



Consumer Perceptions on Sustainable Fashion: Drivers and Barriers to Adoption

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ABSTRACT

The main aim of this research is to analyze consumer perceptions of sustainable fashion, the drivers of its acceptance, and the barriers to adoption. Environmental awareness, ethical responsibility, and the quality and durability of products have been identified as key drivers of acceptance. On the other hand, high prices, lack of awareness, and limited availability of sustainable products in local markets have emerged as major barriers. The results of the research show that while younger generations (Gen Z and Millennials) are relatively more interested in sustainable fashion, awareness often does not translate into effective purchasing behavior. This research will contribute significantly to understanding consumer demand in the sustainable fashion industry, identifying its drivers and barriers, and enhancing future market strategies.

Keywords: Environmental awareness, ethical responsibility, product durability, social impact, drivers of sustainable fashion adoption, barriers to adoption.

1. Introduction

Sustainable fashion has emerged as a significant concept in the modern world, focusing on environmental awareness and social responsibility. As the fashion industry is a major source of environmental pollution and excessive waste, the practice of sustainable fashion has become highly relevant today. To increase consumer acceptance of sustainable fashion, it is crucial to raise awareness, promote education, and advocate for fair trade. However, high prices, limited availability, and the use of "greenwashing" tactics by some brands may reduce consumer trust in this concept. While younger generations, especially Gen Z and Millennials, have shown interest in sustainable fashion, market limitations and the lack of aesthetic appeal in fashion present barriers to its adoption. This research will help identify consumer perspectives on sustainable fashion, its drivers, and barriers, and provide effective guidance for formulating sustainable fashion policies and strategies for the future.

2. Literature Review

Sustainable fashion is considered a critical topic in the modern world, prioritizing environmental sustainability and social responsibility. The following key points emerge from existing research and literature, which strengthen the framework of this study.

Concept and Importance of Sustainable Fashion: Sustainable fashion is a concept that balances environmental, social, and economic aspects to ensure sustainability in the fashion industry. According to Clark (2008), sustainable fashion not only reduces environmental impact but also fosters long-term, ethical purchasing habits among consumers.¹² Phillips and Muen (2017) noted that sustainable fashion plays a significant role in reducing environmental pollution, overproduction, and waste.³⁴

Consumer Awareness and Behavior: Research shows that there is an increasing level of environmental awareness and ethical responsibility among consumers. Hans and Sovik (2019) demonstrated that Gen Z and Millennials are a large segment of consumers who are interested in ethical production processes and eco-friendly products.⁵ However, Hilton's (2020) research revealed that despite awareness, many consumers fail to apply this concept in their purchasing decisions.

² Clark, H. (2008). *Sustainable fashion: What's next?* London: Thames & Hudson.

³ Phillips, L., & Muen, C. (2017). *The role of sustainable fashion in reducing environmental pollution*. Fashion and Environment Journal, 21(4), 67-81.

⁵ Hans, R., & Sovik, S. (2019). *Gen Z and Millennials: Exploring their role in sustainable fashion adoption*. Consumer Behavior Quarterly, 14(3), 77-89.

Drivers of Sustainable Fashion Adoption:

Environmental Awareness: Jacobs and Klein (2018) stated that consumers are more attracted to sustainable products when they are provided with accurate information about their environmental impact.⁶ Ethical Responsibility: White and Fang (2019) highlighted that consumers have more trust in brands that ensure fair wages and safe working conditions for workers.⁷ Product Quality and Durability: Craig and Blake (2020) mentioned that consumers are willing to pay higher prices for sustainable fashion products due to their durability.

Barriers to Sustainable Fashion Adoption:

High Price: Several studies (e.g., Smith & O'Connor, 2019) have shown that the high price of sustainable fashion is a significant barrier for the average consumer. Lack of Availability: According to Green and Webster (2018), the lack of sustainable products and their availability in local markets is a major issue. Greenwashing: False environmental claims by brands (e.g., Brown & Davis, 2020) lead to a lack of trust among consumers.⁸ Role of the Younger Generation: Harris and Clark (2021) highlighted the enthusiasm of the younger generation for sustainable fashion and the role of brand awareness. Gen Z and Millennials are relatively more aware of social and environmental impacts. However, they are often hesitant to adopt sustainable products due to the aesthetic appeal and practical needs of fashion.⁹ Policy and Campaign Impact: Government and private sector initiatives can play an essential role in promoting sustainable fashion. Gardner (2020) demonstrated that tax incentives and awareness campaigns encourage consumers to adopt sustainable products. Additionally, social media and influencers help popularize the concept of sustainable fashion.¹⁰

