

## Consumer Adaptability and Sustainable Fashion Aspirations: Navigating the Contemporary Epoch

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**Abstract** - This research explores the fundamental processes influencing the uptake of sustainable fashion, emphasizing the complex interactions among efficient coping strategies, consumer goals, and the consumption of sustainable fashion. Utilizing the Consumer Sustainability Orientation paradigm and Goal Content Theory, the study uses partial least squares structural equation modeling to examine 503 responses.

The results show that resilient coping strategies have a favorable impact on both internal and external life objectives. When it comes to the ecological, social, and economic facets of sustainable orientation, intrinsic goals stand out as pillars of support. On the other hand, extrinsic objectives have a variety of outcomes, supporting economic focus while weakening social and ecological aspects. Interestingly, the ecological factor stands out as a major motivator for consumer behavior toward the purchase of sustainable fashion, having a noteworthy and advantageous effect. The study further emphasizes that, while having little impact on ecological orientation, resilient coping directly promotes favorable outcomes in the social and economic facets of sustainability orientation. These findings highlight the significance of developing marketing communication plans that are specific to the extrinsic or intrinsic goal orientations of the target audience. Furthermore, they highlight how each sustainability component is dynamic in its impact on consumer choices about sustainable fashion purchasing, highlighting the necessity of using nuanced strategies to engage and incentivize sustainable buying behaviors.

**Keywords** - pandemic, personal and external aspirations, environment, society, and economy.

### 1. Introduction

Pandemics has radically change the way people make life decisions and behave as consumers. This shift is seen in the disturbances to the process of economic recovery and the patterns of consumption. The fashion industry has experienced a huge impact in the aftermath of the pandemic, with notable difficulties like as the closure of a considerable number of global stores for brands like H&M. Furthermore, there have been expressed concerns about sustainability, specifically addressing the working conditions at warehouses for online apparel businesses such as ASOS and Shein. Especially in the complex fashion business, there has been a significant increase in awareness of environmental issues and ecological sustainability. This is mainly owing to disruptions in the fashion supply chain caused by the pandemic. As a result, customers are now more aware of the environmental effects of their fashion choices, which has led to the adoption of

sustainable consumption behaviors and the support for shops who apply eco-friendly business strategies. Consumers have become aware of the close connection between fashion and everyday life, which has led to a demand for quick changes in the fashion supply chain to satisfy sustainability requirements.

The impact of pandemic on customer behavior has been examined through two separate research streams. One stream of research centers on the phenomenon of sustainable consumption, characterized by an increasing desire for fashion products that are environmentally friendly and ethically produced. This phenomenon encompasses a range of sustainable behaviors, including the reuse of materials, recycling, the adoption of slow fashion principles, and the implementation of cruelty-free production methods at every stage of the supply chain. Another branch of research examines the impact of pandemic difficulties, such as social isolation and depression, on consumer behavior. This includes a revaluation of goals and values, which in turn affects consumption choices and purchasing habits, such as a rise in online buying.

Although previous studies have simultaneously investigated sustainable fashion purchasing behaviors and customers' psychological reactions, there is still a significant knowledge vacuum on the relationship between these movements and consumers' psychological responses in the context of the post-pandemic environment. The extant body of literature emphasizes the importance of consumers obtaining robust coping skills in order to adeptly manage the stress and obstacles presented by the pandemic. In light of this, the goal of this study is to clarify the variables that influence the complex relationship between coping strategies and sustainable consumption habits.

In order to accomplish this goal, the study uses the Goal Content Theory (GCT) as a framework to look into the factors that mediate the relationship between sustainable fashion consumption and resilient coping skills. Both intrinsic and extrinsic goal motives are taken into account in this study, and their respective effects on customer behavior are acknowledged. Previous studies have primarily examined the connection between internal goal motives and environmentally conscious consumer behavior as well as overall life satisfaction. However, this study goes beyond by looking at changes in sustainable behavior in the context of pandemic-related fashion consumption. The study intends to offer light on the complex dynamics behind consumers' adoption of sustainable fashion practices in the context of the changing post-pandemic landscape by examining these elements.

