang, 2020, Sung, 2020). After reading every word, we included 17 papers in our literature evaluation. Articles were selected because of their usefulness in answering the study question, the quality of their empirical data, and the insight they provided into the evolution of eco-friendly clothing and the environmental consciousness of customers.

The study methods, procedures, and results of the 16 publications included in this literature review were critically examined. The data sources, analyses, and key findings presented in each publication were compared and contrasted. To better understand how to raise environmental consciousness among customers, we integrated the articles' results to uncover recurring themes and trends. The chosen articles represented various perspectives on green fashion product development and environmental consciousness among customers. Articles discussed studies on topics including what drives consumers to purchase eco-friendly garments, the role of eco-labels and certifications, the influence of social media, the effect of green advertising on customer behavior, and the challenges and opportunities of sustainable fashion supply chains. Studies used various methodologies, from surveys and experiments to in-depth interviews and case studies. Consumers from all walks of life, including students, working professionals, and internet shoppers, were polled to learn more about their perspectives on sustainable clothing. The trials aimed to determine the impact eco-labels, product information, and pricing had on customers' final purchasing choices. Interviews with designers, merchants, and sustainability activists were undertaken to get insight into their green fashion product development perspectives. Case studies were undertaken on sustainable fashion firms to learn more about their approaches, difficulties, and final products (Phommahaxay et al., 2019; Kang & Hwang, 2022).

The variables affecting shoppers' decisions to buy clothes that are good for the environment were tested using structural equation modeling (Mueller & Hancock, 2019; Nguyen et al., 2022). Green marketing initiatives' messaging and overarching themes were dissected using content analysis. Interviews and case studies were subjected to thematic analysis to tease their most salient themes and recurring patterns. This literature review takes a systematic and all-encompassing strategy to find and evaluate research on the effects of green fashion product creation on customers'

eco-consciousness. This review's results may guide future studies and practices sustainably. They can also help stakeholders in the industry interested in greening their operations.

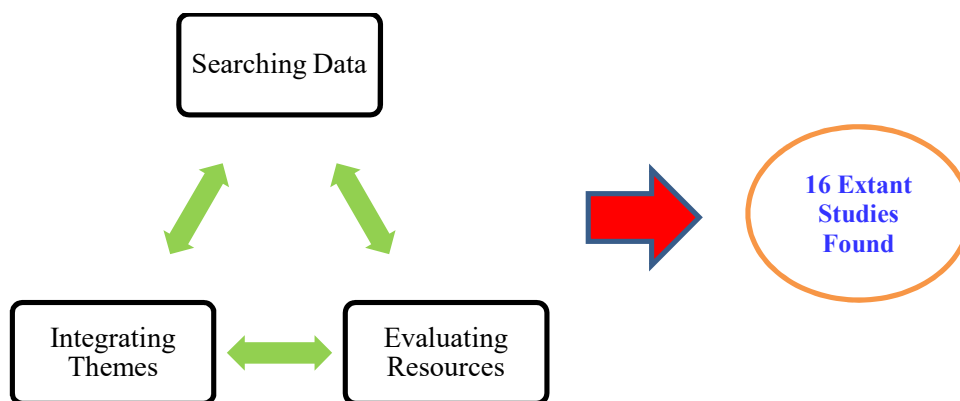


Figure 2: Procedure of the Textual Content Approach

4. Findings

4.1. Encourages Sustainable Consumption Behavior

From the literature review, it is evident that green fashion product development encourages sustainable consumption behavior. Creating green fashion products is crucial in influencing customers to adopt more environmentally friendly purchasing habits (Park & Lin, 2020). Sustainable consumption uses items and methods that reduce humankind's negative influence on the natural world. Customers who are conscious of the effects of their purchases on the environment are more inclined to make greener decisions. Product growth in the green fashion industry gives shoppers more eco-friendly alternatives for their wardrobes. Overproduction, waste, and pollution are only a few unsustainable activities that have earned the fashion industry a bad reputation among environmentalists (Niinimäki et al., 2020). Creating green fashion products is important in fostering more environmentally responsible practices in the fashion business. Sustainable consumption techniques like this assist the fashion business in having less of an effect on the environment. Those who care about the impact their purchases have on the planet are more inclined to choose sustainable products.

