SUSTAINABLE FASHION AND CONSUMER BEHAVIOR: A BIBLIOMETRIC REVIEW

Nidhi Turan
Associate Professor
Guru Jambheshwar University of Science & Technology, Hisar, Haryana
E-mail: 1984.nidhi@gmail.com

Poonam Sharma
Research Scholar
Guru Jambheshwar University of Science & Technology, Hisar, Haryana
E-mail: poonambh7404@gmail.com

HSB Research Review
Vol. 19 No. 2
July- Dec., 2024
ISSN: 0976-1179
13-25
The current issue and full text archive of this journal is available at https://www.gjust.ac.in/Page/Index_2_cap/HSB-Research-Review/3348

ABSTRACT

Many industries, most notably the fashion industry, have been greatly impacted by the idea of sustainability. This study examined how academic research on sustainable fashion which emphasizes sustainable practices, ethical production, and transparency in the fashion industry has developed. The study performs a bibliometric analysis of sustainable practices in fashion marketing using academic papers from the Scopus database. Its objectives include identifying current trends, evaluating advanced knowledge, and collecting indicators like publication frequency and citation counts. A sample of 858 materials was obtained. The VOS viewer software was used to process the data and graphically represent the results. The study looked at co citations, bibliographic coupling, co-authorship analysis, concurrent occurrence of publication by year, keyword trends, and countries and institutions. It discovered that the body of research on fashion sustainability issues in the field of fashion marketing is growing quickly. Among the 858 sources included in the review, the USA emerges as the leading country on this topic. The results highlighted a marked increase in the publication-to-citation ratio in recent years, with the Journal of Cleaner Production being the top journal (93 publications) and Ko E emerging as the most influential author. This study offers an overview of the current state of the field, while also highlighting gaps and potential research opportunities in sustainable fashion marketing and consumer behavior.

Keywords: Sustainability; Sustainable Fashion; Sustainable Fashion Marketing; Fast Fashion; Circular Economy; Bibliometric Analysis

INTRODUCTION

With the rapid acceleration of fashion cycles, certain areas of the industry have turned to more unsustainable production methods to meet consumer demand and boost profit margins. Nevertheless, consumers have been hesitant to embrace sustainable shifts in their consumption choices, a trend observed across various industries that provide sustainable products within a fast-paced market characterized by rapid turnover of goods. Producers in the fashion industry are trying to make it more sustainable, but long-term success depends on consumer support through purchasing sustainable fashion (McNeill and Moore, 2015). While consumers are reportedly becoming more

concerned about unethical behavior, this concern does not consistently reflect in their actual purchasing behavior, especially concerning fashion items (Bray *et al*., 2010). This discrepancy between consumer attitudes and actual behavior poses a significant challenge for marketers in the fashion industry, which is characterized by fast-changing trends that often lead to the quick disposal of 'unfashionable' apparel (Birtwistle and Moore, 2007; Morgan and Birtwistle, 2009). Over the past decade, media coverage of environmental and social issues has surged, becoming a significant part of mainstream discourse. Empirical evidence indicates that an increasing number of consumers are drawn to the principles of ethical consumerism (Carrington *et al*., 2010), a phenomenon also evident in the sustainable fashion industry (Lundblad and Davies, 2016). Recent years have seen a rise in consumer awareness, resulting in greater demand for sustainable clothing options among fast-fashion retailers. This shift reflects a growing concern for environmental and social issues connected to fast fashion practices, urging retailers to adapt and offer more sustainable choices. (Dagiliene *et al*., 2022; Evans *et al*., 2022). Despite the increasing awareness of sustainability, many consumers, particularly women and younger generations, still purchase unsustainable fashion items. This behavior is often driven by the appeal of low-priced fast-fashion products, which aligns with the behavioral reasoning theory that explains the motivations behind such consumer choices. The tension between ethical considerations and the temptation of affordability remains a significant challenge in promoting sustainable consumption. (Nguyen *et al*., 2018; Koay *et al*., 2022).

The research is necessary due to the environmental and social issues caused by unethical fast fashion practices, with the potential for sustainable fashion to alleviate these problems. It aims to investigate consumers' attitudes towards sustainable fashion and how the mindset associated with fast fashion affects these attitudes.

This study examines the literature on sustainable fashion from 2014 to 2024. The current work is a bibliometric analysis of the most significant advancements in "sustainable" and "fashion." This comprehensively assesses the present state of research and identifies any potential patterns or trends. The article includes information about the distribution of countries and productive authors on the subject, which may help to guide future research. This review aims to highlight significant research concerns and recommend future directions. The following research questions guide our research:

1. What is the present state of the research in this field?
2. Which major themes emerge from sustainable fashion use and how does it consumer behavior?
3. What are the main findings on sustainable fashion and its effects on consumer behavior?

METHODOLOGY

Bibliometric Analysis Methods

This study is centered around a bibliometric review of sustainability research, specifically in the context of sustainable fashion. It is recommended that a systematic review of literature in the field of management adhere to three key stages: organizing the review, carrying it out, and then reporting or sharing the findings (Tranfield *et al*., 2003). This methodology is used for the review in this study. The bibliometric review methodology is vital as it systematically organizes and presents the body of literature within different research domains. By applying objective criteria, it allows researchers to analyze and categorize publications based on various metrics, such as citation counts and publication frequency. Many software tools for bibliometric analysis exist, such as Biblioshiny (Aria and Cuccurullo, 2017) and “VOS Viewer” (Van Eck and Waltman, 2010). The software used in this study includes “Biblioshiny (Bibliometrix R program, version 3.1.3, released on May 25, 2021)” and “VOS viewer (version 1.6.16, released on November 25, 2020)”. A free Java program called “VOS Viewer” is used to create, visualize, and assess maps derived from bibliometric data (Aria and Cuccurullo, 2017). The SCOPUS databases, as well as bibliometric data from Dimensions, are supported by the latest version of “VOS Viewer” (www. vosviewer. com). However, users of the “Biblioshiny app” for Bibliometric are directed to a web interface, so even without coding experience, they may perform bibliometric analysis and visualization (Aria and Cuccurullo, 2017). The Biblioshiny application is launched once you install “the Bibliometrix package [install.packages ("bibliometrix")] in R Studio and run the biblioshiny () command in R Console” (Waghmare,