In addition, the study used the Consumer Sustainability Orientation (CSO) paradigm to investigate how consumer objectives, influenced by the pandemic, impact sustainability attitudes towards fashion purchasing. The CSO framework incorporates ecological, social, and economic perspectives, offering a holistic approach to comprehend customers' sustainability objectives.

The study's last section explores sustainable fashion consumption (SFC) as a critical behavioral consequence, which summarizes how consumers prioritize eco-friendly fashion products and encourage extended use of items. The study incorporates Goal Content Theory (GCT) into the Consumer Sustainability Orientation (CSO) framework and uses SFC as a key metric in order to explore the complex relationships that exist between psychological resilience, consumer aspirations, sustainability orientations, and sustainable consumption in the context of the fashion industry after the pandemic.

The impact of resilient coping mechanisms during the pandemic on consumer desires will be further examined in the forthcoming section on literature reviews. It will examine the ways in which these goals impact sustainability orientations and examine the complex ways in which these orientations influence customers' inclination to purchase sustainable fashion. Through the clarification of these interrelated dynamics, the research aims to provide significant understanding of the intricate relationship between consumer desires, psychological resilience, sustainability orientations, and, in the end, sustainable fashion consumption behavior in the post-pandemic environment.

## **2. Literature Review**

### **Adapting well to challenges in the aftermath of the pandemic.**

According to earlier psychological studies, resilient coping is the ability to overcome hardship or difficult situations. When faced with obstacles in life, people show that they are skilled at overcoming them. They protect themselves from unnecessary pain by handling stressors well and overcome social or cognitive barriers. Resilient coping, in contrast to negative feelings resulting from traumatic situations, is a psychological reaction intended to reduce mental suffering and promote psychological well-being.

Scholars have explored a range of elements, such as individual features and personality traits, which contribute to specific patterns of resilience. These elements are crucial in determining the degree of resilience displayed by individuals and the coping mechanisms they utilize. The idea of multidimensional resilience—which entails distinguishing between active and passive forms—has also been discussed. While passive resilience focuses on enduring stressful situations without taking major proactive action, active resilience involves proactive disruption adaptability. Instead, scientists are now concentrating on investigating the protective factors or results connected to resilient coping. These emphasize the transformative potential of resilient coping techniques in developing psychological well-being and adaptive functioning in the face of adversity. These may include greater performance, personal growth, and increased life satisfaction.

The concept of resilient coping has received considerable attention in consumer studies during the COVID-19 epidemic. Scholars are interested in understanding the psychological processes that individuals use to overcome the extra hurdles brought forth by the crisis. The current body of research mostly focuses on analyzing changes in consumer behavior, specifically investigating alterations in values, resilience, and stress coping mechanisms. Amidst the pandemic, different patterns of consumption have been seen, namely in the domain of clothing and apparel consumption. Liu et al. analyzed tweets to investigate themes related to safety concerns, pent-up demand, and consumption transitions, such as wardrobe editing and community donations. Researchers have discovered that alterations in clothing utilization act as a crucial method for coping with pandemic-induced worry, offering individuals a feeling of command amongst occasions of uncertainty and difficulty. Kursan Milakovic<sup>7</sup> investigated, in parallel, how customer resilience affects consumer vulnerability and adaptability as well as consumption pleasure and repurchase intention. Through the use of quantitative analysis, the researcher was able to show a correlation between increased repurchase intention and consumer resilience throughout the pandemic. It was discovered that satisfaction levels acted as a moderator for this increase, highlighting the critical role that resilient coping mechanisms have in encouraging positive consumer behaviors and long-term engagement with brands or products.

***The Goal Content Theory (GCT) suggests that humans are motivated by both internal and external objectives.***

Goal Content Theory (GCT), which is derived from Self-Determination Theory (SDT), a well-known psychological theory that explains human motivation, personality, growth, and well-being, serves as the main theoretical foundation for this study. GCT was born out of the realization that external incentive has negative impacts, and it has developed into a comprehensive framework with several sub-frameworks. The idea of intrinsic motivation, which holds that people enjoy activities for their own intrinsic satisfaction and that the presence of external rewards or penalties reduces intrinsic motivation, is fundamental to GCT.