The literature review shows that the main drivers and barriers to sustainable fashion adoption are interconnected. Increasing awareness, providing accurate information, and expanding markets will play a significant role in the future development of sustainable fashion. Gen Z and Millennials are at the forefront of this change, which will help reshape the industry's structure in the future.¹¹

3. Research Aim and Objectives

- a) To analyse consumer perceptions of sustainable fashion.
- b) To identify the drivers of its acceptance.
- c) To analyse the barriers to its adoption.

4. Methodology

4.1 Research Design:

This study follows a descriptive and analytical research approach to identify the drivers and barriers to sustainable fashion adoption. The relationship between independent variables (such as environmental awareness, ethical responsibility, quality and durability, social influence, promotion and education, and economic incentives) and the dependent variable (consumer acceptance of sustainable fashion) will be analyzed.

A quantitative research method will be used, where a survey will be conducted to collect primary data through online or in-person questionnaires.

4.2 Data Sources:

- Primary Data: Opinions collected from consumers of different ages, genders, and income levels regarding the acceptance, drivers, and barriers of sustainable fashion.
- Secondary Data: Information gathered from previous studies, social media reports, and published literature, providing insights into the current state and trends of the sustainable fashion industry.

4.3 Variable Identification

a) Dependent Variable:

Consumer Acceptance of Sustainable Fashion: Consumers' purchasing behavior, awareness, and positive attitude toward sustainable fashion, influencing their decision-making.

⁶ Jacobs, L., & Klein, G. (2018). *Environmental impact and consumer behavior in sustainable fashion*. *Green Fashion Journal*, 18(2), 29-38.

⁷ White, K., & Fang, L. (2019). *Fair trade and its influence on consumer trust in sustainable fashion brands*. *Journal of Business Ethics*, 31(2).

⁸ Brown, L., & Davis, J. (2020). *The problem with greenwashing: How misleading sustainability claims affect consumer trust*. *Environmental Ethics Review*, 10(3), 45-56.

⁹ Harris, A., & Clark, M. (2021). *Youth and sustainable fashion: The evolving role of brand consciousness in fashion choices*. *Journal of Youth Culture*, 29(2), 115-127.

¹⁰ Gardner, P. (2020). *Government initiatives and sustainability: Promoting eco-friendly fashion through policy*. *Policy Review Journal*, 17(1), 18-28.

b) **Independent Variables:**

- Environmental Awareness: Consumers' concern for environmental protection.
- Ethical Responsibility: Interest in fair wages and labor policies.
- Product Quality & Durability: Trust in the longevity and quality of sustainable fashion.
- Social Influence: Impact of friends, family, and social media.
- Promotion & Education: Awareness through brand campaigns.
- Economic Incentives: Affordability and availability of financial benefits.

c) **Barriers:**

- High Price: Expensive sustainable fashion products.
- Lack of Awareness & Availability: Limited information and product accessibility.
- Greenwashing: False environmental claims by brands.
- Design Limitations: Perceived as less fashionable.
- Convenience Issue: Less accessible than fast fashion.

4.4 Data Collection & Analysis

A well-structured questionnaire will be designed to gather data on consumers' awareness, attitudes, and purchasing habits regarding sustainable fashion. It will be distributed online or in print, with responses coded for analysis. A **pilot study** will be conducted to test the questionnaire's effectiveness and reliability.

For **data analysis**, statistical tools like **SPSS** or **Excel** will be used. Techniques such as **Table, correlation, Different charts and factor analysis** will identify key drivers and barriers influencing consumer adoption of sustainable fashion.

Population & Sampling

The study targets a specific consumer group, with an appropriate sample size determined using Krejcie & Morgan's (1970) table or Cochran's formula. Given the large population, a general formula for sample selection will be applied to ensure accurate and meaningful results.¹²

4.5 Sample Size Determination

The sample size (**n**) is calculated using the standard formula:

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

Where:

- Z = 1.96 (for 95% confidence level)
- p = 0.5 (assumed population proportion)
- e = 0.05 (margin of error)

Since the population is large (infinite), applying the formula results in a sample size of 384.16, which is rounded to 384 respondents.

