OXFORD JOURNAL
OF STUDENT
SCHOLARSHIP

Selling Sustainability: The Effects of Environmental Marketing on Consumer Trust and Brand Image of Fast Fashion Brands

Sarah Esbenshade
esbenshadesarah@gmail.com

ABSTRACT

With climate change as an urgent threat to the future of our planet, the fast fashion industry has been identified as one of the leading causes of environmental damage. Many fast fashion brands have recently implemented environmental sustainability initiatives to serve the increasingly eco-conscious population. However, there is still a wide gap in knowledge pertaining to the effect of this engagement with environmental sustainability on customer purchases; while there is sufficient study on how fast-fashion brands are transitioning away from their damaging operational practices, the impact of these efforts on customer loyalty and buying trends has not been tracked because not many brands have adopted this level of involvement until recently. This paper explores the effects of sustainability engagement on customer trust and brand perception, aiming to identify effective marketing strategies to help the fast fashion industry move towards sustainability successfully. The study employs a mixed-methods approach that includes a variety of data collection strategies to gain a wide understanding of the topic; it was conducted with an in-depth literature review of existing studies on the complex relationship between the fast-fashion industry and environmental sustainability, content analysis of currently used marketing tactics used by brands that promote the protection of the environment, and an interview process that focused on the customer perspective. This paper contributes to the debate over the fast-fashion industry and its damage to our planet. Rather than criticizing the industry for its current harmful practices, this paper addresses a possible direction that brands can take to operate successfully in the future to serve both the environment and their customers.

INTRODUCTION

Almost everyone can say that they own a piece of clothing from a fast-fashion brand. The low prices, trendy styles, and high market presence of these fast-fashion companies draw in millions of consumers each year and have fundamentally changed the way that people buy clothing. Fast fashion first became popular in the early 2000s when retailers such as Zara and H&M started launching low cost clothing to imitate the luxuriousness of fashion trends that were trendy in fashion shows and catwalks (Kaikobad et

al., 2015). This new phenomenon widened the accessibility of the fashion industry, as it sought to replicate designs from luxury brands at a lower price point (Kim & Ha, 2024).

Although fast fashion has expanded access to the clothing market and become a dominant force in the US economy, it is one of the largest contributors to climate change worldwide. The reliance on energy-intensive manufacturing, mass production, overseas shipping, and unsustainable materials has caused fast fashion to generate an extremely damaging ecological footprint. Not to mention, immense quantities of short-lived disposable clothing end up in landfills, where they are burned, releasing copious amounts of greenhouse gases into our atmosphere (Moustafa, 2024). Research has found that every second, a garbage truck's worth of clothing is dumped somewhere around the planet; in turn, huge amounts of chemicals and microplastics enter our oceans and atmosphere (Lee, 2023). Behind each enticing price tag, fast fashion hides a process that poses a serious threat to our planet's future.

Currently, the majority of fast fashion retailers focus on speed to the market and low cost in their manufacturing processes so that they can generate profit in the competitive industry (Bhardwaj & Fairhurst, 2010). However, as more people become aware of the pressing need to combat the effects of climate change, consumers are becoming increasingly eco-conscious and concerned about the climate activism of large-scale companies (Kaikobad et al., 2015). Starting with anti-fur campaigns in the 1990s, consumers are showing a strong push for sustainable living and encouraging brands to embrace greater responsibility in taking care of the environment (Kim and Ha, 2024). Fast fashion brands have begun to adopt environmental marketing in recent years and have aggressively launched new initiatives to show their commitment to reducing the impact on the planet. The way that these fast-fashion companies incorporate environmental sustainability into their branding and marketing is essential to studying how the industry will adapt to the changing world around us. This study specifically seeks to answer the question: How does engagement with environmental sustainability shape consumer trust and the brand image of fast-fashion clothing brands in the USA?

To explore this area of research, this study employs a mixed-methods approach consisting of a literature review, qualitative content analysis, and a thorough interview process with consumers of fast-fashion clothing brands. The literature review focuses on qualitative consumer feedback, existing research on the marketing strategies of fast-fashion brands, and the environmental impact of fast fashion today. The content analysis portion examines social media posts, marketing campaigns, and advertisements of these companies that incorporate environmental sustainability values. I will observe the performance of these campaigns and customer reaction to marketing tactics. Lastly, the interview consists of questions that gather data on customers' experiences with fast-fashion clothing brands and their opinions on the companies' social and ethical responsibility regarding the environment.