Based on an organismic viewpoint, SDT asserts that the "self" is the subjective master of behavior, coordinating internal and external factors to promote continuous personal growth. Fundamentally, Self-Determination Theory (SDT) emphasizes the psychological requirements of relatedness, competence, and autonomy as essential preconditions for personal growth and psychological health.

Within this framework, GCT explores how certain incentives affect behavior, building on the fundamental ideas of SDT. GCT divides goals into two categories: extrinsic goals depend on outside forces, such as wealth, fame, and looks, whereas intrinsic goals, which are motivated by internal fulfillment, include community involvement, emotional closeness, and personal progress.

GCT scholars distinguish between the process of achieving objectives and the intrinsic qualities of the goals themselves in order to identify the factors that drive each person's motivations. They pay close attention to the ways that goal content affects psychological health and performance; research suggests that people who pursue intrinsic objectives are more likely to have favorable psychological effects than those who pursue extrinsic goals.

When it comes to purchasing behavior, people who are motivated by outside factors frequently choose goods and brands that represent social standing and use brand names as a way to express themselves, especially on social networking sites. Although a large body of research has been done on the motivational elements of sustainable consumption, less has been done to explore the particular motivational pathways of resilient coping that support both intrinsic and extrinsic goals in sustainable consumption. Examining the interplay between motivating elements can shed light on the complexity of sustainable consumption decision-making and demonstrate how people use resilient coping mechanisms to engage in sustainable fashion buying practices.

***The ability to adapt and handle challenges effectively has a substantial impact on both personal and external objectives.***

The relationship between resilient coping methods and both intrinsic and extrinsic goal motives has been the subject of much previous research, especially when it comes to the discomfort that a pandemic might generate. As a result of the epidemic's difficulties, people tended to turn more and more to outside objectives to help them deal with the emotional pain brought on by a lack of resources. Lockdown procedures that were enforced led to many businesses closing, which worsened the lack of materials, especially in the retail industry. As a result, consumers encountered a shortage of resources, which led to an increased emphasis on external objectives and a rise in product consumption.

The epidemic mostly caused psychological anguish, which made consumers pursue extrinsic aspirations as a means of compensating. Simultaneously, people who use robust coping strategies can support their internal objectives by developing the abilities needed to deal with difficult situations, like the COVID-19 epidemic. This emphasizes how important it is to live by your principles, build relationships with others, and look for help from the community when things go tough.

As a result, we put forth the following theories:

The first hypothesis (H1) states that consumers' inner goals are positively influenced by their capacity to adjust and deal with the difficulties presented by COVID-19.

Hypothesis 2 (H2): The capacity of consumers to adjust and manage the difficulties presented by COVID-19 has a favorable impact on their external objectives.

***Framework for Consumer Sustainability Orientation***

In order to operationalize the idea of sustainable fashion consumption inside the research model, this study uses the Consumer Sustainability Orientation (CSO) framework. This paradigm, which has its roots in the triple-bottom-line theory, outlines how consumers assess sustainability's significance in relation to three critical facets: ecological, social, and economic. Customers incorporate these factors into their purchase decisions, which reflects their broader opinions about businesses, goods, and endeavors that have immediate and long-term effects on the environment, society, and economy.

The triple-bottom-line sustainability idea was first created to evaluate corporate performance in terms of the planet, people, and profits. Over time, it has expanded to include aspects of social, environmental, and economic sustainability. Due to this expansion, companies now need to think about social and economic aspects of success in addition to environmental ones in order to maintain long-term success.

Sustainable orientations, which are derived from the CSO framework, represent people's understanding of their obligations and desires for sustainable practices while making consumption decisions. This paradigm integrates environmental concern, economic responsibility, and social responsibility components to provide a holistic picture of sustainable consumption, including lifestyle choices and purchase decisions.

According to this paradigm, social orientation places a higher priority on the welfare of people as a whole, while ecological orientation relates to business endeavors meant to protect the environment for coming generations. Actions with an economic focus take into account an organization's financial contributions to society. Scholars emphasize that when researching consumers' sustainability orientation, it is crucial to look at the ecological, social, and economic dimensions. This is especially true in the fashion retail industry, where consumers' consumption behaviors of socially and environmentally responsible apparel are greatly influenced by their sustainability orientations.