4.6 Conceptual Framework**Consumer Perceptions of Sustainable Fashion: Drivers and Barriers to Adoption**

¹² Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607–610. <https://doi.org/10.1177/001316447003000308>

The aim of this research is to identify consumer acceptance of sustainable fashion products and the various drivers and barriers associated with it. Consumer perceptions of sustainable fashion are primarily influenced by various social, environmental, ethical, economic, and cultural factors. This conceptual framework outlines the relationship between the key drivers and barriers that influence consumer decision-making processes.

As independent drivers, factors such as environmental awareness, ethical responsibility, product quality and durability, social influence, campaigns and education, and economic incentives play a vital role. Environmental awareness, such as commitment to environmental conservation, increases consumers' tendency to adopt sustainable fashion products (Bick et al., 2018).¹³ Similarly, interest in brands that follow fair trade and labor policies also influences consumers' selection of sustainable products (Choi & Kim, 2020).¹⁴ Trust in the durability and quality of sustainable¹⁵ fashion products creates a positive perception in consumers' minds (Joergens, 2006). Social media and peer influence are also significant, as consumers are often inspired by their social connections and community (Luchs et al., 2010).¹⁶ Brand campaigns and educational efforts raise awareness, sparking interest in sustainable fashion products (Han et al., 2010). Additionally, affordable pricing of sustainable products plays a crucial role in consumer decision-making (Hahn et al., 2018).

On the other hand, barriers create obstacles to the adoption of sustainable fashion. Firstly, high prices represent a significant barrier to sustainable fashion products, discouraging budget-conscious consumers (Pereira et al., 2020). Lack of awareness and availability also hinders many consumers from making informed decisions about purchasing sustainable products (Bick et al., 2018). Moreover, "greenwashing" tactics by some brands raise doubts among consumers, leading them to lose trust in these products. Aesthetic and design limitations, as well as a lack of time and convenience, also negatively impact the acceptance of sustainable fashion products (Hahn et al., 2018).¹⁷

Additionally, as dependent factors, consumer acceptance of sustainable fashion is determined by their interest, positive attitudes, and awareness of the products. This framework will help in understanding consumer decision-making and behavior by integrating the key drivers and barriers in the research.

5. Data analysis

Below, the Research Findings and Discussion section of the study on **Consumers' Perception of Sustainable Fashion: Drivers and Barriers to Adoption** is presented with analysis and discussion, including the following tables.

Table 1: Impact of Awareness and Education on Sustainable Fashion Purchase

Drivers	Description	Respondents (n=384)	Percentage (%)
Awareness & Education	Awareness of environmental issues increases interest in sustainable fashion.	200	52.08%
Environmental Awareness	Responsibility towards environmental protection encourages sustainable clothing purchases.	184	47.92%
Total		384	100%

Source: Field data November-December 2024.

According to table 1, the survey results highlight the significant role of awareness and education in promoting sustainable fashion, with 52.08% of respondents identifying it as the key driver for their purchasing decisions. Educational campaigns are seen as an effective tool for attracting consumers to sustainable fashion. Additionally, 47.92% of respondents pointed to environmental awareness as a major factor influencing their choices, suggesting that eco-friendly thinking plays a crucial role in shaping consumer behaviour. The close percentages (52.08% vs. 47.92%) indicate a strong correlation between awareness and environmental concern, emphasizing that both factors significantly impact consumer attitudes towards sustainable products.

Educational campaigns and awareness initiatives are pivotal in driving lasting behavioral changes, particularly among the younger generation, with both government and private sector involvement playing a crucial role. Environmental awareness, particularly around issues like climate change, waste management, and eco-friendly production, can further boost the adoption of sustainable fashion. Additionally, government incentives and media campaigns, alongside social media and community-based initiatives, are essential for promoting sustainability. As awareness increases, consumer behavior shifts towards more sustainable purchasing habits, with long-term initiatives being necessary for a meaningful impact. The data underscores the importance of awareness and environmental education in influencing sustainable fashion adoption, highlighting that effective initiatives can drive positive changes in consumer behavior.

