

Customer-Centric Sustainability's Effect on Brand-Customer Relationships

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Abstract

The study on customer-centric sustainability is expanded in this paper. It assesses how fast fashion customers view the social, environmental, and economic sustainability of firms. It also examines how consumer views of sustainability are impacted by aspects of the customer-brand relationship, such as trust and affective and ongoing commitment. Multivariate regression analysis is used in the study to examine survey responses from 228 consumers of fast fashion.

Key findings show that while economic and social sustainability drove affective commitment, all sustainability components positively impacted brand trust. Intentions to preserve long-term brand partnerships were also enhanced by brand trust.

These findings demonstrate the importance of incorporating customer-focused sustainability into the strategies of fast fashion brands. They contend that through fostering a greater sense of emotional connection, trust, and brand loyalty among target audiences, environmental initiatives may enhance brand equity. Theoretical and practical implications for corporate responsibility, communications, and branding in the context of fast fashion are further discussed.

Keywords: Customer-focused sustainability, quick fashion, sustainability, affective brand commitment, brand trust, and continuous brand commitment.

Introduction

Recent consumer activism has made the sustainability problems facing the fast-fashion sector more acute. But today's fashion agenda is dominated by inflation and geopolitics, which pose a threat to costs and demand. Nonetheless, customers have a significant impact on how sustainably brands operate. Gaining an understanding of the Triple Bottom Line (TBL), or multifaceted idea of sustainability encompassing social, environmental, and economic elements, is necessary to comprehend this dynamic.

TBL is used in a customer-centric framework to capture consumer viewpoints on sustainability. This study applies this methodology to investigate how fast fashion sustainability affects two important customer-brand relational outcomes: commitment and trust. Existing research, however scant, indicates that fashion brands' commitment and credibility are enhanced by sustainability.

This study aims to measure consumer perceptions of sustainability in fast fashion, evaluate the impact of sustainability characteristics on brand trust, and assess the implications on affective commitment and continuity. Thus, it offers much-needed insight on how to improve customer-brand relationships by implementing customer-focused sustainability activities.

We describe our approach and survey results with fast fashion consumers after going over theory to generate hypotheses. Following that, there is a discussion of the findings and their implications for fast fashion's sustainable branding and communications. There is also an assessment of limitations and potential research directions.

Our work addresses the need for relational outcomes-focused, customer-centric sustainability research. In light of changing customer expectations, it offers factual support for integrating sustainability into fast fashion operations, encompassing not just ethical production but also the development of trust and loyalty.

Literature Review and Research Hypotheses

Sustainability in the Context of Fast Fashion

Fast fashion is the term for low-cost, quickly manufactured clothing that imitates high-end design trends, allowing customers to buy stylish items at reduced costs. However, in order to meet size and cost goals, this business model frequently relies on subpar working conditions, the depletion of resources, and low-quality materials. Concerns about sustainability in the sector have thus been raised by the rapid expansion of quick fashion stores like Zara and H&M as well as online shops like Shein.

In the 1960s, conversations about the environmental and social effects of fashion became more popular, giving rise to "slow fashion" movements that prioritized longevity and ethical manufacture. Improved working conditions, increased transparency, and the use of organic or recycled materials are the goals of sustainable fashion. Stella McCartney and Patagonia are two prominent examples of this change.

Nonetheless, there is a fundamental conflict between the ideas of social and environmental responsibility and the quick manufacturing cycles and disposable nature of fast fashion. Even though a lot of firms now support sustainable practices, systematic overproduction and the promotion of excessive consumption don't seem to fit with the sustainability ideals.

Still, there is a growing consumer interest in sustainability. In response, retailers are reducing their use of materials, procuring ethically, and marketing their brands as "sustainable." In the end, a customer-centric strategy is necessary to promote change through consumer preferences for purchases that are consistent with sustainable ideals.