2021). The use of VOS viewer software allows for the graphical representation of data through category maps, enhancing the visualization of bibliometric analysis and facilitating the interpretation of publication patterns in research areas. Data were collected from one of the most important bibliographic databases: Scopus. To analyze and interpret the data that was gathered, bibliometric indicators were used. These indicators offer valuable information about the impact of research on a particular subject, author collaboration, and publication trends (Simon *et al*., 2018). The current study analyzes 858 bibliographic resources that were obtained following the application of "Boolean operators." Following data processing, several possible outcomes were graphically displayed using a similarity visualization application (VOS viewer). The results of the bibliometric analysis identified the key trends in the field by examining various factors such as influence, key journals, influential articles, predominant topics, leading authors, significant institutions, and contributing countries. Analysis and graphical representation are essential for helping academics and professionals better understand sustainability research, particularly in fashion marketing, while also identifying key trends in the field.

Data Collection

After selecting search keywords, the authors conducted a bibliometric literature search. Scopus is one of the most commonly used databases with a complete overview of the global study yield, as well as the widely used search engine. It was used to collect data for current exploration. A search using the keywords "sustainable" OR "fashion" yielded 5036 papers. The research records were collected in 2024, but as the Scopus database is updated frequently, the results could alter later. The articles were selected from 2014 to 2024 and eliminate 878 articles published before 2014. This resulted in 4158 documents. Only English-published journal articles and reviews were considered. This process eliminated 19 extra papers. After the filtration process, we were left with a database of 4139 documents that were later subjected to exclusion criteria. Articles about Business Management and Accounting were included, excluding all other subject areas (3281). A total of 858 research publications were selected for bibliometric analysis (refer to Figure 1). Bibliographic information, such as keywords, abstracts, author names, document titles, citation statistics, and affiliations, was examined from 858 Scopus files. These were entered into the bibliometric evaluation program VOSViewer, version 1.6.8. The purpose of developing descriptive statistics was to give a thorough understanding of the sustainable fashion and consumer behavior research field. The citation, co-citation, and keyword co-occurrences were assessed using VOSViewer. Articles are analyzed by using the SPAR-4-SLR described by Paul *et al*., (2021).

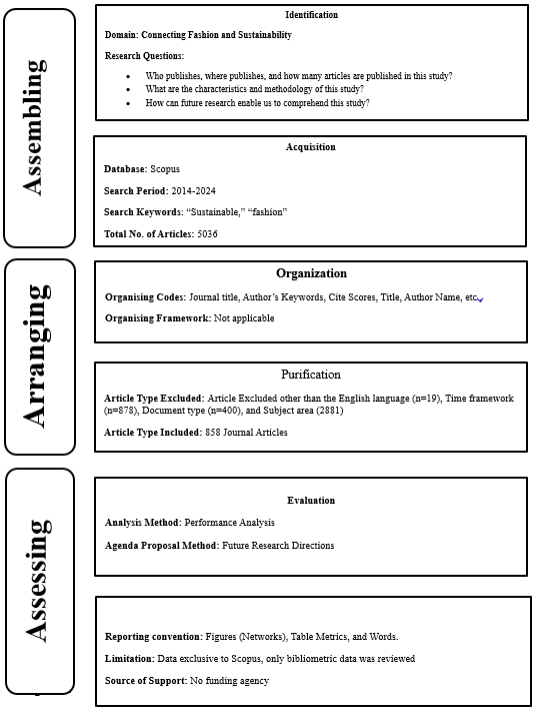

Figure 1: SPAR-4-SLR

Source: Paul *et al*., 2021

DATA ANALYSIS

Main Information

Figure 2 displays an annotated summary of the analysis findings. This study examined the contributions made by research participants in the given field by using the bibliometric approach. It presents a bibliometric study of 858 publications on sustainable fashion that were published between 2014 and 2024. There are 26.15 citations on average for each article and 4.13 citations annually per document. The findings also revealed that 2032 different authors contributed to the topic of sustainable fashion throughout this time and there are 44637 references. The author's keywords are 2494, and the annual growth rate is 23.96per cent.

A total of were 108 documents obtained from a single author. There are 2.79 co-authors on average for each document. These figures demonstrate a clear increase in academic study on the intersection of fashion and sustainability, highlighting important areas for modern research growth.

Figure 2: Main Information

Source: Computation using Biblioshiny Software

Annual Publications

Figure 3 provides a detailed analysis of the annual publications concerning sustainable fashion from 2014 to 2024, illustrating a remarkable and consistent upward trajectory in scholarly output over the decade. The data shows that in the initial year of 2014, there were only 23 publications, indicating that research in this area was still nascent. However, as awareness of sustainability in fashion grew, researchers began to delve deeper into the subject. Each subsequent year witnessed a gradual increase in publications, reflecting an expanding body of knowledge and interest among academics.

By 2023, the number of publications soared to 128, marking a substantial rise that highlights the growing importance of sustainability in fashion discussions within academia. This increase can be attributed to several factors, including heightened consumer demand for sustainable practices, intensified media attention on environmental issues, and a broader societal shift toward ethical consumerism. The average annual growth rate of around 23.96per cent further emphasizes this trend, revealing that the academic community is not only acknowledging the relevance of sustainable fashion but is also actively contributing to the discourse.

Moreover, the rising number of publications suggests that researchers are increasingly exploring various dimensions associated with sustainable fashion, such as materials innovation, consumer behavior related to sustainability, and the challenges posed by fast fashion. This growing body of literature is essential for guiding industry practices and informing policy decisions aimed at fostering sustainability in fashion. Overall, Figure 3 encapsulates the evolving landscape of research in sustainable fashion, showcasing it as a vital area of inquiry that reflects larger societal values and concerns regarding environmental stewardship and social responsibility.

