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Factors Affecting Sustainable Fashion Consumption: A Systematic Review and Research Orientations

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Abstract. Fashion is the second-largest environmental polluter globally, prompting governments, businesses, and consumers to pay more attention to sustainable fashion. Sustainable fashion is considered an environmentally friendly solution and is gradually becoming an essential trend for the future. In the current context, to promote the consumption of sustainable fashion products, governments and businesses need to delve deeper into the factors influencing consumer shopping behavior. This study analyzed 112 relevant research documents, which were selected and organized systematically. The research employed evaluation methods and synthesized materials from various

continents worldwide, with a focus on Asia and Europe. Most of the collected research articles were conducted using both quantitative and qualitative methods. Additionally, the authors synthesized and observed, selecting articles that were central to the topic to provide accurate statistics and evaluations. Furthermore, this article identified gaps in the research context and proposed new directions for future studies. The primary focus of this research lies in the factors influencing sustainable fashion consumption, aiming to provide multidimensional perspectives for researchers, businesses, and governments. After analyzing the 112 research papers, several frequently mentioned factors impacting sustainable fashion consumption include product quality, environmental concern, environmental awareness, and brand image. Moreover, these factors positively correlate with purchasing sustainable fashion products. This study contributes to the theory, practice and adds value to potential future research directions.

Keywords: Circular economy, environment , garment industry , purchase behavior, sustainable development.

Introduction

The fashion industry is facing challenges related to sustainable development due to the negative impacts that the fashion sector has on the environment and people. Right from the manufacturing process, fashion products require a large amount of natural materials to make inputs. In fact, to make a pair of jeans, it needs about 1kg of raw cotton, 1 kg of dye and about 2630 liters of water, not to mention, it also needs almost 30,000 liters of water to grow and produce 1kg of cotton wool (Ha, 2020). To make the products more eye-catching, fabric dyes are indispensable raw materials. The use of fabric dyes not only consumes billions of gallons of water each year, but they also cause the death of marine ecosystems when discharged through natural water systems such as rivers and lakes (Regan, 2020). According to IUCN report by Boucher & Friot (2017), up to 35% of non-biodegradable microplastics in the ocean come from the washing of synthetic fabrics. These show that sustainable fashion is the solution to help limit environmental pollution and protect workers' health.

Sustainability issues are being promoted in several manufacturing sectors including fashion and textiles as consumers become increasingly aware of the importance of sustainable fashion to the environment. Google Search Trends shows that searches for the term "sustainable fashion" increased globally between 2010 and 2021 (Rahman, Hu & Fung, 2023). According to the report on luxury products in Europe in 2023 (Ethos, 2023), since the end of Covid 19, about 77% of consumers are interested in shopping for high-end fashion products that are sustainable, 51% of shoppers are willing to pay 10% more on the total value of manufactured and shipped items that meet sustainability criteria. Consumers' positive thoughts towards sustainable fashion brands are increasing (Khandual & Pradhan, 2019; Rosmarin 2020), typically consumers tend to buy used clothes, limit the frequent purchase of new clothes and start to have the habit of recycling more than before (Borusiak et al., 2020; Park & Lin, 2020; Zhang, Zhang & Zhou, 2021).

Sustainability in the fashion industry has not only piqued the interest of consumers but also researchers for years. da Silva, de Medeiros, de Amorim, do Nascimento, Converti, Costa, & Sarubbo (2021) researched microbial cellulose biomaterials in the textile industry for the production of high-quality and environmentally friendly fashion products. The sustainability of fashion products needs to be ensured not only in the production input stage but also in the process of purchasing and transporting the product, and how it is disposed of after the product is no longer in use (Jacoby, Berning & Dietvorst, 1977; Jeong & Ko, 2021; Hassan, Yeap & Al-Kumaim, 2022). Previous studies have investigated factors influencing sustainable fashion consumption such as attitudes (Baier, Rausch, & Wagner 2020; Kim,

Kang, & Lee 2020; Carfora, Buscicchio & Catellani, 2021). Environmental concerns (Chen et al., 2021; Liu, Bernardoni & Wang, 2023) and green perceived values (Chen et al., 2021; Liu, Bernardoni & Wang, 2023) also have an influence on consumers' sustainable fashion shopping behavior. In addition, Bianchi & Gonzalez (2021) explored the factors that motivate or hinder the sustainable fashion consumption of women living in Chile. The relationship between consumers and the transformation efforts of fast fashion brands is considered the basis for future sustainable fashion development strategies (Kim & Oh, 2020).