The fast fashion model is based on the quick production of disposable items, which carries a significant risk of externalities. A shift toward transparent, eco-friendly, circular, and ethical design is gaining traction as awareness rises, but it is still in its infancy. The trendline for an industry used to waste may be skewed toward greater responsibility by consumer action and governmental reforms.

Customer-Centric sustainability (CCS)

The Triple Bottom Line (TBL), which unites the social, economic, and environmental pillars of sustainability, is the focus of this discussion. Developed in the 1990s, TBL encourages businesses to consider more than simply financial gains when assessing their societal and ecological effect. TBL has been criticized, though, for ignoring the opinions of its customers.

In light of this, the customer-centric sustainability (CCS) approach centers sustainability strategy around the needs of the client. The argument put up is that businesses' TBL initiatives need to take consumers' needs into account. Customer-inclusive sustainability is critical because, in the end, consumers use their purchasing decisions and boycotts to hold firms accountable.

CCS offers a framework for creating sustainability plans that appeal to today's consumers that are concerned about sustainability. Each TBL dimension is examined via a customer-centric perspective in the ensuing section. Applying CCS mandates in a way that balances consumer values-based environmental protection, social justice, and ethical production with company growth. In order to determine how CCS perceptions affect the results of customer-brand relationships, this study measures them.

CCS: Economic Dimension

TBL's economic definition of sustainability links a company's financial performance and profitability. But CCS broadens this perspective to include external stakeholders' financial well-being, particularly that of customers.

Companies that are financially sustainable show that they care about the financial interests of their clients in a number of ways. However, the quality of the product is especially crucial. Customers strongly associate sustainability with longer-lasting, higher-quality products. The intended obsolescence and overconsumption drivers of fast fashion have also been criticized in earlier studies.

In the context of CCS, consumer-valued indications of economic sustainability include robust craftsmanship, long-lasting materials, comfort, and resilience. Because higher-quality purchases require fewer replacements, firms that make this investment demonstrate their concern for their consumers' financial security.

CCS: Environmental Dimension

The ecological effects of corporate consumption, such as the widespread use of hazardous chemicals and water in the textile industry, are the subject of the environmental pillar of CCS. Fast fashion is especially under fire for its alleged depletion of natural resources.

As a result, companies promote their environmental activities by highlighting eco-friendly procedures, recyclable materials, and sustainable resources, positioning themselves as "green." But in order to effectively address the environmental harm caused by fast fashion, it is also necessary to make intricate supply chains and outsourced manufacturing viable.

The quick production cycles and disposable nature of fast fashion are fundamentally at odds with environmental values. However, consumer research indicates that eco-friendly and reasonably priced fast fashion can coexist provided sustainable products are priced and designed similarly to conventional ones.

CCS: Social Dimension

The social component of CCS is concerned with how businesses affect justice, quality of life, and community well-being. This includes safe working conditions, decent pay, healthcare, and education for all workers—not just those employed directly—across international supply chains.

The payment of livable salaries, customer opinions of working conditions, desire for local manufacture, and corporate community contributions are important social sustainability challenges for fast fashion. Sweatshops, meager pay, and unsanitary conditions such to the Rana Plaza complex, where more than a thousand people perished, continue to be problems for the business. This tragedy made consumers more aware of the societal cost of quick fashion.

How Customer-Centric Sustainability Affects Customer-Brand Connections

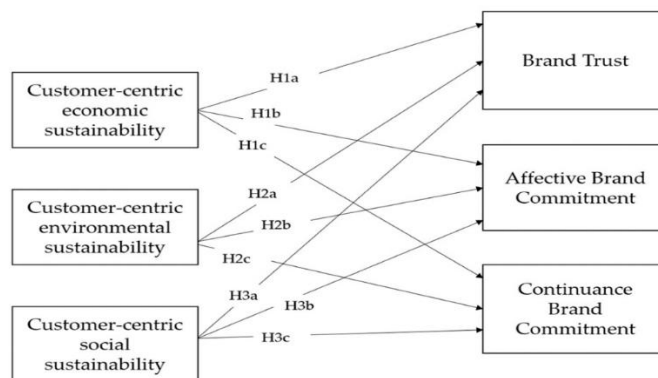
Good customer-brand relationships foster loyalty by instilling confidence in the brand's ability to meet changing requirements and expectations. Positive word-of-mouth, recurring business, and chances for brand extension are possible advantages. Important relationship ideas that capture consumers' emotional connection and propensity to actively preserve affiliation are brand commitment and brand trust, which go beyond transactional satisfaction.