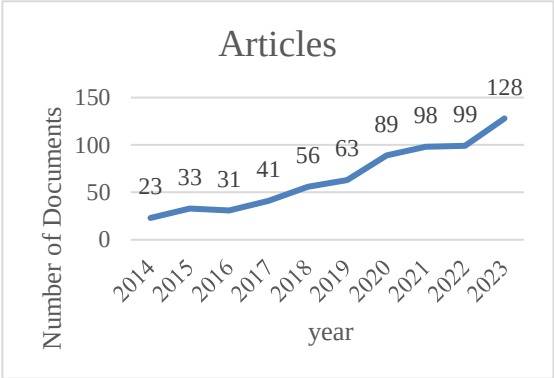

Figure 3: Annual Publications

Source: Computation using Biblioshiny Software with Microsoft Excel

Publications by Journal

From a total of 281 distinct sources related to "sustainable fashion" in the fashion industry, the following 10 journals are identified as the most frequently cited by researchers. Journal of Cleaner Production emerges as the leading source with 93 articles, highlighting its central role in disseminating research on sustainable fashion practices. This implies a considerable accumulation of research published in this journal, which may highlight its importance as a foremost platform for academic contributions in the pertinent field. Other prominent journals include the Journal of Fashion Marketing and Management, Journal of Global Fashion Marketing, and Textile Outlook International, each contributing significantly to the scholarly discourse. The data showcases a variety of journals, each adding valuable insights to the comprehensive understanding of sustainable consumer behavior within the fashion industry. In fact, the disparity in article numbers between journals illustrates possible areas of focus for the academic community and reflects the dispersal of research efforts. Researchers, organizations, and readers interested in the subjects covered in these publications can find important insights from this variety, which enables them to recognize leading journals and new trends in sustainable fashion research.

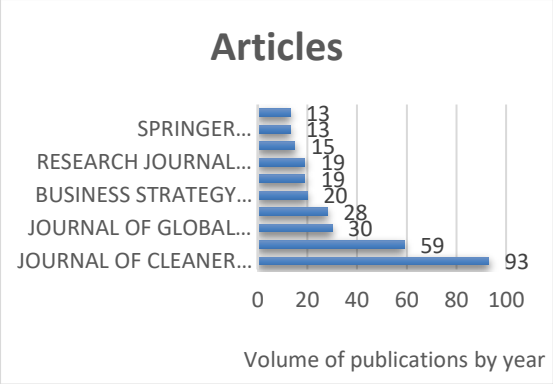

Figure 4: Publications by Year (2014-2024)

Source: Computation using Biblioshiny Software with Microsoft Excel

Source Impact

As evidenced by the source impact data, journals play a crucial role in influencing consumer behavior research on sustainable fashion consumption. The "Journal of Cleaner Production" is at the forefront, boasting an h-index of 42. The "Journal of Fashion Marketing and Management" has an h-index of 23, reflecting its impact in the field. Journals such as the "Journal of Global Fashion Marketing" and the "International Journal of Consumer Studies" demonstrate strong potential with h-indices of 19 and 16, respectively. The "Business Strategy and the Environment" journal, with an h-index of 12, also showcases a significant impact in the field of environmental business studies. Journals such as "Fashion and Textiles" and the "International Journal of Retail and Distribution Management" have H-index values of 7, indicating that they focus on more specialized or emerging research areas within their fields. This suggests that, although they contribute significantly to niche topics, their overall impact and citation frequency may not match that of more established journals.

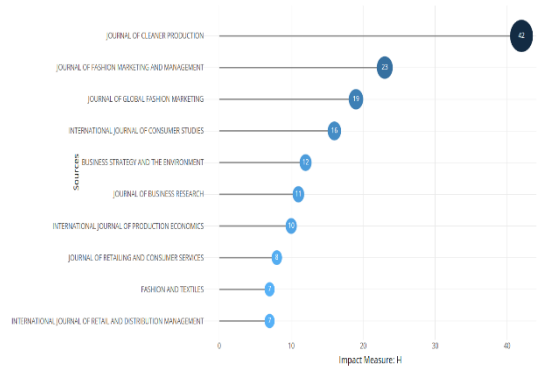

Figure 5: Source Impact

Source: Computation using Biblioshiny Software

Most Productive Journals

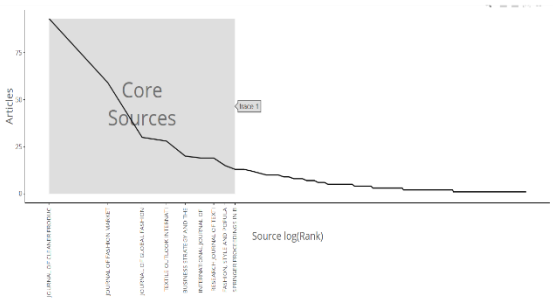

Figure 6: Clustering through Bradford's Law

Source: Computation using Biblioshiny Software

Bradford's law: Bradford's scattering law (1: n: n2), which predicts an increase in journal production as one moves from one zone to the next, can be used to divide the total number of citations into three equal zones (Bradford, 1985). It was discovered that the top 9 journals were located in the first zone, also referred to as Bradford's zone of core sources or trace 2 journals. They go by the following names (Table 1).