To advance scholars, businesses, and governments' understanding of sustainable fashion consumption, a review of relevant literature is essential. This study aims to (1) assess the role and importance of sustainable fashion in the current context; (2) identify research gaps in the field of sustainable fashion; (3) identify factors influencing sustainable fashion consumption; and (4) provide new directions for future research. This study uses a meta-synthesis method, relevant data collection, and a systematic literature review to achieve the goal of the article.

Literature Review

Definition of sustainable fashion consumption

Some alternative terms which can be used interchangeably with sustainable fashion include 'green fashion,' 'ethical fashion,' or 'environmentally friendly fashion' (McNeill & Venter, 2019; Liu et al., 2020; Zhang, Wang & Meng, 2023). Lundblad & Davie (2016) argue that sustainability and fashion are often seen as opposing terms because sustainability refers to long-term considerations, while fashion is about rapidly keeping up with trends. The concept of sustainable fashion emerged in the 1960s when consumers gradually became aware of the negative environmental impact of clothing production processes. They consistently demanded that the fashion industry, which is considered the second most polluting industry globally (Conca, 2015; Kamilia & Prawira, 2020), address this issue.

This raises a significant challenge: how to ensure the sustainable development and well-being of both the current generation and future generations. In other words, researchers aspire for the fashion industry to align with sustainable development trends. Sustainable development means meeting the needs of the present generation without jeopardizing the needs of future generations (Nerurkar, 2016). Consequently, many fashion businesses today choose to embrace the 'slow fashion' or sustainable fashion movement, aiming to reduce fashion production volume and promote quality over quantity (Fletcher, 2010; Ertekin & Atik, 2014).

According to Ljungberg (2005), a sustainable product minimizes environmental harm throughout its lifecycle and maximizes benefits and satisfaction for consumers. When discussing sustainable fashion, Kustenkova (2017) introduced the concept that sustainable fashion, with its rapid growth potential, is becoming increasingly crucial within the fashion industry. Customers are becoming more aware of the industry's unfair treatment of laborers and environmentally damaging production methods. Chang and Watchravesringkan (2018) share a similar perspective when defining sustainable fashion products. They emphasize that such products integrate multiple aspects of environmental protection and sustainable development. Additionally, their production should not harm workers and should utilize natural or organic materials.

Sustainable fashion consumption involves consuming sustainable products, specifically fashion items. Pepermans (1984) asserts that consumption encompasses actions related to buying, paying, owning, using, and discarding products and services. On the other hand, Nerurkar (2016) offers a concept that simplifies consumption as how people meet personal needs, reflecting individual physiological, psychological, and social status. Any activity aimed at fulfilling these needs can be considered consumption. In the context of sustainable consumption, this behavior particularly focuses

on minimizing negative environmental impacts during the process of shopping, using, and disposing of products (Pagiaslis et al., 2014). This concept encourages sustainable production and reduced fashion consumption, while also shifting consumer mindset from quantity to quality (Jung & Jin, 2016). However, according to Mo & Hue (2021), it's essential to note that sustainable consumption is not only about reducing the quantity of consumption—meaning buying fewer products—but also about consuming efficiently and intelligently to meet individual needs.

Characteristics of sustainable fashion

Firstly, according to Joergens (2006) and Fletcher (2008), sustainable fashion is produced using biodegradable materials or recycled materials. For example, organic cotton or hemp fibers are used, or the production process is environmentally friendly, such as dyeing fabrics with natural sources instead of chemicals. Additionally, sustainable fashion can be characterized by core features such as being easily biodegradable, environmentally friendly, ensuring safe working conditions and fair wages for laborers, being made from organic or recycled materials, and excluding products with animal origins (My & Trang, 2020).