Numerous elements, including as personal traits, social demography, and value orientation, have been found to influence people's sustainable orientation in previous studies. But when it comes to sustainable consumption, the gap between attitudes and actions is frequently caused by cognitive factors like customers' brand knowledge and perceptions, which are molded by corporate activities. The purpose of this research is to further our understanding of how psychological factors and sustainability viewpoints affect consumers' decisions when it comes to buying sustainable clothing.

***Impact of Consumer Objectives on Sustainability***

The pandemic has led to a rise in public knowledge of and concern for issues related to social and environmental sustainability. Scholars contend that a person's sustainability orientation is greatly influenced by a variety of psychological elements, such as personal values, motives, and self-identity. Prior studies have highlighted the impact of consumers' goal motivations on their inclination to participate in actions connected to sustainability.

Buerke et al. found that a sense of societal kindness is fostered by intrinsic goals, which place an emphasis on interpersonal relationships and connections with others and the environment. The aforementioned objectives are proposed to have a positive effect on fashion consumers' attitudes towards ecological and social sustainability. On the other hand, extrinsic objectives, linked to materialistic values, are expected to negatively impact fashion customers' social and ecological attitudes while concurrently increasing their attention to financial matters.

As a result, we put forth the following theories:

The third hypothesis (H3) states that consumers' innate goals will have a positive impact on how they approach ecological, social, and economic sustainability.

The fourth hypothesis, or hypothesis H4, states that consumers' extrinsic goals will have a beneficial effect on their economic sustainable orientation but a negative impact on their ecological and social sustainable orientations.

***The study examines the direct impact of resilient coping on consumers' orientation towards sustainability.***

The complex interactions between sustainability and resilience have been studied from a variety of angles and domains in earlier studies. For example, a study on disaster resilience and urban sustainability by Etse et al. highlighted the crucial role that resilience plays in maintaining the sustainability of urban systems. Similar to this, Dhir et al. looked into people's positive expectations for particular events as well as their underlying motives for supporting companies' sustainable labeling initiatives. Shanahan et al. showed during the COVID-19 pandemic that coping strategies like positive reappraisal/reframing can lessen the psychological and emotional strain brought on by the pandemic.

The pursuit of self-transcendent personal goals has been linked to individual resilience coping, which is widely acknowledged as a helpful and adaptive reaction to risk, especially in those with high ego-resilience. Furthermore, adopting a sustainable consumption mindset encourages good improvements in the economy, society, and environment by reflecting consumers' commitment to sustainability. Positive coping strategies help consumers to reinterpret their consumption ideas in a constructive way that is consistent with sustainability principles.

Consequently, we put up the following theory:

The fifth hypothesis (H5) the ecological, social, and economic sustainability attitudes of fashion customers are positively impacted by resilient coping.

***The impact of consumers' inclination towards sustainability on their consumption of sustainable fashion.***

A multitude of factors influence consumers' engagement in sustainable purchasing practices; previous research has focused on the role values play in this regard. A person's personal attitudes about sustainability, including their moral convictions, ethics, and views on sustainability-related topics, are included in their consumer sustainability orientation. This perspective is especially clear when it comes to issues of social justice, environmental conservation, personal health, and long-term organizational growth.

Prior research has emphasized the need of consumer education and a sustainability-focused value orientation as key psychological factors influencing ethical consumer behavior. Growing involvement in sustainable consumption has always been linked to morality and responsibility, two basic principles. Dhir et al.'s research also demonstrated the significant impact that consumer choices are made by transparent sustainable consumption practices, supporting ecological, social, and economic sustainability orientations and, in turn, enhancing sustainable consumption habits.

The results confirm the hypothesis by indicating that a significant focus on sustainability directly encourages shoppers to choose sustainable fashion.

Hypothesis 6 (H6): The ecological, social, and economic sustainability orientations of fashion consumers will have a beneficial impact on their engagement in sustainable fashion consumption.

Based on the suggested connections between the ideas looked at in this study, a research model has been created, as shown in Figure 1.