Product development in the field of green fashion gives shoppers access to garments that are both fashionable and eco-friendly (Bianchi & Gonzalez, 2021). These goods aim to reduce consumer waste and encourage environmentally responsible practices. Sustainable consumer behavior, such as green fashion goods, helps mitigate the industry's negative environmental effects. By promoting the recycling and reusing of clothing, green fashion product development may also encourage sustainable customer behavior. Due to its nature and the rapid speed at which it introduces new trends, the fashion business produces a substantial quantity of trash (Joy et al., 2012). Creating "green" clothing and accessories emphasizes the need for recycling and reuse. This encourages responsible consumption and aids in decreasing the fashion industry's waste output. In conclusion, developing green fashion products is crucial for people to adopt more eco-friendly habits while shopping. It fosters the reuse and recycling of fashion items and highlights the need for environmentally responsible business practices within the fashion sector (Sinha et al., 2022). Consumers may help lessen the fashion industry's environmental effects by practicing sustainable consumption habits and buying "green fashion" items.

4.2. Increases Consumer Environmental Awareness

Secondly, green fashion product development increases consumer environmental awareness. Creating eco-friendly clothing and accessories is also important in getting people thinking about the planet. Consumers get insight into the effects of their purchasing habits on the environment due to the creation of ecologically friendly fashion goods (Diddi

et al., 2019). Products like this serve as a gentle reminder to shoppers that their actions may benefit the planet. Sustainable materials, lower GHG emissions, and lower water usage in manufacturing are just a few of the environmental advantages that may be communicated to customers via green fashion labels. Consumers may learn more about the effects of their purchases on the environment and be motivated to make more sustainable choices.

Consumers may become more ecologically aware thanks to green fashion goods since they provide them access to sustainability activities. Some fashion businesses, for instance, work with green groups or launch sustainability-focused programs to encourage recycling and using renewable energy (Wren, 2022). Consumers may actively support these projects and help create a more sustainable fashion sector by buying green fashion items. Lastly, eco-friendly clothing lines may help get the word out about pressing environmental concerns like the damage caused by rapid fashion (Papadopoulou et al., 2022). Consumers' willingness to support sustainable fashion firms and decrease consumption of fast fashion items may increase as they become more knowledgeable about the effects of their purchasing decisions on the environment. There are several ways in which the creation of green fashion products can raise consumer awareness of environmental issues: by informing buyers of the product's positive impact on the environment, by giving buyers a chance to take part in sustainability initiatives, and by bringing attention to environmental issues in the fashion industry as a whole (Dhir et al., 2021). Designing environmentally responsible clothing and accessories might lead to a brighter future for both the fashion industry and the planet.

4.3. Improves Corporate Social Responsibility (CSR)

Third, green fashion product development improves corporate social responsibility. Enhanced CSR is yet another key advantage of developing eco-friendly fashion products (CSR). Corporate social responsibility (CSR) is when a firm behaves ethically and responsibly by considering its actions' financial, environmental, and social consequences (Woo & Kang, 2020). Companies may demonstrate their dedication to environmental responsibility and support for sustainable practices by creating and marketing "green fashion" items. As a result, the company's reputation will improve, and customers will have more faith in and loyalty to the business. Moreover, CSR programs may aid in attracting and retaining personnel who share a commitment to social responsibility and environmental responsibility (Barauskaite & Streimikiene, 2021). Sustainable fashion production processes also have the potential to benefit the local economies of manufacturing hubs. The health of residents living near factories may be improved, for instance, by switching to more environmentally friendly materials. Moreover, businesses may aid local economies and improve employees' quality of life by providing living salaries and secure working conditions.