Secondly, transparency and clarity are crucial aspects of sustainable fashion. The fast fashion industry often exploits both the mental and physical well-being of workers (Emma, 2021). This frequently occurs in developing countries, where impoverished families accept any work to earn a living. Consequently, international fashion corporations primarily target these countries. To survive, many individuals work under unsafe conditions, compromising their rights. This issue prominently highlights the need to address working conditions in the multinational fashion industry (Song, 2021).

Thirdly, upcycling is a part of sustainable fashion. The term describes the practice of extending the lifecycle of products through recycling and using old materials. This approach helps conserve resources, prevent pollution, and reduce waste. Businesses in the fashion industry can collaborate to process surplus materials and create new products. Unlike the traditional linear product lifecycle that starts with raw material production, design, manufacturing, packaging, consumer use, and eventual disposal, upcycling transforms post-use waste into entirely new fashion items (Hye, 2015). This fosters innovation, encourages inter-business support, and promotes a circular product cycle.

The role of sustainable fashion consumption

One of the significant benefits of sustainable fashion is its substantial contribution to reducing pollution. According to Arabella (2023), approximately 100 billion fashion products are manufactured annually by the industry, resulting in around 92 million tons of clothing ending up in landfills. Textile and garment production generates 42 million tons of plastic waste each year, making the textile industry the second-largest contributor to plastic waste after packaging. This trend is driven by the rapid growth of fast fashion, which optimizes costs by mass production. In contrast, sustainable fashion is often produced in smaller quantities or even made-to-order, thereby minimizing excess production. Sustainable fashion actively works to reduce emissions, while the fast fashion business model irresponsibly emits carbon. Kutsenkova (2017) emphasizes that sustainable fashion has the potential to transform both consumer behavior and industry production practices, leading to significant positive impacts on both society and the environment.

Secondly, sustainable fashion also helps conserve resources, particularly water usage. To produce a pair of jeans and a T-shirt, it takes 18,900 liters of water (Ellen MacArthur, 2017). Moreover, the materials used in these products within the current fashion industry are often synthetic fibers. Each time a synthetic textile product is washed, it releases microplastic fibers into the water, contributing to

500,000 tons of microplastic fibers entering the oceans annually (Bowlin, 2024). Sustainable fashion addresses these issues by using environmentally friendly materials, avoiding synthetic fibers, and minimizing the use of chemicals harmful to both humans and the environment.

Thirdly, sustainable fashion protects human rights. A concerning reality is that the fashion industry faces numerous controversies related to labor exploitation and labor law violations. To achieve low costs and continuously release trend-driven collections, businesses cut corners by subjecting workers to low wages, temporary labor contracts, and unpaid overtime (Fletcher, 2010). In contrast, truly sustainable fashion brands, as highlighted by Narah (2019), are transparent about these issues. They provide detailed information about factories, working conditions, and production processes. These organizations safeguard the rights of workers throughout the global supply chain, ensuring no child labor occurs. They also ensure fair wages for labor, often exceeding current market rates, and promote safe working conditions.

Materials and Methods

Research process

To give an overview of the topic of sustainable fashion consumption, reviewing and synthesizing relevant documents is a must. Mining data from previous studies is important, so many different research techniques and methods are applied in this study. The analysis process of the author team will ensure that the information is classified in accordance with the headings to achieve the most optimal effect. This research takes a quantitative approach – an approach that provides an objective assessment to the reader. The research conducts the collection, analysis, and presentation of data scientifically and systematically.

The first step in the research methodology is to select research papers, papers, from scientific publications from reputable sources such as ScienceDirect, Taylor & Francis Online, Sage Journals, Wiley Online Library, Springer Link, and Frontiers as the basis for research, thereby contributing to ensuring the reliability of the data. In addition, the research team also synthesized more statistical data from major companies and organizations in the world such as McKinsey, YouGov, United Nations (UN) to support and create solidity for the study's document evaluation process. Within this framework, the research focus revolves around exploring the factors that influence sustainable fashion consumption.