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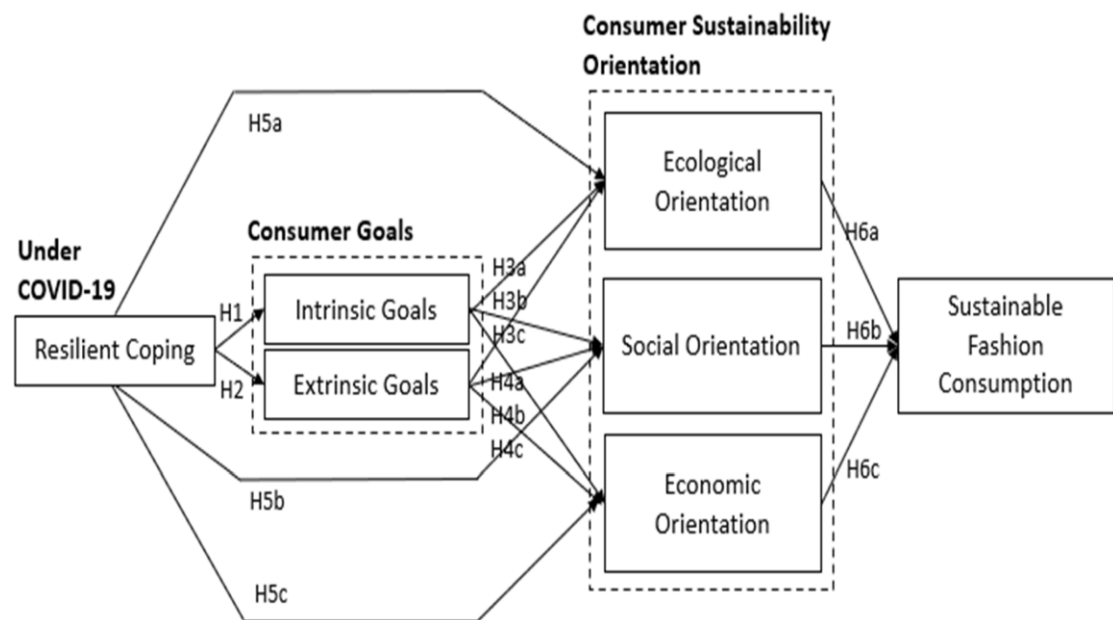


Figure 1 displays the research model.

**3. Approach**  
**Data Collection**

The Institutional Review Board (IRB) gave this project approval before data collection started. Between November 27 and November 30, 2021, data was gathered using Amazon Mechanical Turk (MTurk). The online poll was intended primarily for American citizens who were at least eighteen years old. The poll probed participants' opinions of their resilience during the COVID-19 pandemic and their goals surrounding sustainable fashion consumption behavior, with screening questions centered on age and geographic region.

In light of the COVID-19 epidemic, participants were given background information on the fashion industry's changing situation. After that, they were asked to consider and evaluate how they consume fashion before answering the survey questions. According to MTurk's usual incentive program, each participant received \$0.7 in compensation.

Listwise deletion was used to exclude data that were deemed unsuitable, and 503 individuals (N = 503), or a subset of full instances, were subjected to additional analysis. Of the total participants, approximately 52% were female and 46% were male.

Variable	Descriptions	Frequency	Percent (%)
Gender	Female	262	52.1%
	Male	232	46.1%
	Non-binary /third gender	1	0.2%
	Prefer not to say	8	1.6%
Age	18–24	13	2.6%
	25–29	60	11.9%
	30–34	97	19.3%
	35–39	67	13.3%
	40–44	52	10.3%

**Quantification**

The interaction between participants' resilient coping strategies, consumption goals, sustainable orientation, and their intention to purchase sustainable fashion was examined in this study. The measurement items used in this investigation were taken from other studies.

Four items from the Brief Resilient Coping Scale (BRCS;  $\alpha = 0.82$ ) were used to measure resilient coping. Utilizing a scale that went from "not at all" to "extremely well," participants assessed how much each statement mirrored their opinions.

Six questions from prior research were used to assess consumer life objectives, which include both intrinsic and extrinsic goals (intrinsic goals  $\alpha = 0.70$  and extrinsic goals  $\alpha = 0.74$ ). Regarding their consumer aspirations, participants scored how well they aligned with each statement on a scale from "not at all" to "extremely well."