More specifically, purchase intent increases when customers regard a brand that promotes sustainability as sincere rather than self-serving. Very little study has been done on fast fashion, but what is known is that outstanding social and economic sustainability performance raises brand trust, while environmental impact is negligible. Studies conducted in other industries, however, have shown that consumer views of the environment influence total brand trust.

Affective elements that represent enjoyment and emotional brand attachment, along with a continuation aspect predicated on the absence of alternatives, are manifestations of brand commitment. Although there is little study on the relationship between sustainability and customer centricity, what is known about it indicates that sustainability has a major predictive impact on fashion brand commitment.

The purpose of this article is to fill in the blanks about how sustainability affects the foundations of dual commitment and fashion brand trust. It examines the connections between two important attitudinal loyalty drivers and the three customer-centric sustainability pillars. The results can help fast fashion companies improve their target consumer segments' trust and commitment by implementing social, environmental, and economic sustainability programs.

Figure - 1



Methodology

In order to conduct a quantitative study, 228 fast fashion consumers were surveyed. Targeting customers of the three major European fast-fashion brands—H&M, Mango, and Zara—with increasing sustainability messaging, convenience sampling was employed. In order to verify that these brands satisfied the fast fashion consumer requirements for inclusion, respondents first stated which of these brands they buy most frequently.

Data Gathering: Formulation and Methods of the Survey

Validated scales from earlier study by Park, Kim, and Fullerton were modified for the survey instrument to meet the fast fashion setting. There were four sections with a total of 29 questions.

First, the respondents indicated which brand they shop at H&M, Zara, or Mango the most. The environmental, economic, and social sustainability dimensions—three customer-centric dimensions—were measured by four items in each of the 12 questions in the second section. Eleven questions made up the third segment and assessed the three main elements of the customer-brand relationship: trust, affective commitment, and continuation commitment. Ultimately, sociodemographic information was gathered.

The seven-point Likert agreement response options on all scale items ranged from "totally disagree" to "totally agree." Pre-testing the first draft of the survey helped with phrasing and clarity concerns. Using Google Forms, the self-administered digital survey was disseminated.

This methodology facilitated the assessment of fast fashion sustainability views and their correlation with brand relationship outcomes through the utilization of known measures customized for the research setting.

Data Analysis

For the quantitative data analysis, SPSS Version 26 was used. Three multiple linear regression models were used to evaluate the hypotheses. The models looked at how the customer-centric sustainability characteristics (independent variables) affected the corresponding brand relationship dependent variables, which included brand trust, affective commitment, and continuation commitment.

This method made it possible to statistically evaluate the connections between fast fashion consumers' perceptions of sustainability and important attitudinal loyalty outcomes that were suggested in the conceptual framework.

Results

Sample Description

Just 9.6% of the 228 respondents in the sample were male fast fashion consumers, making up the bulk of respondents (90.4%). In terms of favorite fast fashion retailer, 67.5% regularly shopped at Zara, whereas 20.2% often patronized H&M. Mango was 12.3% behind.

According to other sample characteristics, the majority (41.7%) and (41.2%) had a high school or university degree. Although there was a wide range in income, one-third of households reported monthly wages between €1001 and €2000.

Figure – 1

Brand	%
H&M	20.2
ZARA	67.5
MANGO	12.3
Gender	%
Female	90.4
Male	9.6
Education level	%

Secondary school	25.9
Higher education	74.1
Income level (net/household)	%
Less than €1000	25.9
€1000–€1500	34.6
€1500–€2000	18.9
More than €2000	20.6

Factor Analysis of Exploration

The measuring items were analyzed using exploratory factor analysis (EFA) to determine the underlying structure. Varimax rotation was used in principal components analysis to extract factor groups and estimate dimensionality.