This study contributes to existing research by focusing on the impact of consistent engagement with environmental sustainability marketing in the fast-fashion industry on customers rather than on the damaging practices themselves. Previous studies have explored brand perception of fast-fashion clothing companies and the factors that influence customer buying decisions. It has been found that customers are

generally more enticed to support fast-fashion brands that engage in green marketing and support environmental sustainability initiatives; however, factors such as price sensitivity, brand loyalty, and social pressure have a greater influence on buying decisions (Girisaran and Khanna 2026). There is also existing research on the environmental impacts and unsustainable practices associated with garment manufacturing and selling in the fast-fashion industry. However, there is limited knowledge about the effects of fast-fashion brands consistently engaging with environmental sustainability principles on their customer bases. This research adds value by exploring how customer perceptions and brand image change when a company clearly launches support for environmental sustainability through changes to company standards, manufacturing processes, and product lines. As companies shift away from the unsustainable practices of the traditional fast-fashion industry, they are forced to adjust prices, products, and promotions that reshape the market. It is important to study how customers respond to environmental sustainability initiatives and how the brand perception of fast-fashion companies changes when they choose to transform to become more eco-friendly.

The practical significance of this study not only applies to fast-fashion industry practitioners but also to policymakers and consumers. Professionals who work in fast-fashion companies can observe the effects on consumers and feedback from environmentally focused action and marketing. Specifically, marketing specialists can identify the most effective strategies to secure customer support by engaging in environmental sustainability initiatives. It allows them to successfully balance social and ethical responsibilities while operating in a market built on the ideals of providing low-cost, trendy products. Furthermore, this research is significant for policymakers as they decide how to enforce regulations on the manufacturing and production of fast-fashion brands. Because the textile and garment industry is currently the second most polluting industry in the world, this research provides insight into how policymakers can develop guidelines for fast-fashion companies' operations (Moustafa, 2024). By analyzing consumer feedback on trust and perception, companies can develop new policies to reduce carbon emissions in production without damaging their brand image or corporate success. Lastly, consumers can gain knowledge and information that impact their decisions to support fast fashion brands in the future.

RESEARCH METHODOLOGY

This research examines the impact of consistently incorporating environmental sustainability initiatives into the marketing campaigns of fast-fashion clothing brands in the USA, such as Zara, Reformation, and Shein. Companies are increasingly focusing on promoting eco-conscious values to strategically appeal to consumers, build long-term loyalty, and drive revenue. Many of the sustainability marketing tactics have been adopted by brands, but the effect on customers is still vague; while consumers show a push for eco-consciousness, the effectiveness of these marketing campaigns is jeopardized by a lack of intent and authenticity (Zahran, 2025). To fully grasp both the marketing strategies of these fast-fashion brands and their effects on consumers, this research employs qualitative content analysis of brand campaigns and a literature review of quantitative consumer feedback data. This mixed approach was designed to gain a

comprehensive understanding of the effects of these marketing tactics on consumer perspectives and brand equity.

The qualitative portion of the research involves content analysis of environmental sustainability-focused marketing by fast-fashion brands. This includes studying social media posts, ads, partnerships, and specific campaigns launched for consumers in the US market. As for researching the effect on customers, this paper uses quantitative data on revenue and consumer buying decisions from brands that have consistently engaged with environmental sustainability. It also analyzes customer preferences by conducting a literature review of articles, social media posts, and comments expressing opinions about these marketing campaigns.

This study further conducts interviews to understand the customer perspective, targeting younger and middle-aged consumers of fast-fashion clothing in the US. The research collects data on marketing performance by analyzing various pictures and sections from marketing blogs, social media posts, and campaigns launched by fast-fashion brands.
The qualitative data are analyzed by using content analysis to study social media strategy and public campaigning, and to identify messaging and communication patterns. To analyze the interviews, common patterns are responses that are viewed to identify general views from participants.

LITERATURE REVIEW

This study requires a robust review of the relationship between environmental sustainability initiatives and fast-fashion brand marketing, with a focus on the psychology behind consumer buying decisions and on consumers' views of fast-fashion businesses' corporate responsibility to address ecological impact. It is an essential topic to explore, as sustainability is increasingly recognized as a key value for companies to adopt in a world combating the effects of climate change (Papadopoulou et al., 2021).

This literature review synthesizes research on the current ecological consequences of fast-fashion operations, marketing strategies to promote environmental sustainability, and consumer behavior. It focuses on studies published between 2012 and 2026 to reflect the rapid growth in consumer concern for making more eco-conscious purchase decisions and the transition of businesses to reduce their ecological impact. The used publications were identified through searches in Google Scholar, Connected Papers, and backwards citation tracking. Search terms combined environmental sustainability, marketing tactics, and consumer behavior concepts in the fast-fashion industry. Keywords such as environmental sustainability marketing, socio-environmental responsibility, green marketing, and customer loyalty were used to locate relevant research papers.

This review integrates recent studies to provide a comprehensive understanding of current sustainable developments in the fast-fashion industry, specific opportunities to improve marketing efforts, and a comparison of the various factors that influence customers to support these brands. However, there is a lack of research specifically examining how consistent engagement with sustainability initiatives in

marketing directly affects consumer trust and brand perception. Reviewing these existing works provides a strong foundation for offering insight into how to successfully integrate environmental sustainability initiatives into the marketing of fast-fashion companies to secure consumer loyalty and sales, as well as develop strong brand equity. Table 1 presents the literature review of selected papers.