The research's goal is to enhance the specificity and depth of selected research papers, in which the authors have focused on keywords such as "sustainable fashion", "factors", and "consumption". Defining goals helps the authors focus on what to investigate, avoid rambling, and have a multi-dimensional view of factors affecting sustainable fashion consumption. Furthermore, by synthesizing findings and theories from previous studies, the research leverages the knowledge and knowledge of previous researchers to enrich the theoretical framework and depth of the paper.

Evaluation methodology

Careful selection of previous research papers and use of secondary data sources play a key role in this research methodology. The author team conducts a systematic in-depth investigation based on a comprehensive review of 112 articles for the period from 2015 to 2024. The analysis process is carried out rigorously and selectively. Each data source is meticulously reviewed and evaluated for relevance, accuracy, and reliability to ensure that the results that are synthesized are meaningful. The research is built with a clear structure, starting with the identification of scientific articles and publications based on the foundation in the field of sustainable fashion. The study then delved deeper into the geographical location and context of the countries investigated in other studies. The purpose of this research is to

contribute to the wealth of knowledge, bring academic value to society, and provide information to the government and businesses so that they can have an overview of the issue and propose appropriate policies for the sustainable development of the fashion industry.

Results

Scope-demographic analysis

The classification of articles involves a meticulous examination based on the geographical locations of previous studies, aiming to provide an overview of different regions worldwide regarding the topic of sustainable fashion consumption. This study categorizes the main sections into continents such as Asia, Europe, the Americas, Africa, and Australia. Within the Asian continent, the research focus on sustainable fashion is predominantly centered on countries like China with 18 studies, South Korea contributing 15 studies, and Indonesia with 13 studies. Additionally, other countries such as Taiwan, Malaysia, Vietnam, India, Japan, Thailand, and Turkey also contribute research in this field. Sustainable fashion is no longer a foreign concept to Europe, where Germany with 8 studies, the United Kingdom with 6 studies, and supplementary contributions from Italy, Russia, Finland, Poland, and Norway are notable. The Americas have the United States contributing 16 studies, followed by Spain with 4 studies, and other countries like Canada, Mexico and Peru. Australia conducted 5 studies in this field, while Africa which includes Egypt contributed 5 studies. In summary, there are 46 studies in the Asian region, notably from China (18 studies), South Korea (15 studies) and Indonesia (13 studies) along with contributions from neighboring countries such as Taiwan, Malaysia, Vietnam, India, Japan, Thailand and Turkey. Europe comprises Germany and the United Kingdom, totaling 14 studies. The Americas has a total 20 studies, and other countries like Canada, Mexico, and Peru also contribute to this field. Meanwhile, Australia and Africa have fewer studies, with a total of 8 studies. Almost all studies investigate the gender, age, education level, and income of individuals. The majority of survey respondents are female and typically fall within the age range of 18 to 30. The geographical analysis, coupled with demographic characteristics, has provided a comprehensive insight into studying the context of sustainable fashion consumption across different regions worldwide.

Table 1.

Numbers of articles by continents

Continents	Main Country	Total studies	Authors
Asia	China	18	Whang, Ko, Zhang & Mattila (2015); Rahman & Gong (2016); Wei & Jung (2017); Henninger, Alevizou, Tan, Huang & Ryding (2017); Bong Ko & Jin (2017); Min Kong & Ko (2017); Zhao, Lee & Copeland (2019); Jung & Oh (2019); Zheng & Chen (2020); Yo, Jung & Oh (2021); Xinyu, Jeong, Kim & Lee (2021); Jung, Oh & Kim (2021); Chen, Qie, Memon & Yesuf (2021); Xu, Zhou, Jiang & Shen (2022); Cao (2022); Liu, Lee & Lee