Table 1: Bradford's Trace 2 Journals' Name

Source	Rank	f	cf	Zone
Journal of Cleaner Production	1	93	93	Zone 1
Journal of Fashion Marketing and Management	2	59	152	Zone 1
Journal of Global Fashion Marketing	3	30	182	Zone 1
Textile Outlook International	4	28	210	Zone 1
Business Strategy and The Environment	5	20	230	Zone 1
International Journal of Consumer Studies	6	19	249	Zone 1
Research Journal of Textile and Apparel	7	19	268	Zone 1
Fashion, Style, And Popular Culture	8	15	283	Zone 1
Springer Proceedings in Business and Economics	9	13	296	Zone 1

Source: Authors' Own Computation using Biblioshiny Software, Frequency denoted as f, Cumulative Frequency denoted as cf

Bradford's Scattering classified the following 52 journals as part of the second wave of citations, or Zone 2, and the remaining 797 journals as part of the last wave, or Zone 3, of citations. A zone-by-zone analysis of the journal distribution is shown in Figure 6. The authors find that approximately 34.5per cent of all citations (296 out of 858) originating from the top 9 journals are thought to have occurred in the core or trace 2 zones based on Bradford's Partial Compliance. These findings highlight the most influential journals in the sustainable fashion domain, as well as their specific areas of effect. Zone 3 consists of 163 publications with a single citation for each paper.

Most Relevant Affiliations

In Table 2, Yonsei University stands out among the diverse affiliations, contributing significantly with 32 published articles that highlight its commitment to advancing sustainable fashion practices. Similarly, The University of Manchester and the Hong Kong Polytechnic University are key contributors, with 17 and 25 articles respectively, showcasing their commitment to this evolving field. Amity University and Jiangnan University also maintain a strong presence, with 15 and 14 articles respectively, highlighting the global scope of research in this field. The list also includes institutions such as Nottingham University, Politecnico di Milano, RMT University Vietnam, and the University of Manchester, each contributing 14 significant scholarly works, while Donghua University contributed at least 13 articles. This wide array of affiliations underscores the international collaboration and dedication of academic institutions in influencing the future of sustainability within the fashion industry.

Table 2: Most Active Affiliations

Sr. No	Name of University	No. of Publications
1.	Yonsei University	32
2.	The Hong Kong Polytechnic University	25
3.	University of Manchester	17
4.	Amity University	15
5.	Jiangnan University	14
6.	Nottingham University	14
7.	Politecnico Di Milano	14
8.	RMIT University Vietnam	14
9.	The University of Manchester	14
10.	Donghua University	13

Source: Computation using Biblioshiny Software

Most Influential Authors

The authors' production data demonstrate the scholarly contributions and effect of numerous experts in the field of consumer behavior in relation to sustainable fashion across time. Figure 7 presents the leading ten authors, showcasing their annual publication numbers and citation counts. Some authors, like Ko E and Henninger CE, have been publishing continuously over the years, showing consistent engagement in the research area. Authors with darker bubbles, such as Choti T-M, have produced articles with significant influence in the academic community. Some authors, like Singh S and Gupta S, have smaller and lighter bubbles, suggesting newer contributions with a growing impact. The darker the bubble, the higher the total citations per year (TC per year). This means that not all publications have the same level of influence; some papers receive significantly more citations than others. Authors like CHOI T-M and Kim KH have some of the darkest bubbles, showing that their research has had a high citation impact. The graph indicates a positive trend in scholarly contributions within the field, highlighting several authors who emerged as key contributors, demonstrating significant advancements in research related to consumer behavior and sustainability.

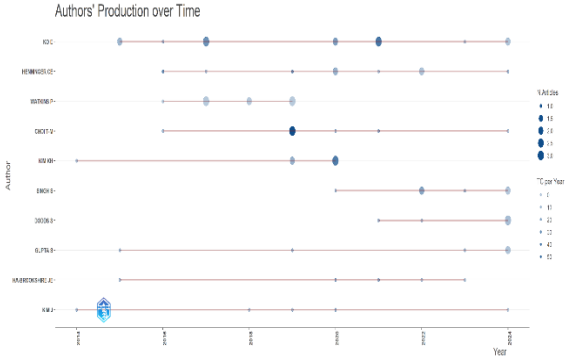

Figure 7: Production of Top Authors Over Time
Source: Computation using Biblioshiny Software

Table 1 provides critical publication metrics for leading scholars, including their h-index, g-index, the year of their first publication, the total number of publications (NP), and total citations (TC). These metrics reflect the scholars' impact and contribution to the field, offering insights into their research output and influence over time. KO E has the highest h-index (11), g-index (14), and total citations (750), making them the leading researcher. Henninger CE (h-index: 8, TC: 615) also has a strong research impact. Mishra S (m-index: 0.833, NP: 5, TC: 226) is a relatively new researcher (started in 2020) but has already made a strong impact. Choi T-M, Kim KH, and Ritch EL have moderate h- and g-index values, suggesting consistent scholarly contributions. Some authors with longer publishing histories (since 2014-2016), like KO E and Kim J, have had more time to accumulate citations. Newer researchers like Jain S and Mishra S have promising citation growth in a shorter time frame.

The results indicate that, although certain authors have a higher number of publications, others achieve a greater impact per article. By considering total citations, h-index, and g-index together, we gain insights into both the productivity and influence of researchers within their field of study.

Table 3: The Most Productive Authors

Author	TC	h index	g_index	NP	PY_Start
Ko E	750	11	14	14	2015
HENNINGER CE	615	8	9	9	2016
CHOI T-M	568	6	7	7	2016
KIM KH	352	6	6	6	2014
ATIK D	287	4	4	4	2015
JAINS	241	4	4	4	2019
MISHRA S	226	5	5	5	2020
HA-BROOKSHIRE JE	181	4	5	5	2015
KIM J	176	4	5	5	2014
RITCH EL	160	5	5	5	2015

Source: Computation using Biblioshiny Software, Number of Publications denoted as NP, Total Citations denoted as TC

Co-Authorship by Countries

The aim of "co-occurrence analysis" is to uncover relationships between terms within a specific collection of publications. Table 4 represents the research productivity of different countries in terms of published documents and citations in a particular academic field. According to the table, the USA (118) and the UK (103) have the highest number of research publications, showing that these countries are key players in the field. India (87) ranks third, demonstrating its increasing academic presence. Italy (74) and China (55) have a moderate number of publications but could be focusing on quality over quantity. Spain (28) and Canada (25) contribute fewer papers but are still within the top 10. Some countries, like South Korea and Italy, produce fewer papers but receive high citations, showing their research is highly influential.