Table 1: Selected Literature Review

Study	**Methods**	**Country / Global**	**Factors**	**Findings**
Papadopoulou et al., 2021	Mixed Methods	Europe	- Environmental sustainability initiatives - Consumption behavior - Business competitiveness - Brand perception - Social changes	- European fast-fashion brands need to more effectively manage marketing efforts to target their consumer market - Different generations of the market have varying sensitivity towards environmental sustainability - Corporate initiatives to focus on sustainability from fast-fashion brands did not greatly alter customer perception and attention towards these marketing campaigns
Papasolomou et al., 2022	Quantitative	Global	- Customer behavior - Environmentally friendly purchases - Fast fashion - Sustainable fashion consumption	- Most consumers lack precise knowledge of the sustainability aspects of fashion items - Women are more widely knowledgeable about environmental sustainability initiatives than men - Men are more willing to pay higher prices for fast fashion brands that align with their moral values than women are

Shen et al., 2012	Quantitative	China	- Ethical fashion - Consumer purchase behavior - Brand perception - Consumer education - Socially responsible businesses	- Consumer beliefs about ethical fashion are based on their perceptions of a company's reputation in the fashion industry - A brand's reputation determines the customer perception of how socially and environmentally responsible it should be - Consumer education is essential to raise awareness of ethical issues in the fashion industry - Retailers need to take initiatives to educate consumers on ethically sourced fashion products
Kumari et al., 2026	Mixed Methods	Global	- Consumer awareness - Customer perceptions - Environmental footprint - Sustainable fashion - Glocal economy	- Quality and price are more important to customer purchase behavior than sustainability - Consumers are often aware of environmental impacts and still frequently shop at these brands - Awareness campaigns and supportive policies can aid in bridging information and cost barriers
Ersoy & Fu, (2021)	Quantitative	Canada	- Sustainable marketing - Consumer perception - Consumer awareness - Price sensitivity - Sustainable clothing	- Fast-fashion brands have adopted sustainable marketing and clothing because it is the most polluting industry in the world - Consumer awareness of sustainable marketing has a direct effect on their

				willingness to purchase sustainable clothing - Price sensitivity also affects the consumer's decisions to buy sustainable clothing
Dabija et al., 2022	Mixed Methods	Romania	- Environmental protection - Resource consumption -Socio-environmental responsibility - Consumer loyalty - Consumer behavior	- Socio-environmental responsibility does not have a significant impact on store satisfaction, but does affect customer loyalty - Different generations have various perceptions and behaviors in response to environmental action from companies - Fast fashion stores must market differently to treat the cross-generational markets in terms of socio-environmental responsibility
Girisaran & Khanna, (2026)	Quantitative	Global	- Consumer behavior - Marketing approaches - Green marketing - Brand loyalty - Environmental issues - Purchase intentions - Sustainable fashion marketing	- Customers are more drawn to purchase from brands that incorporate green marketing strategies and engage in environmental issues - High brand loyalty and positive attitudes are more significant predictors of purchase intention than external forces - Social pressure has a high impact on purchasing behavior in fast-fashion settings
Andreadakis & Owusu-Wiredu,	Qualitative	Global	- Fast-fashion - Environmental	- Fast fashion is rising due to a variety of cultural and

(2023)			impact - Sustainable fashion - Fashion footprint	economic issues - The business model of the industry leads to great amounts of dumped clothing and greenhouse gas emissions - Research on fast fashion and its impacts is increasing

SUMMARY OF LITERATURE REVIEW

Various studies have found that fast-fashion companies are currently not adequately incorporating sustainability initiatives into their marketing and brand values; these brands need to manage these efforts more effectively to serve their consumer markets (Papadopoulou et al., 2021). However, in recent years, as more information has been released about the detrimental ecological effects of fast fashion, environmental efforts are increasingly being adopted by these brands to appeal to the public through new campaigns and advertisements (Ersoy & Fu, 2021). The papers reviewed include analyses of the environmental impact of fast-fashion manufacturing, consumers' varying perspectives on corporate social responsibility, and the factors that most directly influence buying behavior.

Research has revealed that the textile and fast fashion industry is the second most damaging industry to the environment; it poses several significant threats that include the mass release of greenhouse gas emissions (8-10% of total carbon emissions globally) and wastewater (20% globally), as well as a predicted increase in carbon footprint for the upcoming years (Andreadakis & Owusu-Wiredu, 2023). The vast majority of the population currently relies on fast-fashion brands for apparel. However, the environmental threat posed by the fast-fashion industry is not widely recognized among consumers. Only about 58% of respondents in a survey considered the fast-fashion industry polluting, and many had never even heard of the term “sustainable fashion” (Ersoy & Fu, 2021). These numbers indicate that the public is not fully grasping the severity of the environmental damage caused by fast-fashion companies' operations. However, other studies contradict this finding, demonstrating that environmental sustainability is a significant concern for customers and should be marketed more effectively by fast-fashion brands. A study by Dan Cristian Dabija and others found that companies' socio-environmental responsibility is strongly associated with acquiring customer loyalty (Dabija et al., 2022). Additionally, 75% of respondents in the same study reported being concerned about the environmental impact of the fashion industry worldwide (Ersoy & Fu, 2021). These findings directly support the claim that fashion manufacturers need to invest more aggressively in marketing efforts that engage with environmental sustainability initiatives to successfully serve their consumer markets (Papadopoulou et al., 2021). Specific evidence from Zara’s adoption of sustainability and social initiatives, using quantitative data from financial records and social media, shows that this promotion caused an increase in purchases from consumers and international recognition for their efforts (Baena, 2024).