Data appropriateness was confirmed before EFA. Based on sufficient correlation patterns in the data matrix, the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity produced good findings, confirming the suitability of factor analysis.

The KMO value of 0.946 surpasses the suggested 0.6 threshold, while the statistical significance is less than 0.05 according to Bartlett's test. When combined, these enable the scale item data set's factorability to be used in EFA to extract significant dimensions.

Customer-Centric Sustainability Scale	
Items	EC1, EC2, EC4; ENV1, ENV2, ENV3, ENV4, SOC1, SOC4
KMO	0.867
Bartlett's Test of Sphericity	
Chi-Square	1360.86
Df	55
Sig.	<0.001
Percentage Explained	72.14
Brand Trust Scale	
Items	T1, T2, T3, T4
KMO	0.796
Bartlett's Test of Sphericity	
Chi-Square	330.615
Df	6.000
Sig.	0.000
Percentage Explained	65.764
Brand Commitment Scale	
Items	AFF1, AFF2, AFF3, CONT1, CONT2, CONT3
KMO	0.829
Bartlett's Test of Sphericity	
Chi-Square	663.3
Df	10
Sig.	<0.001
Percentage Explained	80.6

According to the KMO test results, the customer-centric sustainability scale showed 0.867 and the brand trust scale showed 0.796 good values. Since every KMO value was more than 0.6, it was possible to apply EFA after that. Significant correlations (Sig. = 0.000) between variables within each underlying variable were found using the Bartlett's test of sphericity, which disproved the null hypothesis and confirmed that the correlation matrix is not an identity matrix. Table 2 provides evidence of the data representation's robustness, with variance explained surpassing 65% on all scales, thereby capturing and clarifying the dataset's underlying patterns and structures.

The EFA values are shown in Table 3. All variables' communality values were carefully examined to guarantee data quality. A variable is deemed to be excluded from the study if its communality value is less than 0.5, which signifies that the factor explains less than 50% of the variation in the variable. Two items in this research, T5 ("The selected brand does not pretend to be something it is not") and EC3 ("The clothes from the selected brand are well designed and stylish"), both had values below 0.5 (0.260 and 0.471, respectively). As a result, these questions were removed, and the examinations were retaken to ensure accuracy.

Alpha Cronbach and EFA findings.

Item	Communalities	M	SD	CC Economic Sustainability	CC Environmental Sustainability	CC Social Sustainability	Brand Trust	Affective Brand Commitment	Continuance Brand Commitment
CCS-EC1	0.771	3.6	0.802	0.874					
CCS-EC2	0.636	4.03	0.648	0.853					
CCS-EC4	0.807	3.50	0.850	0.781					
CCS-ENV1	0.782	2.91	0.927		0.851				
CCS-ENV2	0.733	2.64	0.889		0.834				
CCS-ENV3	0.841	2.70	0.906		0.801				
CCS-ENV4	0.587	3.21	0.943		0.683				
CCS-SOC1	0.725	2.42	0.934			0.832			
CCS-SOC2	0.748	2.74	0.934			0.770			
CCS-SOC3	0.645	2.23	0.974			0.756			
CCS-SOC4	0.661	2.75	0.953			0.745			
T1	0.722	3.55	0.808				0.850		
T2	0.744	3.50	0.837				0.863		
T3	0.589	3.59	0.913				0.767		
T4	0.576	4.02	0.785				0.759		
AFF1	0.851	2.79	1.289					0.836	
AFF2	0.820	2.50	1.306					0.831	
AFF3	0.734	3.66	1.052					0.842	
CONT1	0.686	2.19	1.292						0.660
CONT2	0.823	1.97	1.243						0.862
CONT3	0.867	1.87	1.148						0.905
Cronbach Alpha				0.821	0.875	0.850	0.821	0.873	0.851

Note: CC stands for customer-centric; SD stands for standard deviation.