Table 4: Analysis of Research Output by Country

Sr. no.	Countries	Documents	Citations
1.	USA	118	3763
2.	UK	103	3439
3.	India	87	1466
4.	Italy	74	3161
5.	China	55	1540
6.	South Korea	47	2113
7.	Germany	39	1452
8.	Australia	32	1238
9.	Spain	28	684
10	Canada	25	771

Source: Computation using VOS Viewer

Figure 8 is a co-authorship network visualization that represents collaborations between researchers from different countries. Larger nodes represent countries with higher co-authorship frequency, meaning they are more involved in international research collaborations. The United Kingdom, the United States, and India have the largest nodes, suggesting they are the most connected and active in global research partnerships. Other large nodes include Italy, Germany, and Australia, indicating strong participation in international research. The thicker lines (edges) between countries indicate stronger collaborations in terms of shared research papers. The UK and USA share a strong link, showing frequent joint publications. India, Italy, and Australia also display dense connections, highlighting their significant research collaborations. Countries such as Malaysia, Indonesia, and Germany are also well connected, though not as central as the top players. The network appears to be color-coded into different clusters, indicating regional or thematic collaborations. There are distinct research clusters, with Western nations forming one hub, Asian countries another, and a mix of European collaborations as well. Some countries on the edges of the network, such as Norway, Japan, and Portugal, have fewer direct connections, indicating lower involvement in international collaborations. Smaller nodes (like Lithuania, Sri Lanka, and Hungary) are less influential, suggesting they might engage in more regional rather than global collaborations.

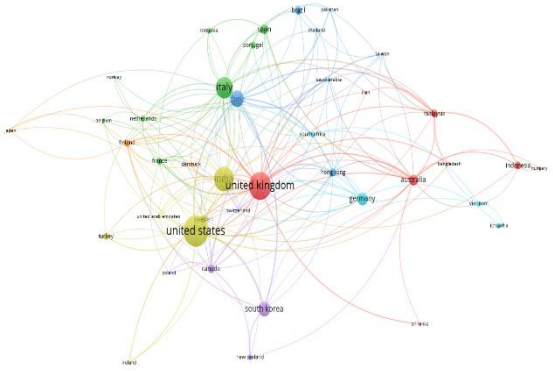

Figure 8: Co-Authorship Network of Countries
Source: Computation using VOS Viewer

Relationship between Authors, Keywords, and Sources

Figure 9 illustrates three field studies that investigate the connections among sources, authors, and keywords. The left column displays the names of the sources, the middle column presents the authors' names, and the right column includes the corresponding keywords. Sustainability and Circular Economy are dominant topics in the research field. Certain authors (Ko E, Henninger CE) have a major influence on sustainable fashion studies. Well-cited references (Ajzen, Fletcher, Niinimäki) play a key role in shaping research. Fast Fashion, Consumer Behaviour, and Purchase Intention are key research focuses.

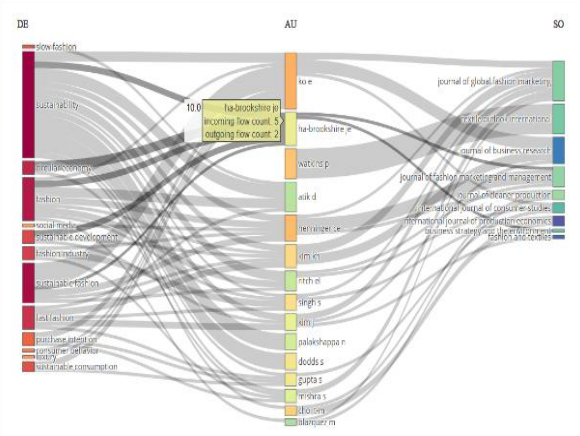

Figure 9: Three Field Analyses on Sustainable Fashion and Its Impact on Consumer Behavior
Source: Computation using Biblioshiny Software

Analysis of Keyword Co-Occurrence

"What are the key thematic areas in this literature?" is the research question, which was resolved using a co-occurrence analysis of keywords. Using keyword co-occurrence analysis, research themes and keywords can be identified. The study focuses on the correlation between co-occurring keywords in various publications. This approach involves analyzing the frequency of specific keywords used together. Keyword analysis offers valuable insights into current research trends and potential future directions, highlighting areas of significant focus within the scholarly community. The complete counting approach was used to conduct a co-occurrence network analysis of all 4021 keywords, with a minimum of 10 times the keyword's occurrence required for VOS viewer analysis. Only 69 terms out of 4021 were used 10 or more times. In Table 5 Highest occurrences: Sustainability (230) and Sustainable Development (210). These themes will continue to dominate as governments, businesses, and consumers push for environmentally responsible practices. Sustainable Fashion (119 occurrences, 195 link Strength) is a core topic, reflecting the shift in consumer awareness. Expect more research on materials (biodegradable, recycled, lab-grown fabrics), consumer adoption patterns, and fashion tech innovations. Circular Economy (68 occurrences, 211 link strength) is becoming a key area of interest. Future research will likely explore closed-loop production, waste reduction, and policy frameworks that encourage circularity. Fast Fashion (51 occurrences, 126 link strength) is widely studied, often in the context of environmental impact and consumer behavior. Future research might focus on greenwashing concerns, brand accountability, and consumer shift toward slow fashion. Supply Chain (45 occurrences, 207 link strength) highlights the importance of traceability, efficiency, and ethical sourcing. Expect blockchain-based supply chains, AI-driven logistics, and carbon footprint reduction strategies to be emerging topics.