Another common theme explored in the reviewed literature was the differing perspectives on the role of fast-fashion companies in the context of sustainability. Research has found that consumers are increasingly concerned about protecting the environment overall, but sensitivity and engagement levels vary across age groups (Papadopoulou et al., 2021). This makes it difficult for brands to effectively strategize their sustainability marketing for all consumer levels. Younger generations, such as Generation Z and Millennials, are the primary target market for fast-fashion stores due to low prices and trendy styles; however, they are less likely to reflect their environmental concerns in their shopping habits (Dabija et al., 2022). Some studies focused on other demographics, such as gender. One study found that women were more aware overall of the ecological impacts of the fast-fashion supply chain, whereas men were more likely to pay higher prices for companies that align with their moral values (Papasolomou et al., 2022).

Furthermore, research found that the best way for companies to attract consumer attention through sustainability promotion was through transparency and clear messaging (Dabija et al., 2022). Many brands currently employ greenwashing, which is the practice of appearing more eco-friendly and marketing sustainability initiatives while still ultimately being damaging to the environment in operations. This has been found to have an inverse effect on consumers, and causes customer trust and brand perception to be more negative (Isac et al., 2024). This further supports the point that companies must make feasible changes and promote sustainability with evidence on how they are making an impact.

Lastly, these studies covered the factors that were important for consumers when making buying decisions. One study showed that while sustainability is an important factor for many when purchasing clothing, price sensitivity has been shown to be the dominant factor that shapes customer shopping habits; however, if durability and quality are improved when companies convert to more sustainable choices, then most customers responded that they would be willing to pay higher prices (Ersoy & Fu, 2021). Another paper that used a mixed-methods survey furthered this claim by finding that sustainability ranked among the least important factors for consumers in purchase decisions, with quality and price ranked much higher (Kumari et al., 2021).

This study builds on previous research by focusing on consistent campaigning and engagement with environmental protection, and customer reaction to these actions. Rather than tracking how customers view corporate responsibility, this research analyzes sustainability marketing already implemented by fast-fashion brands and tracks its performance and effects on brand image. Considering the growth in consumer concern for the environment and the recognition of the detrimental effects of fast-fashion manufacturing processes, this study is important in guiding the industry in a positive direction for both companies and consumers. By measuring the effectiveness of sustainability marketing tactics and strategizing how to navigate eco-friendliness without losing customer support, this paper explores how the fast-fashion industry can successfully operate in a sustainable future.

CONTENT ANALYSIS

This paper's content analysis examines the themes and patterns in marketing campaigns by leading fast-fashion companies in the US market. It includes brands such as Zara, Reformation, and H&M to study how these brands present their engagement with environmental sustainability to appeal to consumers. The content analysis was focused on marketing media from these brands because they are global, prominent brands that dominate the US marketing. These brands are well-known and have large, diverse customer bases that allow for a range of consumer opinion and public perception. The study examines a variety of content sources to identify methods and areas within the company where brands are beginning to promote eco-conscious values. These include social media posts, in-store programs, brand messaging, and advertisements from popular fast-fashion brands. The specific campaigns and initiatives were selected by focusing on specific aspects of fast-fashion companies that are presented to customers to build brand image. The first selection of content is focused on specific clothing lines and clothing packaging for products, which is an essential area of fast-fashion brands where consumers are pushing for more sustainability in packaging and material. Other themes included customer access to in-store and online recycling programs, specific advertisements released by fast-fashion brands, and brand messaging through social media and websites. These content pieces were strategically collected to represent the overall sustainability performance of fast-fashion companies in different areas of their marketing and operations.

Data collection methods include gathering information from official brand social media accounts, company websites, and publicly available information on environmental sustainability initiatives. After thoroughly researching various brands to identify common marketing strategies for promoting sustainability, themes were identified to group similar patterns and methods that brands use to appeal to consumers. Themes include the launch of sustainable material campaigns and clothing lines, the implementation of recycling programs to shift toward a more circular clothing-buying system, nature-inspired clothing photoshoots, and impact-focused marketing.

1. **Focus on sustainable, environmentally friendly materials:** Many fast-fashion brands have launched campaigns or set overall goals to prioritize these materials in their clothing. Brands such as Shein and H&M have created dedicated clothing lines, including H&M Conscious and EvoluSHEIN, that aim to offer consumers products made from low-impact fabrics.