Using items from previous research, the ecological, social, and economic elements of the consumer's sustainability orientation were measured (ecological orientation  $\alpha = 0.93$ , social orientation  $\alpha = 0.93$ , and economic orientation  $\alpha = 0.86$ ). Participants used a 5-point Likert scale, from "strongly disagree" to "strongly agree," to indicate how much they agreed with statements evaluating each component of sustainability orientation.

Using products from Razzaq et al., an assessment of sustainable fashion consumption ( $\alpha = 0.91$ ) was carried out with an emphasis on the ecological factor. On a 5-point Likert scale, participants indicated how much they agreed with statements about the consumption of sustainable fashion.

In general, participants were asked to rate how much each statement agreed with their opinions or goals using Likert scales that were appropriate for the particular construct being measured.

#### 4. Outcome

##### *Results of the measurement model*

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Table presents the evaluation of discriminant validity using the Fornell-Larcker criterion.

	RES	INT	EXT	ECOL	SOC	ECON	SFC
RES	0.804						
INT	0.479	0.777					
EXT	0.352	0.442	0.808				
ECOL	0.244	0.393	0.075	0.857			
SOC	0.193	0.318	-0.063	0.659	0.879		
ECON	0.306	0.286	0.280	0.303	0.224	0.885	
SFC	0.216	0.367	0.093	0.787	0.520	0.263	0.858

Table presents the evaluation of discriminant validity using the Heterotrait–Monotrait Ratio (HTMT).

	RES	INT	EXT	ECOL	SOC	ECON	SFC
RES							
INT	0.639						
EXT	0.439	0.629					
ECOL	0.264	0.477	0.086				
SOC	0.215	0.400	0.096	0.712			
ECON	0.352	0.357	0.342	0.327	0.239		
SFC	0.243	0.452	0.109	0.855	0.566	0.288	

The results of the structural model are presented in Table 5. The sample size for this analysis is 503.

### Results of the structural model

Partial least squares structural equation modeling (PLS-SEM) was used for path analysis in order to explore the theories presented in Figure 1. Important conclusions were obtained from the examination of path coefficients.

Both intrinsic aims (INT) and extrinsic goals (EXT) showed a beneficial impact from resilient coping (RES), supporting H1 ( $\beta = 0.48$ ,  $p < 0.001$ ) and H2 ( $\beta = 0.35$ ,  $p < 0.001$ ), respectively.

Consumers' INT positively influenced ecological (ECOL), social (SOC), and economic (ECON) aspects in relation to the relationships between intrinsic goals (INT) and the three dimensions of sustainable consumption orientation, confirming H3 (H3a:  $\beta = 0.41$ ,  $p < 0.001$ ; H3b:  $\beta = 0.43$ ,  $p < 0.001$ ; H3c:  $\beta = 0.12$ ,  $p < 0.05$ ).

On the other hand, there were differing relationships between extrinsic objectives (EXT) and sustainable consumption orientation. EXT supported H4, as seen by its favorable impact on ECON and negative impact on ECOL and SOC (H4a:  $\beta = -0.14$ ,  $p < 0.001$ ; H4b:  $\beta = -0.25$ ,  $p < 0.001$ ; H4c:  $\beta = 0.16$ ,  $p < 0.001$ ).

Strong beneficial impacts of RES on SOC and ECON were found when the direct relationship between resilient coping and sustainable consumption preferences was examined. H5 was only partially supported by the lack of a significant correlation between RES and ECOL (H5b:  $\beta = 0.10$ ,  $p < 0.05$ ; H5c:  $\beta = 0.19$ ,  $p < 0.01$ ).

Lastly, relationships between sustainable fashion consumption behavior (SFC) and the three facets of sustainable consumption orientation (ECOL, SOC, and ECON) were investigated. H6 was somewhat supported by the observation that ECOL and SFC had a positive association, but the other two relationships were not significant. In particular, H6a's p-value was less than 0.001 and its beta coefficient was 0.78.

## 5. Conversation

This study's main objective was to investigate the mechanisms that underlie consumers' sustainable consumption behaviors. Specifically, two key factors were highlighted: the adaptive coping strategies that consumers adopted in response to the COVID-19 pandemic and the changes in life goals that the pandemic brought about, both intrinsic and extrinsic.