Table 5: Frequency of Keywords

Sr. no.	Keywords	Occurrences	Total Link Strength
1.	Sustainability	230	519
2.	Sustainable Development	210	759
3.	Sustainable Fashion	119	195
4.	Fashion Industry	103	353
5.	Fashion	95	197
6.	Circular Economy	68	211
7.	Textile Industry	62	271
8.	Textiles	56	234
9	Fast Fashion	51	126
10.	Supply Chain	45	207

Source: Computation using VOS Viewer

The keyword co-occurrence network shown in Figure 10 is a visual representation of key research themes in a sustainable fashion. There are six clusters of 69 items, each with 1005 links, for a total link strength of 3182. Cluster 1 has 25 items out of 69 total, followed by Clusters 2, 3, 4, and 5, which have 17,15,8 and 4 items, respectively *Sustainability* (Red Cluster) is the most dominant theme, linked to consumer behavior, sustainable fashion, and corporate responsibility. *Sustainable Development* (Green Cluster) connects to business models, supply chains, and decision-making in the fashion industry. *Textile Industry & Environmental Impact* (Blue Cluster) focuses on recycling, climate change, and material sustainability**.** Circular Economy (intersection of red & green clusters) is gaining importance, highlighting the need for closed-loop systems in fashion production. Supply Chain Transparency & Blockchain (green cluster) indicates a growing interest in digital innovations for sustainability verification. Fast Fashion vs. Sustainable Consumption (red cluster) suggests an ongoing debate between affordability and ethical consumerism.

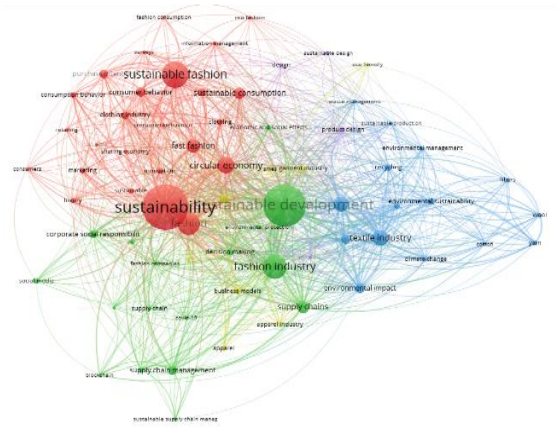

Figure 10: Co-occurrence Analysis of Keywords
Source: Computation using VOS Viewer

CONCLUSION

The study concludes that research on sustainable fashion has experienced significant growth from 2014 to 2024, reflecting a heightened academic interest and aligning with broader industry trends towards ethical and sustainable practices. Key themes such as sustainability, circular economy, and transparency dominate the literature, highlighting the importance of environmentally responsible production methods. The United States and the United Kingdom emerge as leading contributors to this field, while the growing participation from other countries, including India, indicates a collaborative global effort. However, the study also identifies critical gaps, particularly regarding consumer behavior, social media's influence on sustainable choices, and the integration of technologies like blockchain for enhanced supply chain transparency. These gaps present promising avenues for future research, emphasizing the need for marketers and fashion brands to adapt to the evolving demand for sustainable options driven by changing consumer attitudes toward ethical consumption. Overall, this bibliometric analysis provides a comprehensive overview of the current state of sustainable fashion research and its implications for both academia and industry.

LIMITATIONS

The study acknowledges several limitations that may affect the comprehensiveness and applicability of its findings. Firstly, the research is exclusively based on bibliometric data retrieved from the Scopus database, which may overlook relevant publications indexed in other databases and platforms. This limitation could result in a narrower view of the research landscape on sustainable fashion. Additionally, the focus on quantitative indicators, while useful for identifying trends and patterns, may not sufficiently capture the qualitative aspects and nuanced discussions within the literature. As a result, the analysis might miss out on important theoretical developments and insights that do not translate into measurable metrics. Furthermore, the study predominantly centers on publications from 2014 to 2024, potentially limiting the understanding of earlier foundational works that have shaped the discourse sustainably. These constraints suggest the need for a broader, more inclusive approach in future research endeavors to encapsulate the full breadth of sustainable fashion literature and to enhance the understanding of its evolving dynamics.

FUTURE IMPLICATIONS

The future implications of the research on sustainable fashion marketing suggest a significant shift toward integrating sustainability into mainstream fashion practices. As consumer awareness of environmental and social issues continues to grow, there is an anticipated increase in demand for sustainable clothing options, prompting retailers to adapt their business models accordingly. This transition will require fashion companies to invest in innovative materials, such as biodegradable and recycled fabrics, to meet the evolving preferences of ethically-driven consumers. Additionally, the rise of digital technologies, including blockchain for supply chain transparency, offers new avenues for verifying sustainable practices, thereby enhancing consumer trust. The study also indicates that researchers should further explore the dynamics of fast fashion versus sustainable consumption, considering the ongoing tension between affordability and ethical considerations. Overall, the trajectory of research in sustainable fashion is likely to expand, focusing on closed-loop production systems, consumer adoption patterns, and the role of technology in facilitating sustainable practices, thereby fostering a more responsible fashion industry in the future.

REFERENCES

Aggarwal, E., Singh, A. B., & Misra, R. (2024). Does consumption values and ascribed responsibility predict attitudes towards sustainable luxury brands. *Journal of Consumer Marketing*, *41*(2), 180-195. https://doi.org/10.1108/JCM-05-2023-6058

Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of informetrics*, *11*(4), 959-975. https://doi.org/10.1016/j.joi.2017.08.007

Bastone, A., Leone, D., Ciasullo, M. V., & Matho, R. (2024). Exploring sustainable value drivers of the sharing economy: a sector analysis. *Management Decision*, *62*(12), 4118-4137. https://doi.org/10.1108/MD-02-2024-0354

Birtwistle, G., & Moore, C. M. (2007). Fashion clothing–where does it all end up?. *International Journal of Retail & Distribution Management*, *35*(3), 210-216. https://doi.org/10.1108/09590550710735068