Also, the fashion industry may benefit from promoting CSR in fashion (Woo, 2020). The "domino effect" may be created when more businesses use eco-friendly methods. As a result, the sector as a whole may see an uptick in efforts to improve sustainability and social responsibility. Ultimately, enhancing CSR in the fashion industry has the potential to benefit society at large. The environmental and social effects of the fashion business cannot be overlooked. Companies in the fashion industry may serve as role models by encouraging environmentally friendly and ethical business practices. This can propel good change in various contexts, from the fight against climate change to promoting ethical corporate practices. Green product creation is a kind of corporate social responsibility (CSR) in the fashion industry that can benefit businesses in many ways, including brand reputation, employee recruitment and retention, community health, industry progress, and societal advancement (Thorisdottir & Johannsdottir, 2020).

4.4. Enhances Competitive Advantage

Lastly, green fashion product development enhances competitive advantage. The growing environmental awareness of consumers has increased pressure on businesses to address their environmental footprint. Businesses may show their dedication to sustainability and win over eco-conscious customers by creating green fashion goods (Jacobson & Harrison, 2022). In addition, businesses may set themselves apart from the competition by producing green fashion goods. Green fashion goods may give businesses an advantage in a market where more establishments emphasize eco-friendliness. Businesses may gain credibility and customer loyalty from eco-conscious customers by establishing themselves as industry leaders in sustainability (Han et al., 2019).

Creating environmentally friendly clothing items may help businesses save money and increase productivity. Waste, energy usage, and carbon dioxide emissions may decrease if businesses implement sustainable practices throughout their supply chains (Rupa & Saif, 2022). Companies may enhance their bottom line by using these strategies and reducing operating expenses. Sustainable practices also aid businesses in meeting regulatory requirements and avoiding financial penalties related to environmental offenses (Fakoya, 2020). Lastly, developing environmentally friendly clothing products may spark creativity and new avenues for expansion. Businesses prioritizing sustainability

can better adapt to their customers' demands by developing innovative solutions. Sustainable innovation helps businesses not only find but also seize new market openings.

In sum, the results show that developing green fashion products may help raise customers' environmental consciousness. Green fashion product development may improve sustainability and lessen the environmental effect of the fashion industry by promoting sustainable purchasing behavior, boosting consumer environmental awareness, strengthening corporate social responsibility, and enhancing competitive advantage.

Table 1: Investigation Results of the Current Study

Solutions	Summary
Encourages Sustainable Consumption Behavior	Green goods aim to reduce consumer waste and encourage environmentally responsible practices. Sustainable consumer behavior, such as green fashion goods, helps mitigate the industry's negative environmental effects.
Increases Consumer Environmental Awareness	Consumers may actively support these projects and help create a more sustainable fashion sector by buying green fashion items. Lastly, eco-friendly clothing lines may help get the word out about pressing environmental concerns like the damage caused by rapid fashion.
Improves Corporate Social Responsibility	The "domino effect" may be created when more businesses use eco-friendly methods. As a result, the sector as a whole may see an uptick in efforts to improve sustainability and social responsibility. Ultimately, enhancing CSR in the fashion industry has the potential to benefit society at large.
Enhances Competitive Advantage	Creating environmentally friendly clothing items may help businesses save money and increase productivity. Waste, energy usage, and carbon dioxide emissions may decrease if businesses implement sustainable practices throughout their supply chains.

5. Discussions

Several fashion professionals may benefit from this literature review's conclusions. Here are a few quick tips on how fashion businesses might exploit these relationships to boost their bottom line. Businesses in the fashion industry may increase their bottom line by adopting sustainable practices. Sustainable practices are important for fashion firms to follow in all areas of operation, from design to production to packaging (Islam et al., 2021). This may be possible via the use of organic cotton or polyester, as well as through the implementation of water conservation and waste reduction measures during production. By adopting eco-friendly procedures, clothing manufacturers may lessen their negative influence on the environment and win over shoppers who put that concern at the forefront of their shopping choices.