			(2022); Li, Xin & Zhang (2023); Hong, Al Mamun, Yang & Masukujjaman (2024)
	South Korea	15	Shin & Koh (2016); Min Kong & Ko (2017); Workman, Lee & Jung (2017); Song & Ko (2017); Jung & Oh (2019); Kim, Jang & Lee (2020); Lee, Bae & Kim (2020); Islam & Singh (2020); Jung, Oh & Kim (2021); Jeong & Ko (2021); Lee & DeLong (2021); Lee, Lee & Lee (2021); Lee (2023); Lee, Ko & Lee (2023); Nurzaman & Herdiani (2023)
	Indonesia	13	Saricam, Erdumlu, Silan, Dogan & Sonmezcan (2017); Dewanto & Belgiawan (2020); Suhud, Allan, Wiratama & Maulida (2020); Alfauzy & Nita (2021); Tjokrosoeharto & Paramita (2021); Kusumawati, Pangestuti & Supriono (2022); Hanadhyas & Wulandari (2022); Charista & Paramita (2023); Febriani (2023); Nuh, Munir & Muhibban (2023); Pratama, Liquiddanu & Pujiyanto (2023); Yang, Al Mamun, Reza, Yang & Aziz (2024); Haripatworo, Irmawati & Prapti (2024)
Europe	Germany	8	Straehle, Wirtz & Koeksal (2016); Shin & Koh (2016); Wiederhold & Martinez (2018); Rausch & Kopplin (2021); Bocti, El Zein & Giannini (2021); Habermann (2021); Gossen, Jäger, Hoffmann, Bießmann, Korenke & Santarius (2022); Penz & Drewes (2022)
	United Kingdom	6	Crane (2016); Ritch (2020); Hur & Faragher- Siddall (2022); Lari, Foroudi & Dennis (2022); Auerbach George, Tregenza, Stenton, Kapsali, Blackburn & Houghton (2023); Grappi, Bergianti, Gabrielli & Baghi (2024)
Americas	United States	16	Ruppert-Stroescu, LeHew, Connell & Armstrong (2015); Zheng & Chi (2015); Lawless & Medvedev (2016); Bong Ko & Jin (2017); Workman, Lee & Jung (2017); Yu & Lee (2019); My & Trang (2020); Chi, Ganak, Summers, Adesanya, McCoy, Liu & Tai (2021);

			Pereira, Carvalho, Dias, Costa & António (2021); Jung, Oh & Kim (2021); Habermann (2021); Shafie, Kamis, Ramli, Bedor & Puad (2021); Haines & Lee (2022); Penz & Drewes (2022); Auerbach George, Tregenza, Stenton, Kapsali, Blackburn & Houghton (2023)
	Spain	4	Riesgo (2019); Blazquez, Henninger, Alexander & Franquesa (2020); Davis & Dabas (2021); Jiménez-Marín, Galiano-Coronil & Tobar-Pesántez (2022)
Australia	Australia	3	Heinze (2020); Retamal, Brydges, Sharpe, Ferrero-Regis, Fisher, Gwilt, Lake, Holgar, Khan, Nay, Payne & Roberts (2023); Rotimi, Johnson, Kalantari Daronkola, Topple & Hopkins (2023)
Africa	Africa	5	Moodly, Christie & Strydom (2023); Mollel-Matodzi & Mason (2023); Mohammed & Razé (2023); Duh, Yu, Venter de Villiers, Steffek & Shao (2024); Bobie (2024)
Total	9	88	

Source: Analyzed by the author

Methodology analysis

The research studies used in this article are categorized into various methods in Table 2. Out of a total of 112 studies, 42 utilize quantitative methods, collecting data through surveys. This is also the predominant method used in analyses of sustainable fashion consumption worldwide. In parallel, qualitative approaches, illustrated by 23 exemplary studies, and conceptual model studies with 18 articles, are employed. Experimental research, using archived data, is implemented in 9 studies. Additionally, 12 articles contribute valuable insights through literature reviews across various domains of sustainable fashion. The diversity in methods extends to theoretical, scientific, and modeling research. Table 2 below serves as a comprehensive classification of research methods, shedding light on the methodological context of the articles in this field.