An exploratory factor analysis (EFA) of the Customer-centric Sustainability scale identified three unique factors: Three items in Factor 1, Customer-centric Economic Sustainability, have factor loadings between 0.781 and 0.874; four items in Factor 2, Customer-centric Environmental Sustainability, have factor loadings between 0.683 and 0.851; and four items in Factor 3, Customer-centric Social Sustainability, have factor loadings between 0.745 and 0.832. There was just one factor on the Brand Trust scale, and it had four elements with factor loadings ranging from 0.76 to 0.86. Two factors were identified for the Brand Commitment scale: Factor 1, Affective Brand Commitment, which consisted of three items with factor loadings ranging from 0.83 to 0.842, and Factor 2, Continuance Brand Commitment, which also had three items with factor loadings ranging from 0.66 to 0.905. Previous research served as a basis for the selection of these parameters.

It is crucial to confirm the validity of the scales for every construct after EFA. Cronbach's alpha can be used to validate this; an exploratory research threshold value of 0.7 or 0.6 can be used. Table 3 shows that all components had Cronbach's alpha values more than 0.8, with the values for Brand Trust and Customer-centric Economic Sustainability being 0.821 and 0.875, respectively, for Customer-centric Environmental Sustainability and Brand Trust.

Testing of Hypotheses

A few prerequisites were met in order to test the hypotheses and do multiple regression analyses. First, the regression's linearity between the independent and dependent variables was confirmed. Furthermore, all correlations between independent variables were consistently below 0.7 in all multiple regressions, confirming the lack of multicollinearity among predictors. The Kolmogorov-Smirnov test (p -value > 0.05) was used to determine that the residuals had a normal distribution. Variance inflation factor (VIF) values continuously below 10 (range from 1.189 to 1.709) and tolerance values greater than 0.1 further ruled out multicollinearity. Lastly, homoscedasticity was confirmed by seeing how the variance of the error terms was similar throughout the independent variable values.

The literature review served as the basis for the selection of independent variables, which was done in accordance with the entry technique. In order to solve the research challenge, this strategic method makes it possible to extract more significant information.

The First Multilinear Regression

The first multiple regressions looked at the connection between brand trust and the three customer-centric sustainability characteristics of economic, environmental, and social. The objective was to investigate the relationship between increased brand trust and customer-centric sustainability. The findings indicated that the set of sustainability predictors explained 33% of the variation in brand trust. The total model showed statistical significance, so confirming the premise that brand trust is positively predicted by customer-centric sustainability.

When examining the links between each of the three sustainability factors individually, significant positive associations with brand trust were found. That is, consumers were more likely to trust firms that scored higher on sustainability metrics that were social, environmental, and economic customer-centric. This strengthens the argument for the importance of a customer-centric approach to sustainability in fostering brand confidence. Overall, the results emphasize the importance of

customer-centric sustainability as a precondition for brand trust and give firms motivation to incorporate social, environmental, and economic responsibility with a customer-centric approach.

Differential Linear Regression

The second multiple regression analysis looked at the relationship between affective brand loyalty and customer-centric sustainability. The three sustainability-related factors were included as indicators of brand loyalty. The collection of predictors and brand commitment had a linear connection, according to the statistically significant overall model. Nevertheless, only 13.7% of the variation in commitment was explained by the sustainability characteristics. When examining the individual determinants, affective brand attachment showed a substantial positive link with both customer-centric economic and social sustainability. This implies that companies that prioritize social responsibility and economic value from the perspective of their customers tend to build stronger emotional bonds with them. When taking into consideration the other predictors, customer-centric environmental sustainability did not, however, predict commitment in a unique way.

Regression with Multiple Lines

A more analytical loyalty based on perceived utility and switching costs is reflected in the third regression, which looked at the relationship between customer-centric sustainability characteristics (economic, social, and environmental) and continuing brand commitment.