Theme 1: Focus on sustainable and environmentally friendly materials



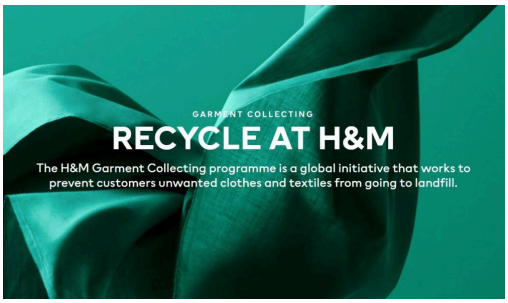
(Sources: Pan, 2019; Green Wardrobe, 2021; The Fashion Law, 2024; Just Style, 2022)

These campaigns commit to crafting products with sustainable materials such as organic cotton and recycled polyester. Furthermore, Zara and Reformation have launched company-wide initiatives to reduce their environmental impact by utilizing sustainable materials. Zara has announced that it aims to use 100% lower-impact textile fibers by 2030 and has transformed its supply chain to work towards its goal of reaching climate neutrality by 2040. Reformation aims to source 100% of its fabrics from recycled, deadstock, and next-generation materials by 2030.

They use recycled and regenerated fibers in their denim lines, wool that is sourced from mills that promote regenerative farming, and sustainable chemical management in their dyeing processes. The theme of using sustainable materials is reflected across brand websites and social media, and it often appears on specific clothing items that meet environmental standards. It is significant because it demonstrates a shift in company processes and product manufacturing that could affect clothing quality and price. Studying the consumer feedback on these products is essential to understanding if these initiatives are successful in the market.

2. **Circular Fashion and Recycled Products:** Another common practice among fast-fashion companies is implementing circular fashion programs that promote recycling and reselling products. Because the current fast-fashion system encourages buying large quantities of cheaply made garments, many companies are beginning to implement programs to extend the lifespan of garments and prevent the mass dumping of clothing that contributes to greenhouse gas emissions. Zara has launched a pre-owned program that repairs damaged garments, provides a resale platform, and donates used clothing to various organizations. Reformation also encourages customers to buy less and care for their clothes responsibly. They provide in-depth instructions on how to properly wash and care for their clothes and consciously design their products for circularity.

Theme 2: Circular Fashion and Recycled Products







(Sources: ITAB Group, n.d.; Reformation, 2022; Johari, 2021)

Reformation, as a company, is committed to using zero virgin materials in its manufacturing in the coming years, which is another example of the circular fashion system. This is a significant shift from traditional fast-fashion practices, as it moves away from the typical process of producing cheaply made, low-quality items for short-term use. Consumers who have supported fast-fashion brands in the past will see product changes, so feedback on whether they will actually adopt circular-fashion missions will be studied to assess the impact and future changes in the industry.

3. **Nature-inspired imagery:** Many fast-fashion brands have used nature-inspired imagery in their advertisements and social media posts to promote sustainability. These include using floral and greenery prints on their garments, conducting photo shoots with lush natural backdrops, and harnessing earthy color palettes to emphasize an organic feel. Specifically, in the first photo of H&M's Conscious Collection, the company sourced textiles from food waste and plastics to produce its clothing for the campaign.

Theme 3: Nature-inspired imagery





(Sources: Wright, 2024; Kent, 2021)

These clothing lines shot media campaigns and promoted their clothing lines by posing in gardens and natural landscapes. The shot pictured above, with the garden and the city skyline in the background,

highlights the transition from a trendy, urban fast-fashion brand to a company focused on creating meaningful change to care for our planet. This marketing method is useful for study because it demonstrates consumer feedback and responses to sustainability marketing in the media.

4. Altruism and Impact-focused marketing: Another popular marketing strategy used by fast-fashion brands is to post advertisements and campaigns that promote social causes to create a positive public association. To combat customer guilt and build brand loyalty, companies launch campaigns that highlight their contributions to environmental initiatives and ensure supply chain transparency.

Theme 4: Altruism and Impact-focused marketing



(Sources: The Courier, 2022; Gap Inc., 2021)

Brands such as Reformation and Gap have incorporated a focus on environmental support into their core brand messaging. Reformation makes it clear that eco-consciousness is a key aspect of the company by promoting itself as the best option for consumers to support the environment with their clothing purchases. Additionally, companies release global sustainability reports and goals for upcoming years to provide transparency and build trust with their customers.

INTERVIEWS

The interview section of this research paper aims to gain consumer insights into their experiences and engagement with fast-fashion companies. It specifically targets their views of fast-fashion brands in the context of environmental sustainability and gauges how they would react as customers if the industry were to make future changes to focus on eco-consciousness. Gaining public perspective is extremely important for fast fashion brands to successfully change their practices to mitigate their damage to our planet while maintaining customer satisfaction. Interviews were conducted over 3 weeks with 13 participants from various age groups and backgrounds. Interview participants were selected using purposive convenience sampling. They were recruited from the researcher's surrounding community networks, and were also considered for their experiences and familiarity with fast-fashion products. To capture a diverse group of consumer perspectives, the participants were varied in their age, background,

and purchasing habits. Participation for interviews was completely voluntary, and all participants were given the same information and introduction to the research purpose before completing the interviews.