Table 2

Numbers of articles by the main methodology

Main methodology	Total
Qualitative	23
Empirical: articles using survey data	42

Conceptual model	18
Empirical: articles using archival data	9
Experimental	6
Literature review	12
Theoretical	8
Design Science	3
Simulative	1
Total	112

Source: Analyzed by the author

Theoretical and models utilized analysis

This section delves into theories and usage patterns related to sustainable fashion consumption. After sifting through and reviewing the literature carefully, the authors found that most studies related to sustainable fashion consumption often use several key theories in Table 3. In particular, the theory of planned behavior (Theory of Planned Behavior) is applied the most with 39 lessons. The second place is the Theory of Reasoned Action (TRA) with 23 research papers. A few other theories also contribute to the understanding of factors influencing sustainable fashion consumption such as the value-belief-norm theory (VBN) with 10 studies to predict environmentally friendly behavior and confirm its effectiveness in different environments and fashion application theory with 8 studies. However, perceived value theory (PVT), consumer behavior theory (CHT) and resource dependency theory (RBT) appeared less frequently in research papers with a total of 7 studies.

At the same time, the structural equation model (SEM) is considered the most popular application model in research papers with a total of 31 papers. Next is the normative activation model (NAM) applied in 10 research papers to assess the reliability and accuracy of factors affecting sustainable fashion consumption. Less commonly used models include the constructability model (ELM) (2 studies); the technology acceptance model (2 articles); and the model of Big five personality traits has only 1 lesson.

Table 3

Number of articles by theoretical and models utilized

Name	Total articles
Theoretical	
Theory of planned behavior (TPB)	39

Theory of reasoned action (TRA)	23
Value-belief-norm theory (VBN)	10
Fashion adoption theory (FAT)	8
Consumer behavior theory (CHT)	3
Perceived value theory (PVT)	3
Resource-Based Theory (RBT)	1
Models	
Structural Equation Model (SEM)	31
Normative Activation Model (NAM)	10
Elaboration Likelihood Model (ELM)	2
Technology Acceptance Model (TAM)	2
Big five personality traits model	1

Source: Analyzed by the author

Factors affecting sustainable fashion consumption

Many factors have been shown to influence consumers' sustainable fashion consumption. In general, the main and most studied factors can be mentioned as: the price of the product, the function and quality of the product, fashion, consumer perception of environmental protection, brand image, and how the business treats employees (Chan & Wong, 2012; Lundblad & Davies 2016; My & Trang, 2020).

In terms of the price of the product, this is an important factor influencing the customer's purchase intent not only for fashion products but also a lot of other types of products. According to Miller (1990), consumers are willing to spend 5% more on a sustainable product than the normal price of the product, and a study by McNeill & Moore (2015) showed that the people they surveyed asserted that if they liked a certain piece of clothing, they would find a way to get it at whatever price it was, but some other studies did not show that this. Although consumers claim to care about the environment, they do not act realistically by buying eco-friendly products because the prices of these products are often higher than traditional products (Connell, 2010; Malik, Singhal & Tiwari, 2017). Other studies (Kilbourne & Beckmann, 1998; Ma et al., 2012; Hsu et al., 2017) showed similar results.

In terms of functionality and quality, consumers decide to buy a product because it suits their preferences and requirements or hopes that it will be more durable than others (Chen & Lobo, 2012; McNeill & Moore, 2015). According to Joergens (2006) and Niinimaki (2010), fashion consumers are not motivated to buy sustainable fashion products because of their low quality, which manifests itself as itching to the touch or being made of materials that are not pleasant. However, with a different audience than others who blog about sustainable fashion consumption, research by Bly, Gwozdz & Reisch (2015) shows that these people believe that sustainability plays an important role in the style and quality of products. Similarly, the subjects in the study by Lundblad & Davies (2016) were of the opinion that,

although sustainable fashion items are more expensive than street clothes with high average prices, they believe that the extra money is worth the high quality they receive.

Consumers' awareness of the environment is also a major contributing factor to their decision to buy sustainable fashion products. Previous studies have not provided a clear definition of environmental concern, but it can be divided into two categories: concern with specific environmental issues (such as people's attitudes towards water pollution) and concern with environmental problems at the macro level (the relationship between people and the environment) according to Yue, Sheng, She & Xu (2020). Previous studies (Chan, 1996; Sadachar et al., 2016; Sadiq et al., 2021) both show that there exists a positive relationship between consumers' concern about the environment and their decisions to consume products sustainably, i.e. when consumers are conscious of how their actions have a positive impact on the environment, They will be more inclined to support and buy green products.