Practitioners may find it useful to inform consumers about the ecological advantages of green clothing. Businesses may spread the word about their wares' eco-friendliness using various mediums, including social media, email marketing, and in-store displays. Companies may help spread knowledge about the significance of green fashion by informing customers about the environmental effect of their goods and the advantages of sustainable consumption. A business may utilize social media to promote eco-friendly practices and products by discussing green manufacturing and product sourcing. They may boast online about the environmental protection measures they have taken and the sustainability certifications they have earned. Companies in the fashion industry may help the environment by educating customers about the benefits of green fashion items and inspiring them to shop more sustainably.

One takeaway for industry professionals is the need of collaborating with key stakeholders to accelerate the development of more sustainable products for the fashion industry. Suppliers, manufacturers, retailers, and customers may work together to ensure a smooth supply chain (Min et al., 2019). Fashion companies may collaborate with their

suppliers to get sustainable materials like organic cotton or recycled polyester. They may also work with factories to reduce water and power use in production and introduce other environmentally friendly production techniques. Retailers play a crucial role in educating consumers about the benefits of green fashion product creation and supporting sustainable consumption behaviors. Companies in the fashion industry may boost their brand recognition and customer base by forming partnerships with stores that reflect their ideals. Crowdsourcing and customer surveys are two more ways businesses and customers may work together to develop eco-friendly goods. Strong connections may be built with stakeholders that aid in the pursuit of long-term sustainability objectives by the fashion industry by working together with them (Brun et al., 2020). They may also learn about the market and consumer trends, useful for developing and promoting new products. As a whole, fashion businesses may benefit from working together to improve their environmental and social performance and increase their market competitiveness.

Promoting sustainability in the fashion sector requires full visibility throughout the supply chain. Companies in the fashion industry would serve their customers better if they were more forthcoming about the resources, methods, and circumstances that went into making their wares (Dragomir & Dumitru, 2022). Consumers may accomplish this by including instructions on the packaging or posting them on the business's website. Companies in the fashion industry may gain credibility and customer support by being more open about their supply chain.

Regarding the limitations of the study, first, please be aware that our studies have mostly focused on a certain subset of consumers in a specific geographic area. As a result, the results can probably not be generalized to other persons or settings. To have a complete view of the factors influencing green fashion product development, further research on consumer preferences in different nations and cultural contexts is required. The fundamental flaw of this research is that it does not include any primary data in the form of surveys or other primary sources, instead relying only on a literature review. It is important to realize the limitations of literature reviews, notwithstanding their value for collecting and analyzing past research on a topic. One of the disadvantages of relying only on such a study is the difficulty in judging the quality and validity of the research. The included studies varied widely regarding research design, sample size, and data collection methods, which may have affected the validity and generalizability of the findings. Finding and filling up research gaps while reviewing literature might be difficult. Although the studies included in this study are certainly helpful, they likely do not give a full picture of the challenges that are most important to stakeholders in the fashion business. More primary research may be required to fully understand the effects of green fashion product design in the fashion business. Although this study has emphasized the significance of green fashion product development in educating customers about environmental issues, it has not examined the environmental impacts of such products. In the future, researchers may try to quantify the positive impact green fashion products have on the planet and the industry's long-term viability.

In conclusion, the fashion business and the environment may profit from creating green fashion items in many ways. Research shows that "green fashion" is good for business since it encourages ethical purchasing practices, makes people more aware of environmental issues, supports CSR efforts, and makes companies more competitive. Companies in the fashion industry would take note of these advantages and include green fashion in their plans for future product innovations. However, it is still important to recognize the potential advantages of green fashion despite the limitations of this literature analysis, such as the absence of original research and the narrow breadth of the studies evaluated. The review's suggestions for further research and practice allow fashion businesses to boost profits while advancing sustainability and social responsibility. Hence, it is suggested that the fashion industry work together with stakeholders to create a greener and more ethical supply chain, inform consumers of the advantages of eco-friendly clothing, and boost green fashion via R&D. Companies in the fashion industry may better prepare for the future by catering to the needs of eco-conscious shoppers. Green fashion product creation is good for business and helping the planet. It may help businesses enhance their CSR, get an edge in the market, and positively impact the future of sustainability. For this reason, eco-friendly product creation should be at the forefront of every fashion brand's R&D agenda.

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