Bishnoi, S. K., & Guru, R. (2024). Study on motives underlying the buying of fast fashion in India despite associated sustainability issues. *Tekstilec*, *67*(1), 44-55. https://doi.org/10.14502/tekstilec.67.2023065

Bray, J., Johns, N., & Kilburn, D. (2011). An exploratory study into the factors impeding ethical consumption. *Journal of Business Ethics*, *98*(4), 597-608. https://doi.org/10.1007/s10551-010-0640-9

Brinda Sree, T., & Kavitha, R. (2024). Paving the way: Scientometrics of consumer behavior in sustainable fashion for future research agenda. *Business and Society Review*, *129*(4), 528-551. https://doi.org/10.1111/basr.12371

Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of business ethics*, *97*(1), 139-158. https://doi.org/10.1007/s10551-010-0501-6

Cavalcante, W. Q. D. F., Coelho, A., & Bairrada, C. M. (2021). Sustainability and tourism marketing: A bibliometric analysis of publications between 1997 and 2020 using vosviewer software. *Sustainability*, *13*(9), 4987. https://doi.org/10.3390/su13094987

Cheng, Y. W., Huang, J., Tang, X., Fu, W., Xu, D., & Wang, C. H. (2024). Delving into textile fast pyrolysis: A holistic study on the effects of feedstock and temperature variability. *Journal of Cleaner Production*, (*484)*, 1-17, 144278. https://doi.org/10.1016/j.jclepro.2024.144278

Dagilienė, L., Varaniūtė, V., & Pütter, J. M. (2022). Exploring institutional competing logic for sustainability implementation of retail chains. *International journal of retail & distribution management*, *50*(13), 17-43.https://doi.org/10.1108/IJRDM-09-2020-0379

Dasmi, C., Diletta, A., Mazzoli, V., & Donvito, R. (2024). How sustainability shapes consumer preferences on special occasions. *Business Strategy and the Environment*, *33*(6), 5797-5811. https://doi.org/10.1002/bse.3781

Demyen, S. (2024). The online shopping experience during the pandemic and after - A turning point for sustainable fashion business management? *Journal of Theoretical and Applied Electronic Commerce Research*, *19*(4), 3632-3658. https://doi.org/10.3390/jtaer19040176

Diddi, S., Yan, R. N., Bloodhart, B., Bajtelsmit, V., & McShane, K. (2019). Exploring young adult consumers' sustainable clothing consumption intention-behavior gap: A Behavioral Reasoning Theory perspective. *Sustainable production and consumption*, *(18)*, 200-209. https://doi.org/10.1016/j.spc.2019.02.009

Evans, F., Grimmer, L., & Grimmer, M. (2022). Consumer orientations of secondhand fashion shoppers: The role of shopping frequency and store type. *Journal of Retailing and Consumer Services*, (*67) 1-11*, 102991. https://doi.org/10.1016/j.jretconser.2022.102991

Garrigos-Simon, F. J., Narangajavana-Kaosiri, Y., & Lengua-Lengua, I. (2018). Tourism and sustainability: A bibliometric and visualization analysis. *Sustainability*, *10*(6), 1976. https://doi.org/10.3390/su10061976

Gazzola, P., Grechi, D., Iliashenko, I., & Pezzetti, R. (2024). The evolution of digitainability in the fashion industry: a bibliometric analysis. *Kybernetes*, *53*(13), 101-126. https://doi.org/10.1108/K-05-2024-1385

Geegamage, T., Ranaweera, A., & Halwatura, R. (2024). Pre-loved or hatred? Consumers' perception of value towards second-hand fashion consumption in Sri Lanka. *Research Journal of Textile and Apparel*, *28*(4), 1015-1030. https://doi.org/10.1108/RJTA-04-2024-0065

Genovese, A., Lowe, B. H., Bimpizas-Pinis, M., & Ram, V. G. (2024). Planning for a future free from rebound effects. *Futures, (164)*, 1-7, 103479. https://doi.org/10.1016/j.futures.2024.103479

Gosal, G. A., Jaury, C., Jason, S., & Ananda, A. S. (2024). Perceived Consumer Values of Green Packaging as Antecedents of Attitude Toward Fashion Brand. *Calitatea*, *25*(199), 291-298. https://doi.org/10.47750/QAS/25.199.32

Hasan, C. I., Saleh, S. M., AbedRabbo, M., Obeidat, Z., & Ahmad, A. (2024). Can water conscientiousness influence consumers' purchase intentions and behaviours towards sustainable apparel? *Journal of Fashion Marketing and Management: An International Journal*, *28*(6), 1197-1218. https://doi.org/10.1108/JFMM-10-2023-0258

Joshi, P., & Kumar, N. (2024). Fast Fashion Brands: Sustainable Marketing Practices and Consumer Purchase Behaviour. *Tekstilec*, 67(1), 4-18. https://doi.org/10.14502/tekstilec.67.2023084

Karadayi-Usta, S. (2024). Sustainable post-consumer textile waste management: picture fuzzy set-based ORESTE approach. *Journal of Cleaner Production*, *(482)*, 1-11, 144231. https://doi.org/10.1016/j.jclepro.2024.144231

Khan, O., Varaksina, N., & Hinterhuber, A. (2024). The influence of cultural differences on consumers' willingness to pay more for sustainable fashion. *Journal of Cleaner Production*, (*442)1-11*, 141024. https://doi.org/10.1016/j.jclepro.2024.141024

Koay, K. Y., Cheah, C. W., & Lom, H. S. (2022). An integrated model of consumers' intention to buy second-hand clothing. *International Journal of Retail & Distribution Management*, *50*(11), 1358-1377. https://doi.org/10.1108/IJRDM-10-2021-0470

Lee, S. E., & Lee, K. H. (2024). Environmentally sustainable fashion and conspicuous behavior. *Humanities and Social Sciences Communications*, *11*(1), 1-10. https://doi.org/10.1057/s41599-024-02015-4