The remaining factors such as fashion, brand image, and treatment of employees of businesses are also worth considering when analyzing factors that affect consumers' decisions to buy sustainable fashion. Speaking of fashion, if consumers have to choose between two fashion products with the same price and the same function, they will choose what they think is more beautiful and aesthetically pleasing (Beard, 2008).

In terms of how businesses treat workers, this can be seen a lot in the "fast fashion" industry where the selling price for a piece of clothing can be incredibly low. Many fast fashion brands have been harshly criticized for their poor treatment of workers to gain cost advantage. This is precisely because of the poor wages workers receive, temporary work contracts, and unpaid overtime because global brands use their economic power and economies of scale (Fletcher, 2010). Contrary to this trend, he said that slow fashion culture will help raise awareness about the influence of fashion on workers, society as well as ecosystems.

Discussion

This study analyzes published research articles to clarify the factors influencing sustainable fashion consumption. Based on reliable and authoritative sources mentioned earlier, the author selected 112 articles for review. The analysis results indicate a significant increase in research on the factors influencing sustainable fashion consumption since 2010. Content analysis of the 112 articles revealed numerous factors affecting sustainable fashion consumption, including: the price of the product, the function and quality of the product, fashion, consumer awareness of environmental protection, brand image, and how the business treats employees.

Regarding product pricing, studies yield varying results regarding the impact of product prices on sustainable fashion consumption by consumers. While Miller (1990) and McNeill & Moore (2015) assert that consumers are willing to pay more for sustainable products, most other studies cited in this research suggest the opposite. They argue that because sustainable fashion products are often priced higher than regular products, consumers tend to refrain from purchasing them.

In terms of consumer perception and the environment, this is a common factor that appears in most studies used by the author group, and it is consistently recognized as an important factor. The referenced studies all indicate a positive relationship between this factor and consumers' intention to purchase sustainable fashion products. However, according to Diddi, Yan, Bloodhart, Bajtelsmit & McShane (2019), there is still a considerable gap between intention and actual purchasing behavior.

Regarding product functionality and quality, the studies used yield somewhat contrasting results. For instance, Niinimaki's (2010) research asserts that consumers lack motivation to buy sustainable fashion products because sustainable materials often feel rough and uncomfortable to use. In contrast,

Lundblad & Davies (2016) conclude that consumers believe sustainability plays a crucial role in the functionality and quality of a product, justifying the higher prices of these products compared to regular fashion items.

As for business ethics concerning labor practices within fast fashion companies, this is a noteworthy factor when considering the business reality of the fashion industry. However, the author group observes that this factor is not extensively addressed in the studies they used. Most studies containing this factor emphasize its negative impact on workers and sustainable fashion, but they have not definitively proven a negative link between this factor and consumers' sustainable fashion consumption behavior.

From analyzing 112 studies, there are three main gaps that can be seen. Firstly, numerous authors worldwide have researched the factors influencing consumers' decisions regarding sustainable fashion purchases. However, economic, cultural, and consumption characteristics vary across countries. For instance, in a developing nation, citizens' income remains limited compared to that of developed superpowers. This uniqueness creates specific considerations when shopping for fashion products, especially sustainable fashion. Consequently, research findings may diverge, lacking uniformity.

Secondly, in developing countries, there have been relatively few studies on sustainable fashion consumption within those nations. This is also evident from the statistical data presented earlier in the article. For instance, in Vietnam, some research efforts are focusing on consumers' intentions regarding sustainable fashion, such as studies conducted by Trinh (2023); Quynh, Ngoc & Nhan (2023); and Huong (2023). However, it is evident that sustainable fashion is still a relatively new concept in Vietnam, and there are very few studies on sustainable fashion before 2022, with most research primarily focusing on the impact of fast fashion. Therefore, increasing research on sustainable fashion and understanding consumers' intentions toward sustainable fashion is essential to promote sustainable fashion consumption among citizens in developing countries, thereby strengthening environmental protection and long-term sustainability efforts.