The questions were designed to first assess how often each participant buys from fast-fashion brands and how familiar they are with the industry. It goes on to identify the specific factors that influence buying decisions and the aspects of fast-fashion brands that motivate customer support. This helps establish the target consumer market for the fast fashion industry and the psychology behind why these people choose to buy from these brands. Then, the questions focus on the marketing and environmental campaigns that participants have seen in the past. This helps observe how brands currently present themselves to the public and whether they are taking any actions that inform their customers about environmental sustainability. Lastly, the questions ask participants what they would like to see from businesses regarding environmental support and limiting negative impacts. These sections are extremely important for understanding how fast-fashion businesses should change in the future to serve the interests of their consumers.

The interview was structured to first establish an introduction to experience with the fast fashion industry and then gradually move toward the more specific topic of customer perceptions of engagement with environmental sustainability through marketing. Throughout the interview process, several ethical considerations were in place to ensure participant privacy and respect. First of all, the interview was completely anonymous, and no names were disclosed. Additionally, the questions were structured and delivered in a manner that maintains neutrality and avoids judging participants based on their buying habits and opinions.

Table 2: Interview Table

Hi! My name is Sarah, and I am a 12th-grade student at San Marino High School. Through this research, I aim to determine the impact of consistent engagement with environmental sustainability marketing in the fast-fashion industry and to further understand consumer perceptions and strategies for building brand image. Along with measuring the current marketing methods employed by popular fast-fashion brands, I intend to explore the changes they are making to become more eco-conscious and examine customer feedback on these choices to analyze how the fast-fashion industry will evolve in the near future. I request that you fill out the survey form for academic purposes. I assure the confidentiality and security of your data. Thank you!		
Questions	**Responses**	
Q1: What do you think fast fashion is?	*"Fashion that attempts to follow the latest trends and supply clothing very quickly to meet the demand for those trends" (P3,*	- Awareness of the threat to the environment

Fast fashion is a business model in which clothing companies quickly produce inexpensive, trend-driven apparel inspired by the latest fashions. These brands rapidly design, manufacture, and distribute new collections to encourage frequent purchases at low prices. Examples of fast-fashion companies: Zara, H&M, SHEIN, Forever 21	*Male, 54)* *"Clothing that is made cheaply and quickly in order to supply people with trendy and inexpensive pieces" (P4, Female, 16)* *"When brands use unethical manufacturing and cheap resources to make clothing that follow short-lived trends and have low prices" (P11, Male, 17)*	- General negative perception
Q2: What motivates you to purchase from fast fashion brands?	*"They're less expensive, and a lot of my friends and people that are my age buy clothing from them" (P2, Female, 19)* *"The clothes are inexpensive and good for trendy pieces that you won't wear for a long time" (P4, Female, 16)* *"They're cheap, and I can use them to buy clothes that I only use for a specific event or for a short time" (P8, Female, 17)*	- Normalized in teen culture - Used for short-term and specific events - Price is the most desirable factor
Q3: What types of marketing do you most often see from fast fashion clothing brands?	*"I see most of the marketing from these brands on Instagram through advertisements and social media posts" (P1, Female, 53)* *"I see that they use models around my age who make the clothes look very appealing, a lot of the time on social media" (P2, Female, 19)* *"I see a lot of influencer promotions and advertisements on social media that give hauls of clothing" (P10, Female, 18)*	- High social media presence - Influencer promotions

Q4: Have you seen any environmental sustainability actions or recent events from fast-fashion brands? (campaigns, advertisements, social media posts, etc.)	*"I can't remember any specific actions or events. I don't typically associate fast fashion with promoting environmental sustainability, because they rely on practices that are harmful to the environment" (P1, Female, 53)* *"I've seen a recycling box at Zara where you can put your old clothes that you don't want anymore" (P4, Female, 16)* *"I see that Reformation has a slogan that focuses on environmental sustainability and promotes it a lot on social media" (P13, Female, 20)*	- Not widely recognized for environmental efforts - Reformation is most known for sustainability - In-store recycling programs
Q5: What factors do you prioritize when choosing what clothing to buy? (price, quality, sustainability, brand ethics)	*"I value the appearance of the clothes most of all, and also the quality. I also consider price, and brand ethics and sustainability are probably on the lower end of importance" (P2, Female, 19)* *"I definitely value quality and price, as well as adherence to both environmental and human rights standards, so I guess that would fall within brand ethics" (P3, Male, 54)* *"I prioritize the price, quality, and appearance of clothing the most. To be honest, I don't consider the other factors that heavily" (P6, Female, 18)*	- Quality and price are the most prioritized - Brand ethics and sustainability are not great concerns
Q6: How would you feel if fast-fashion brands started promoting environmental sustainability but had to raise prices?	*"I would be supportive of that, and would likely increase my support for them" (P1, Female, 53)* *"I think that it would be a good decision because it's better for the environment and*	- Generally positive acceptance - Concern about raising prices for lower-income consumers