The study's conclusions highlight the important influence that consumers' coping strategies have on their internal and external goals. It implies that people's life goals and personal value hierarchy have been altered by the techniques they use and the abilities they acquire to deal with the difficulties brought on by the pandemic. This reevaluation of goals and tenets brings to light a transforming component of resilience and provides new perspectives on how hardship can cause people to reevaluate and reaffirm their personal and societal aspirations.

Previous studies have demonstrated that consumers who possess innate values pertaining to intimacy, self-acceptance, and social responsibility are more inclined to display a sustainable orientation that integrates ecological, social, and economic dimensions. These customers are more likely to place a higher value on sustainable consumption, broadening their involvement to include environmental issues, the well-being of fashion industry workers, and the sustainable operations of companies in the midst of the epidemic.

Remarkably, this study discovered that when it comes to sustainable purchasing, consumers' ecological and social sustainable orientations are negatively impacted by their extrinsic motivations. This is consistent with other studies that suggests values of social well-being and environmental conservation may clash with external aims, which are frequently linked to consumerism and status-seeking. Nonetheless, a favorable association was observed between external objectives and an emphasis on economic sustainability. This is probably because fashion purchasing is a context in which economic sustainability is associated with personal advantages like cost savings and long-term value.



Additionally, the study showed that while resilient coping is not substantially correlated with ecological sustainability, it is positively correlated with social and economic orientations. This emphasizes how important adaptive coping techniques are for developing a sustainable attitude, especially in the post-pandemic environment. It also emphasizes how consumer aspirations—especially intrinsic ones—play a mediation function in connecting adaptive coping to an environmentally sustainable orientation.

It is important to prioritize environmental preservation in order to promote sustainable fashion consumption, as evidenced by the high link that exists between a resilient attitude and an emphasis on ecological values. The relative undervaluation of social and economic aspects, however, raises the possibility of a lack of public awareness of sustainability outside of environmental issues.

These results open up new directions for academic research, especially in terms of raising public knowledge and comprehension of sustainability's wider range. Future research could expand the scope of this study to include consumer decisions that take social justice and ethical issues into account when making purchases in the fashion sector, even though it focuses on sustainable fashion consumption with an emphasis on environmental repercussions. These enlargements could lead to academic discussions that change the way people talk about the subject.

## 6. Conclusions

### *Implications in theory*

By fusing the Consumer Sustainability Orientation (CSO) paradigm with Goal Content Theory (GCT), this study makes a scholarly contribution by providing insights into the interplay between internal and extrinsic goals within the framework of sustainable fashion consumption. This improves our comprehension of how personal psychological goals and motivations impact consumer behavior in the context of sustainability.

The paper also emphasizes how the COVID-19 pandemic significantly affected consumer priorities, attitudes, and actions, especially in the post-pandemic era. This emphasizes how fashion brands must modify their tactics to correspond with evolving resilience-driven consumer attitudes and behaviors.

According to the report, fashion firms should prioritize worker welfare, equal labor standards, and community development when incorporating sustainability and ethical standards into their business strategy. A company's dedication to environmental sustainability, social responsibility, and economic resilience can be shown through the clear communication of long-term sustainable strategies.

Comprehending the discrete impact of intrinsic and extrinsic objectives on sustainable consumption orientations might assist fashion enterprises in customizing their marketing and product approaches to efficiently target various customer demographics. For example, stressing a product's ethical and environmental qualities could appeal to customers who are driven by internal reasons, but promoting its financial benefits might resonate more with those who are motivated by external factors.

The results of this study can be used by fashion industry politicians to draft laws and rules that encourage consumer understanding of environmental issues. Industry-wide sustainability guidelines can guarantee openness in sourcing and manufacturing practices, enabling customers to make knowledgeable decisions regarding their purchase of clothing. Although the study provides insightful information, it does have certain drawbacks. Further investigations into variables like psychological traits and cultural components may be necessary to attain a more thorough comprehension of resilient coping and its influence on the consumption of sustainable fashion. The generalizability of the results could be improved by using more varied participant samples, and longitudinal studies or other non-traditional research techniques could offer deeper understandings of consumer behavior related to sustainable fashion.

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