Table 2: Impact of Purchasing Sustainable Fashion Based on Quality and Durability

¹³ Bick, R., Halsey, E., & Ekenga, C. (2018). *The global environmental injustice of fast fashion*. Environmental Health, 17(1), 1-11. <https://doi.org/10.1186/s12940-018-0407-4>

¹⁴ Choi, T. M., & Kim, S. (2020). *Sustainable fashion in the era of fast fashion: A review of the environmental impact and solutions*. Journal of Fashion Technology & Textile Engineering, 8(1), 1-10. <https://doi.org/10.4172/2329-9568.1000135>

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¹⁶ Luchs, M. G., Naylor, R. W., Irwin, J. R., & Raghunathan, R. (2010). *The sustainability liability: Potential negative effects of ethicality on product preference*. Journal of Marketing, 74(5), 18-31. <https://doi.org/10.1509/jmkg.74.5.18>

¹⁷ Hahn, R., Preuss, L., & Pinske, J. (2018). *Sustainability and business: Theory and practice*. Springer.

Driver	Description	Respondents (n=384)	Percentage (%)
Quality & Durability	Sustainable fashion is perceived as long-lasting and of high quality.	230	59.90%
Ethical Responsibility	Increased support for brands following fair wages and proper labor policies.	154	40.10%
Total		384	100%

Source: Field data November-December 2024.

Based on the Table 2, the influence of quality and durability (59.90%) was identified as the primary driver for purchasing sustainable fashion by 230 respondents, highlighting their preference for long-lasting, high-quality clothing. This reduces the need for frequent repurchasing. On the other hand, ethical responsibility (40.10%) was emphasized by 154 respondents, indicating positive attitudes toward brands that follow fair wages and ethical labour practices. While quality and durability are more significant (59.90%), ethical responsibility (40.10%) still plays a key role in building consumer trust and increasing demand for sustainable brands.

The role of quality and durability: The trend of purchasing long-lasting and high-quality products reflects an environmentally conscious mind-set among consumers. Brands that promote their products with a guarantee of high quality and durability are more likely to attract consumers. The importance of ethical responsibility: Consumers support brands that adhere to fair wages and protect workers' rights, contributing to the development of the sustainable market. Policies and promotion: Increasing awareness of ethical responsibility through government and NGO efforts can enhance consumer trust.

The data shows that quality and durability are the primary drivers of consumer interest in sustainable fashion, with ethical responsibility also playing a significant role. To promote sustainable fashion, brands must emphasize both quality and ethics.

Table 3: Impact of Government and Social Media on Sustainable Fashion Purchases

Driver	Description	Respondents (n=384)	Percentage (%)
Government and NGO Influence	Campaigns and incentives positively influence consumer decisions.	178	46.35%
Role of Social Media	Influencers and campaigns on social media promote sustainable living.	206	53.65%
Total		384	100%

Source: Field data November-December 2024.

Table 3 indicates that, Government and NGO influence (46.35%): Campaigns by the government and NGOs are vital in generating interest in sustainable fashion. 46.35% of respondents believe these initiatives encourage purchasing sustainable products, highlighting the need for effective campaigns. Role of social media (53.65%): 53.65% of respondents feel that social media plays a significant role in promoting sustainable living. Influencers and brands on social media strongly impact consumer decisions. Comparison: Social media has a slightly greater influence than government campaigns (53.65% vs. 46.35%), indicating its powerful effect, particularly among the younger generation.

The importance of government and NGO influence: Governments and NGOs play a crucial role in increasing demand for sustainable fashion. The implementation of awareness campaigns and incentives (such as tax exemptions) would further promote its growth. Role of social media: Influencers and brands on social media inspire consumers to adopt sustainable living. Policies and campaigns: A combined effort of social media and government initiatives would create a more effective environment for promoting sustainable fashion.

The data shows that both social media and government campaigns are essential drivers in popularizing sustainable fashion, with social media platforms having a slightly stronger impact. If government and NGO campaigns become more effective, they can further increase public interest in sustainable fashion.

Table 4: Consumer Response to High Costs and Sustainable Fashion

Barrier	Description	Respondents (n=384)	Percentage (%)
High Cost	Sustainable fashion is generally considered expensive.	262	68.23%
Not Expensive	Some consumers believe sustainable products are not expensive or are reasonably priced based on their quality.	122	31.77%
Total		384	100%

Source: Field data November-December 2024.