	also gives customers better clothing in the long term" (P4, Female, 16) *"It would definitely be a positive direction to supporting the environment but also would lose a lot of their customers from lower incomes" (P5, Female, 15)*	
Q7: What is your opinion on how businesses should advocate for environmental sustainability?	*"They should stop producing clothes in ways that hurt the environment. I think that they could do a documentary to show what goes on behind the scenes and how they're working towards sustainability" (P2, Female, 19)* *"I think that they should promote what they're doing to adhere to sustainable standards and make customers aware of that. They should make people proud to be buying from their brand because they are an ethical company that isn't just working to make money, but also to minimize harm to the environment" (P3, Male, 54)* *"Businesses have a large platform and can reach a lot of the population, so I think that they should use their platform to advocate for sustainability. Also, large industries have a lot of effect on climate change, so they should be prioritizing enforcing sustainable practices" (P10, Female, 18)*	- More transparency and information for customers about sustainability - Put more effort into a brand image centered around positive ethics - Use of the large platform to advocate for sustainability
Q8: How do you think fast fashion brands should engage in sustainability initiatives? What kinds of activities will positively shape your perception of fast fashion?	*"I think that they could have a recycling program or they could donate the clothes back to people who can't afford it, or ship it to other developing countries" (P1, Female, 53)* *"I would say improving qualities that make*	- Use of recycling programs and minimizing the production of new clothing - Focus on making clothes ethically

	clothing last longer, so that they wouldn't need to be replaced so quickly. They should minimize the constant recreation of new goods and use of resources to be just coming up with new things that people are constantly buying" (P3, Male, 54) *"I think that they should start implementing recycling programs where they collect old clothing, and they could maybe reuse the fabrics to be more sustainable and promote longer lifecycles. They should also be more honest with customers about how the clothes are being made" (P7, Female, 16)*	and improving quality

SUMMARY OF INTERVIEW

Through the interview process, it was found that the participants held an overall negative perception of the fast fashion industry and had a high level of awareness of the threat it poses to the environment. When asked to define fast fashion, almost every participant said the industry is damaging to the environment due to the mass production of garments. Although participants are aware of these environmental impacts, most did not show high levels of concern when discussing the factors that influence their buying habits. One participant noted that "brand ethics and sustainability are probably on the lower end of importance" (P2, Female, 19). This reflects the theme that while customers are aware of the detrimental effects of fast fashion on the environment, the majority do not act on their concerns when deciding which brands to support.

Another theme that this interview process revealed was that price and quality are widely considered the most important factors for clothing. Every participant mentioned price and quality as top priorities when selecting clothing. This theme offers an interesting perspective on the fast fashion industry, as it is generally known for producing garments that are lower in quality and price.
Furthermore, participants revealed, through their past experiences with fast-fashion exposure, that marketing generally reaches consumers through social media and that there is limited content promoting environmental sustainability. Social media was mentioned by the majority of participants when asked which types of marketing were most commonly used by fast fashion companies, with specific mentions of Instagram and influencer promotions. Additionally, participants lacked sufficient information when asked about recent actions or posts by fast fashion brands that promoted sustainability. Two responses mentioned specific brands, such as Zara and Reformation, but most responses implied a theme of insufficient environmental action by these brands.

Lastly, interview respondents showed support for the idea of fast fashion brands increasing their environmental sustainability. Every participant responded positively to increasing sustainability, even if it meant raising prices, with only one expressing concern. The respondent noted, "It would definitely be a positive direction to support the environment, but also would lose a lot of their customers from lower incomes" (P5, Female, 15). These positive answers show that there are some customers who value a greater support for the environment over the importance of low prices. When asked how businesses and the fast fashion industry should move forward with sustainability, a theme emerged: support for greater transparency and the use of a platform to advocate for environmental protection. One participant noted that "They should make people proud to be buying from their brand because they are an ethical company that isn't just working to make money, but also to minimize harm to the environment" (P3, Male, 54). There is a strong call for greater focus on brand ethics and the implementation of more sustainable practices in the industry. Several responses also included requests for more public information and transparency from these brands, so consumers could be better educated about how their clothing is made.
The findings from the interview process help us understand how consumers currently view the fast fashion industry and gather their opinions on how it should change in the future to become more sustainable. These insights are essential to this research because fast fashion brands will not realistically enact any change without the knowledge that their customers would support these actions.

DISCUSSION

The research process has demonstrated that customers of fast fashion brands are pushing for long-term clothing that promotes environmental sustainability initiatives. This change would shift the industry away from the harmful practice of generating cheaply made clothing for short-term purposes, and would move towards a future that aligns with the increasing public concern for protecting the planet.