Li, J., Li, Y., & Fan, C. (2024). A performance evaluation system for product eco-design in the fashion supply chain. *Journal of Cleaner Production*, (*440)*, 1-11, 140716. https://doi.org/10.1016/j.jclepro.2024.140716

Li, L., Liu, X., & Hu, M. (2024). Textile and apparel supply chain coordination under ESG related cost-sharing contract based on stochastic demand. *Journal of Cleaner Production*, (*437)*, *1-14*, 140491. https://doi.org/10.1016/j.jclepro.2023.140491

Lundblad, L., & Davies, I. A. (2016). The values and motivations behind sustainable fashion consumption. *Journal of consumer behaviour*, *15*(2), 149-162. https://doi.org/10.1002/cb.1559

McNeill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: fashionable consumers and attitudes to sustainability in clothing choice. *International journal of consumer studies*, *39*(3), 212-222. https://doi.org/10.1111/ijcs.12169

Mittal, S., Khan, M. A., Yadav, V., & Sharma, M. K. (2024). Footwear as product-service systems: Toward sustainable alternative consumption scenarios. *Business Strategy and the Environment*, *33*(2), 726-741. https://doi.org/10.1002/bse.3519

Monteverde, G., & Runfola, A. (2024). Add a seat for another actor in the business network! Consumer communities' roles for fashion sustainable new ventures. *Journal of Business & Industrial Marketing*, *39*(7), 1567-1581. https://doi.org/10.1108/jbim-08-2023-0440

Morgan, L. R., & Birtwistle, G. (2009). An investigation of young fashion consumers' disposal habits. *International journal of consumer studies*, *33*(2), 190-198. https://doi.org/10.1111/j.1470-6431.2009.00768.x

Nguyen, H. V., Nguyen, C. H., & Hoang, T. T. B. (2019). Green consumption: Closing the intention-behavior gap. *Sustainable Development*, *27*(1), 118-129. https://doi.org/10.1002/sd.1887

Paul, J., Lim, W. M., O'Cass, A., Hao, A. W., & Bresciani, S. (2021). Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR). *International Journal of Consumer Studies*, *45*(4), O1-O16. https://doi.org/10.1111/ijcs.12695

Ronda, L. (2024). Overcoming barriers for sustainable fashion: bridging attitude-behaviour gap in retail. *International journal of retail & distribution management*, *52*(1), 44-61. https://doi.org/10.1108/IJRDM-02-2023-0056

Ross, G. R., Bolton, L. E., & Meloy, M. G. (2023). Disorder in secondhand retail spaces: The countervailing forces of hidden treasure and risk. *Journal of Retailing*, *99*(1), 136-148. https://doi.org/10.1016/j.jretai.2022.12.002

Rūtelionė, A., & Bhutto, M. Y. (2024). Exploring the psychological benefits of green apparel and its influence on attitude, intention and behavior among Generation Z: a serial multiple mediation study applying the stimulus–organism–response model. *Journal of Fashion Marketing and Management: An International Journal*, *28*(4), 1074-1092. 10.1108/JFMM-06-2023-0161

Schiaroli, V., Fraccascia, L., & Dangelico, R. M. (2024). How can consumers behave sustainably in the fashion industry? A systematic literature review of determinants, drivers, and barriers across the consumption phases. *Journal of cleaner production*, *483*, 144232.

https://doi.org/10.1016/j.jclepro.2024.144232

Singh, V. K., Keshari, A., Singh, D., Singh, P. C., & Gautam, A. (2024). Green export strategies and SMEs export performance: mediating roles of innovation, readiness, and activities. *Journal of Innovation and Entrepreneurship*, *13*(1), 87. https://doi.org/10.1186/s13731-024-00451-y

Sobuj, M., NIshat, R., Alam, M. A., Ahmed, M. S., Jannat, N., & Akter, M. (2024). Willingness of Buyers to Buy Wearable Rejected Clothes from Clothing Manufacturers: Model for Fostering Sustainable Apparel Business. *Tekstilec*, *67*(3), 241-251.

Tranfield, D., Denyer, D., & Smart, P. (2003). Towards a methodology for developing evidence-informed management knowledge by means of systematic review. *British journal of management*, *14*(3), 207-222. https://doi.org/10.1111/1467-8551.00375

Van Eck, N., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *scientometrics*, *84*(2), 523-538. https://doi.org/10.1007/s11192 -009-0146-3

Vergura, D. T., Zerbini, C., Luceri, B., & Palladino, R. (2023). Investigating sustainable consumption behaviors: a bibliometric analysis. *British Food Journal*, *125*(13), 253-276. https://doi.org/10.1108/BFJ-06-2022-0491

Vishwakarma, A., Mehrotra, D., Agrahari, R., Kharub, M., Gupta, S., & Jagtap, S. (2024). Breaking barriers: paving the path to sustainable fashion-insights for a greener apparel and textile sector. *Journal of Advances in Management Research*, *21*(3), 376-397. https://doi.org/10.1108/JAMR-05-2023-0112

Yang, J., Al Mamun, A., Reza, M. N. H., Yang, M., & Abd Aziz, N. (2024). Predicting the significance of consumer environmental values, beliefs, and norms for sustainable fashion behaviors: The case of second-hand clothing. *Asia Pacific Management Review*, *29*(2), 179-194. https://doi.org/10.1016/j.apmrv.2024.01.001

Yang, Y., Chen, M., & Meng, H. (2024). The drivers of sharing willingness regarding sustainable fashion brand image based on commitment theory. *Asia Pacific Journal of Marketing and Logistics*, *36*(11), 2831-2848. 10.1108/APJML-10-2023-1035

Zaborek, P., & Nowakowska, D. (2024). Can Corporate Social Responsibility Shift Consumer Behavior? Insights from Scenario-Based Experiment in the Fast Fashion Industry. *Administrative Sciences*, *14*(11), 283. https://doi.org/10.3390/admsci14110283