The table 4 reflects that High cost as a barrier (68.23%): 68.23% of respondents believe the high cost of sustainable fashion hinders their purchasing decisions, prompting budget-conscious consumers to opt for fast fashion. Not expensive (31.77%): 31.77% of respondents consider sustainable products reasonably priced, given their quality and durability. Comparison: High cost is the primary barrier, but some consumers find the price justifiable based on quality.

High cost and its impact: The high cost of sustainable fashion is a barrier for budget-conscious consumers. Incentives from governments and brands, such as tax reductions or subsidies, are needed. Educational campaigns can highlight the long-term benefits of sustainable products. Not expensive and mindset change: Those who view sustainable fashion as not expensive do so due to the product's quality and longevity. Brands should emphasize quality more.

Ethical and social perspectives: Raising social awareness and joint efforts from government policies and brands can reduce the barrier of high costs. In conclusion, while the high cost of sustainable fashion remains a significant barrier, some consumers accept the price due to its quality and durability. Increasing awareness and policy development can address this challenge.

Table 5: Accessibility and Greenwashing Barriers and Consumer Responses

Barrier	Description	Respondents (n=384)	Percentage (%)
Lack of Accessibility	Sustainable fashion is limited in local markets.	234	60.94%
Greenwashing	False eco-friendly claims create consumer distrust.	150	39.06%
Total		384	100%

Source: Field data November-December 2024.

According to the Table 5, A majority of respondents (60.94%) reported that sustainable fashion is not widely available locally, pushing them toward fast fashion alternatives. Additionally, 39.06% expressed distrust in brands due to misleading sustainability claims, which reduces consumer confidence in eco-friendly fashion. While lack of accessibility poses a greater challenge than greenwashing, both barriers negatively influence purchasing decisions, highlighting the need for increased availability and brand transparency in the sustainable fashion market.

Limited availability of sustainable fashion is a key obstacle, making it essential to expand local production and distribution through government and brand collaboration. Additionally, misleading sustainability claims erode consumer trust, emphasizing the need for brands to adopt genuine eco-friendly practices and provide transparent certifications. Governments should enforce strict anti-greenwashing laws while ensuring that brands disclose clear sustainability information. Both accessibility issues and greenwashing significantly impact sustainable fashion adoption, and addressing these challenges through market expansion, brand transparency, and consumer awareness campaigns is crucial.

Table 6: Aesthetic and Design Barriers and Consumer Responses

Barrier	Description	Respondents (n=384)	Percentage (%)
Design Limitations	Lack of fashionable appeal reduces consumer acceptance.	206	53.65%
Design Acceptability	Consumers avoid sustainable clothing due to low fashion appeal.	178	46.35%
Total		384	100%

Source: Field data November-December 2024.

Table 6 indicates that, A majority of respondents (53.65%) believe that the lack of fashionable design in sustainable clothing limits their preference, highlighting the importance of aesthetics in purchase decisions. Additionally, 46.35% see poor design as a major barrier, seeking a balance between fashion and functionality. Comparatively, design limitations are a more significant concern, discouraging consumers from choosing sustainable fashion.

The absence of appealing aesthetics hinders consumer interest, making it essential to integrate modern fashion trends into sustainable clothing. Consumers prefer stylish outfits that reflect their personal style, urging brands to innovate in sustainable fashion design. To address this, brands must invest in design improvements and raise awareness about the value of sustainable fashion. Overcoming these barriers requires active steps from both brands and policymakers.

Table 7: Age-Based Trends and Consumer Behavior in Sustainable Fashion

Age Group	Description	Respondents (n=384)	Percentage (%)
Young Generation (Gen Z & Millennials)	Environmentally conscious and interested in sustainable fashion.	245	63.80%
Older Generation (Gen X & Baby Boomers)	Relatively less interested in sustainable fashion.	139	36.20%

Total		384	100%
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Source: Field data November-December 2024.

The table shows that, young consumers (63.80%) show strong interest in sustainable fashion, with Gen Z and Millennials prioritizing environmental responsibility and social awareness, driving market growth. In contrast, older consumers (36.20%) are less interested, focusing more on price and practicality. This highlights the market potential among younger buyers, while raising awareness among older consumers remains crucial.

Gen Z and Millennials, influenced by social media, are more environmentally conscious and drive sustainable fashion trends. Older consumers prioritize cost and may not fully recognize the long-term benefits of sustainable products, requiring awareness and incentives. Policies should include targeted campaigns for younger audiences and discounts or incentives for older consumers. Expanding awareness and demand across all age groups can help grow the sustainable fashion market.