The set of variables showed a linear association with continuance commitment, as indicated by the statistical significance of the total model; however, the predictive power was quite low. The combined explanation of the three sustainability dimensions for the variation in continuance commitment scores was just 6.5%.

This explanatory power is less than the generally acknowledged 10% criterion, indicating that when taken as a whole, the sustainability initiatives have very little meaningful predictive value for continued commitment.

Thus, the hypothesis that customer-centric economic (H1c), social (H2c), and environmental (H3c) sustainability positively enhance continuation brand commitment is not supported by the data, even though the entire model is statistically significant. Based on reasonable reliance factors such as costs, investments, or perceived lack of alternatives, the results show that these customer-focused sustainability activities do not significantly increase loyalty.

Basically, as previously demonstrated, customer-centric sustainability is valuable for fostering emotional connections and trust, but it has little influence over the more deliberate reasons why consumers might continue to be loyal to a firm. It seems that considerations other than sustainability are the main forces for this kind of commitment.

Discussion and Conclusions

Theoretical Implications

This study looked at how brand loyalty and trust are affected by customer-centric sustainability in the social, environmental, and economic spheres. The following information was obtained using multiple regression analyses:

Brand Trust: There were notable positive correlations between brand trust and the three customer-centric sustainability dimensions—economic, environmental, and social. Customers tended to be more trusting of brands that they perceived as being socially, environmentally, and economically viable. A third of the variation in brand trust scores was explained by the sustainability initiatives.

Affective Brand Commitment: Environmental sustainability did not positively predict affective (emotional) brand commitment, while customer-centric economic and social sustainability did. Greater affective bonding is fostered by economic viability and customer-focused social responsibility, but environmental initiatives had no specific effect when other aspects were controlled for. In total, 13.7% of the variance in affective commitment was explained by the sustainability factors.

Brand Commitment: Based on utility/switching costs, the collection of customer-centric sustainability criteria demonstrated relatively poor predictive power (6.5% of variation) on continuation commitment. Regarding individual dimension effects, no conclusions could be made because sustainability initiatives seem to have little direct influence on consumers' perceptions of a brand's calculative dependency.

The Connection Between Trust and Customer-Centric Sustainability

The new findings differ slightly from earlier research that discovered environmental sustainability that is focused on the customer did not significantly influence brand trust. Our research, however, revealed that although customer-centric environmental initiatives were a statistically significant predictor of brand trust, the influence of these efforts paled in comparison to the social and economic sustainability aspects.

One possible explanation could be that customers now give activities aimed at fulfilling their own needs and expectations more weight than they used to when it comes to social responsibility and economic feasibility. Customers' demand for longer-lasting, higher-quality items that offer economic value is supported by the conclusion that customer-centric economic sustainability had the biggest influence on brand trust. It appears that businesses should be expected to be financially sustainable in methods that directly enhance the customer experience.

Environmental sustainability initiatives that lessened ecological impacts were also valued and improved brand credibility, though to a lower extent than social and economic initiatives. This could mean that, although environmental responsibility is important, consumers place a higher value on social accountability and economic considerations based on their personal interests when it comes to establishing confidence.

All things considered, the findings demonstrate that customer-centric sustainability is a multifaceted concept. It is insufficient for brands to merely adopt environmental programs; instead, they must show how their environmental efforts, through social commitments, longevity, and quality, eventually provide customer value. Building brand trust seems to be best achieved through an integrated sustainability approach that balances social, economic, and environmental factors from the customer's point of view.

Findings

The findings showed that the sustainability characteristics had different effects on affective (emotional) and continuance (calculated) brand commitment.

Environmental sustainability did not significantly predict affective commitment, but customer-centric economic and social sustainability did. This implies that consumers develop strong emotional connections with companies that prioritize their requirements in terms of both social responsibility and financial value. But environmental initiatives by themselves don't significantly increase affective loyalty.