Thirdly, the factors influencing sustainable fashion consumption in previous studies are often familiar and recurrent. Among these factors, some can be mentioned: price sensitivity; environmental concern, environmental knowledge, perceived value, attitude toward sustainable consumption. Additionally, there are other factors such as brand image, customer trust, and willingness to pay that play crucial roles in sustainable fashion consumption. These multifaceted elements contribute to shaping consumers' decisions and behaviors in the realm of sustainable fashion.

Based on the research gaps identified above, the authors propose several directions for future studies with the hope of filling the research void left by previous studies.

Firstly, future research could delve deeper into the context of the country under study at the time of research. It should focus on analyzing the general consumer behavior trends of the population in that country, while also comparing them with contrasting nations. For instance, in a study on sustainable fashion consumption in a developed country, the author could provide insights by comparing the consumer behavior in this country with that in a developing nation, highlighting the differences and their resulting outcomes.

Secondly, researchers, particularly in developing countries, could concentrate more on the context of sustainable fashion consumption within their nations. The limited number of studies may partly stem from the perception that sustainable fashion is not yet a significant concern in those countries. Therefore, given the severe pollution caused by the fashion industry globally, there is a need for more research to contribute theoretical and practical insights to guide governments in promoting sustainable fashion consumption in their respective countries.

Thirdly, uncovering other influencing factors on sustainable fashion purchasing decisions is crucial. As previously mentioned, most preceding studies often reiterate familiar factors, and the research results indicate the ambiguity in transitioning from the intention to purchase sustainable fashion products to the actual consumption behavior of consumers. Therefore, exploring new factors will contribute to a clearer understanding of the actual decision-making process behind sustainable fashion consumption.

Suggestions for Future Research

The current research has provided certain insights into sustainable fashion consumption, and also providing practical insights for governments and fashion businesses. However, there are still some limitations that need to be overcome.

Firstly, the number of studies collected in this article is not much, focusing mainly on Asian countries and the research period takes place from 2014 - 2024. In addition, searching for data by keyword can cause some related research papers to be missed. Therefore, this may cause limitations in the coverage of the topic. Therefore, future research should be conducted with longer time periods and a wider scope of research, including European and African countries, to be able to provide a more comprehensive understanding of this issue.

Secondly, the field of fashion is very broad, so this research cannot cover all aspects and factors affecting sustainable fashion consumption. Therefore, to overcome these limitations in the future, new studies should expand the content of research, change the way related research papers are searched, and focus more deeply on each aspect of fashion. The addition of new elements, or new theories are used, will provide information in a more timely and complete manner.

Thirdly, because this article is focusing on the consumer, the role of producers is neglected. Therefore, future studies should conduct further research on the source of inputs, the fashion product design process, the fashion supply chain, how to handle used clothing, communication strategies, green management and marketing of businesses and retailers. In this way, research can provide more knowledge about the importance of producers, their understanding of sustainability and measure the factors that drive them to make such decisions.

Conclusion

The research articles collected by our group from reputable databases such as ScienceDirect, Taylor & Francis Online, Sage Journals, Wiley Online Library, Springer Link, and Frontiers were carefully selected based on their titles and abstracts. Subsequently, the articles were evaluated and categorized into clear and scientific themes and topics. From the results of data analysis and synthesis, the research on sustainable fashion consumption includes the following main content: studies on the influence of demographics, the theories used, the methods or models applied, and other factors impacting sustainable fashion consumption.

The comprehensive analysis results reveal that, in addition to demographic factors such as gender, age, education level, and income, other factors like environmental concern, perceived value, and environmental knowledge play significant roles in sustainable fashion consumption. Most of the research articles utilize popular theories such as the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), and Structural Equation Modeling (SEM) to explain the factors discussed in the articles. This research has achieved the stated objectives outlined in the introduction. The author group highlights the current situation and importance of sustainable fashion consumption. Furthermore, they identify three main gaps from previous studies, proposing new research directions for the future.

Finally, this paper provides a multi-dimensional perspective on the factors that impact sustainable fashion consumption. Finally, the study also arranges previous research articles into headings in a scientific and orderly way, helping readers have a comprehensive assessment of the field of sustainable fashion.

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Conflict of Interest

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