Table 8: Market Trend – Reusable Materials

Market Trend	Description	Consumer Impact	Respondents (n=384)	Percentage (%)
Reusable Materials	The use of reusable materials is gaining popularity as a sustainable practice.	Increased market demand and greater consumer awareness.	384	100%

Source: Field data November-December 2024.

A majority of respondents (100%) are aware of and interested in reusable materials, reflecting environmental responsibility and social awareness. This growing demand indicates a shift toward sustainability, driving market interest in eco-friendly products. Increased awareness can further boost the demand for reusable materials in fashion.

Reusable materials are becoming popular in the fashion industry, supporting the demand for sustainable products. Raising consumer awareness through campaigns can enhance acceptance and positively impact the environment by promoting sustainable choices.

6. Discussion

Lisun et al. (2024) stated that social media plays a vital role in shaping consumer preferences in the fashion industry. Furthermore, a similar precedent was observed in the data integrated for this research. From the context developed by Xue et al. (2023), it is analysed that the ability of social media to influence consumer choices highlights the mental well-being involvement in the fashion industry as well, where the consumers are exposed to diversified marketing strategies to affect a change in their preferences through influencer marketing and other methods as well. Contrarily, the psychological pressure observed from the dataset did not reveal significant alignment with social media and the fashion industry as the data set commonly responded that societal pressure and peer pressure required them to update the fashion more often, compared to the marketing strategies incorporated by the brands. Contrarily, Sulthana (2022) stated that influencer marketing also enables a significant sense of inadequacy among individuals, resulting in a compromised approach to mental well-being. A similar precedent was also observed in the dataset for this research.

Most of the study participants stated that an individual's fashion sense fuels self-identity. Liu and Qureshi (2023) also noted that consumers have unanimously incorporated fashion to express themselves in society. For example, the preceding study incorporated diversified colours to identify the theme of an individual's personality. Black can be considered a symbol of solidarity; rainbow colours can symbolise support for diverse communities, and significant associations are made with other colours. However, Chen et al. (2021) argued that using different colours to make a statement is not unanimous and consumers can also incorporate a particular culture based on their personal preference. Therefore, the mental well-being of an individual can be passively associated with the individual's colour preference. However, society views the expression through colours as a significantly important aspect of modernised self-identity formation.

The data confirmed the inclusion of individuals to conform to current trends and societal expectations, which contributed to the added mental pressure. Centobelli et al. (2022) also identified a similar approach to back the fast fashion industry, revealing that the success of the fast fashion industry is the changing trends of fashion, which require the individual to upgrade their wardrobe frequently compared to conventional times. However, the findings oppose the luxury apparel market context, where the purchases made are not aligned with the findings of the fast fashion industry. Therefore, MacGregor and Sani (2023) stated that the income groups with enhanced affordability are migrating towards luxury fashion, then incorporating fast fashion trends to ensure stability in purchases and experience the quality of the products. Similarly, the results from this study indicated that consumers often felt guilty about incorporating fast fashion industry trends due to high environmental costs. Since Generation Z is increasingly concerned about the environment, including fast fashion can be challenged ethically.

7. Conclusion

This study analyzes the acceptance, drivers, and barriers of sustainable fashion. Awareness and education play a key role in shaping consumer attitudes, especially among younger generations. Effective campaigns and government initiatives are needed to enhance awareness. Quality and durability are

major drivers, as consumers prefer long-lasting, high-quality clothing. Brands can increase interest by ensuring product quality and transparency. Ethical responsibility, including fair wages and labor policies, builds consumer trust, showing that buyers consider both quality and ethics.

Government campaigns and social media significantly influence sustainable fashion adoption, with social media being more effective among younger consumers. Influencers and brands promote sustainability through digital platforms. However, high costs remain a key barrier, though some consumers justify it due to durability. Incentives and tax benefits can help mitigate this issue. Limited availability and greenwashing create consumer distrust, highlighting the need for better accessibility and brand transparency. While sustainable fashion is growing in popularity, barriers still exist. Increasing awareness, policy reforms, and market expansion can drive adoption, with coordinated efforts from both public and private sectors ensuring mainstream acceptance.

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