These results call into question the emphasis that many brands have on supporting environmental sustainability programs, such as those involving sustainable materials. Even if these initiatives are significant, customer demands for social responsibility and reasonably priced goods may trump them in times of economic hardship. Brands should balance sustainability messaging across social consequences, economic feasibility, and environmental responsibilities from the customer's point of view in order to foster affective commitment.

On the other hand, based on utility and switching costs, the sustainability characteristics showed relatively poor connections with continuance commitment. It was not shown that any of the economic, social, or environmental activities was a significant predictor of whether or not consumers felt reliant on brands for financial reasons, lack of alternatives, or investments made.

This difference is consistent with the idea that separates continuous commitment (structural limitations) from affective commitment (emotional attachment). Although sustainability contributes to the development of emotional brand loyalty, it doesn't seem to have much of an impact on consumers' sense of being "locked in" to a brand connection because of dependent issues.

All things considered, the best way to encourage higher-quality affective brand commitment appears to be through the use of customer-centric sustainability. However, initiatives need to go beyond merely protecting the environment to show

consumer-valued social responsibility and economic feasibility. Sustainability is less important in determining the more limited commitment to continuous improvement.

The Suitability of the CCS Framework: Upcoming Studies and "Food for Thought" for Professionals

This study adds significantly to the small body of research on whether the Customer-Centric Sustainability (CCS) paradigm is suitable for assessing how consumers view fast-fashion companies in terms of sustainability. It explores the ways in which these perceptions impact important customer-brand connections, particularly those pertaining to brand loyalty and trust. Interestingly, the study emphasizes that, in contrast to earlier American research where environmental sustainability did not show up as a significant predictor, the three characteristics of sustainability significantly predict brand trust. The observed disparity implies distinct viewpoints among buyers of fast-fashion labels, which has prompted an appeal for further investigation into the CCS framework in varied cultural contexts, especially in other European and emerging nations.

This study extends prior research in the area of commitment-based brand-customer relationships by breaking down brand commitment into two categories: affective brand commitment and continuation brand commitment. The findings show that continuous brand commitment is not significantly predicted by any of the CCS factors. On the other hand, affective brand loyalty is impacted by both the social and economic facets, with the economic facets having the most influence. On the other hand, the environmental dimension has less predictive ability. This sophisticated perspective challenges the fashion industry's preponderance of environmental efforts by illuminating the diverse ways in which customers perceive sustainability characteristics.

This study also responds to a critique leveled at earlier research for depending too much on macro-level sustainability metrics. The study fills a research gap by utilizing the three-dimensional CCS framework to examine sustainability at more micro levels. It's interesting to note that, despite the fashion industry's emphasis on environmental sustainability, customers prioritized social and economic aspects over environmental sustainability in this survey. The results indicate that customers place a higher importance on economic justifications than environmental ones, such as affordability and durability, which should cause fashion merchants to reevaluate their advertising tactics. By representing a company as genuinely committed to various sustainability aspects, a more balanced approach that takes into account all three dimensions of sustainability may not only resonate better with consumers but also reduce the possibility of greenwashing.

Study Restrictions

Even though this study offers insightful information, there are a few limitations that should be acknowledged and taken into account. First off, the findings' applicability to a larger population is limited because they are based on a non-probabilistic sample technique. Nonetheless, it's important to highlight that convenience samples have been used extensively in consumer research for a long time, producing insightful and useful findings. Notwithstanding this restriction, the study's findings may still be applicable to the population it studied.

The gender composition of the sample, with 90.4% of respondents being female, is another noteworthy constraint. This gives rise to worries regarding possible gender bias in the results. It's important to note, though, that the majority of respondents were female, which is consistent with patterns shown in earlier research looking at consumer perceptions of sustainable fashion and brand features. Women frequently make up the majority of participants in these situations. The results are in line with previous research in the subject, notwithstanding the possibility that the gender bias will restrict the findings' applicability to a wider range of people. More representative and varied samples should be the goal of future research in order to increase the external validity of the results and increase the range of applications for which the study's insights can be used.

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