Through the content analysis of current marketing efforts to promote environmental sustainability efforts, it has been found that fast fashion brands are not actively campaigning and implementing action that meets the standards to enact positive change for the environment. Although many brands are engaging with more focus on sustainability, it often only includes limited clothing lines or specific advertisements, and not overall brand messaging. Many brands are only making superficial changes in order to appear more eco-friendly to the outside eye, but are not making any changes to actual manufacturing processes and operations. This practice, which is called greenwashing, has an inverse effect and actually diminishes customer trust (Isac et al., 2024). These findings align with previous studies that reported how fast fashion brands are not effectively managing their marketing efforts to promote sustainability to their target consumers (Papadopoulou et al., 2021).

The interview process revealed the negative perception of the fast-fashion industry that is currently held by the public. There are high levels of awareness of the unethical practices employed by fast fashion brands, and customers showed a strong interest in progressing towards a more sustainable future for the industry. When asked if they were willing to pay more for more sustainable and high-quality clothing, the

majority of respondents demonstrated a strongly positive view on this change. Price and quality have shown to be the most highly valued factors for consumers when making buying decisions, as confirmed by the interview process and previous studies (Kumari et al., 2026). However, interview participants affirmed that they would continue, if not increase their support to fast fashion brands if they heightened prices for the benefit of being eco-conscious. Although customers are not actively searching for sustainability when they are shopping, if fast fashion starts incorporating more eco-friendly practices and promotes it as a brand message, then consumers are more willing to increase support due to a more positive brand perception. These findings diverge from previous studies that show how customers are more likely to support brands that utilize green marketing, and how purchase intention is driven by brand loyalty and positive attitudes about the company (Girisaran & Khanna, 2026).

Given the growing consumer push for brands that promote environmental sustainability, fast fashion marketing specialists should prioritize building brand image that is centered around transparency and moving towards a more green future. Realistically, consumers know that fast fashion brands are not built to support the environment due to their past of damaging the planet. However, taking accountability for their unsustainability and being open about new plans to become more eco-conscious will prove to consumers that these fast fashion brands are creating a change in company initiatives. It will create a more appealing brand image and, in turn, draw in customer loyalty. Despite the fact that increased prices may have to be put in place, this strategy looks towards a much more stable and widely-supported future for these companies.

LIMITATIONS

Acknowledging the study's implications is important for fully understanding how these findings can be applied to fast-fashion brands in the US market. Recognizing potential flaws can help explain how fast fashion brands can efficiently use data to successfully incorporate environmental sustainability initiatives into their companies, and is helpful for marketing professionals and customers when considering this information. Additionally, these limitations acknowledge that there is still an abundance of research to be done in various capacities. Future studies can focus on this study's limitations to structure their work efficiently and address gaps in research.

First of all, there were methodological limitations in the data collection process due to the small sample size of interviews and the limited number of brands included in the content analysis. The content analysis primarily examined 3-4 fast fashion brands to gauge consistent engagement within a company, rather than singular campaigns across various companies. Although this methodological approach was useful for studying specific brand engagement, future research can focus on analyzing a wider range of fast-fashion brands. This would be helpful to attaining a broader understanding of how the fast fashion industry is currently promoting environmental sustainability, rather than just the few brands that were focused on in this study. Additionally, a small sample size was used in the interview process. The lower number of participants made it more difficult to successfully identify common patterns in the data.

As for the scope of the study, the participants in the interview process were mainly from similar income levels and locations. There were limitations in contacting people in distant locations, so the interview was conducted with respondents from the same area. This made it more difficult to gather responses with more diverse perspectives. Similarly, this small interview sample makes it difficult to draw conclusions from responses. Because participants are from the same area and do not represent the average US consumer, it is inaccurate to assume that their responses would reflect the wider opinions from consumers across the US. Future studies should examine respondents from communities across the nation with different income levels and backgrounds. This study also focused only on the US market for fast-fashion brands. While the US is a top market for this industry, responses would likely have different outcomes in foreign countries. Future studies could focus on new markets in other countries and compare responses to determine how fast fashion brands should differentiate their sustainability marketing tactics to best fit consumer interests.

Due to limitations in data quality and accuracy, the interview responses may have been subject to biases arising from the in-person process. Through the experience of being interviewed in person, the respondents may have been affected by fear of judgment for their answers or desire to answer the question based on desire rather than true experience. Future studies could adopt an anonymous approach, in which surveys are sent via an online platform and participants' names are not recorded. This would eliminate most potential for social desirability bias.

This study focuses on the impact of engagement with environmental sustainability initiatives and therefore utilizes a mix of measured and theoretical data on consumer impact. As many brands have not implemented long-term marketing initiatives to promote environmental protection, many of the interview respondents reported how they would feel if such actions were implemented. This takes a toll on the model's framework and can limit how the information should be considered.

IMPLICATIONS

This study empirically contributes to existing academic knowledge by focusing on the consistent engagement with environmental sustainability initiatives in the marketing of fast-fashion brands. This study presents new information by examining multiple marketing media from specific brands and measuring how consumers' perceptions change. The research combines content analysis and marketing reports with new customer survey data to examine how the inclusion of environmental sustainability in fast-fashion brand marketing relates to consumer perceptions and the development of successful brand equity.

Previous studies have examined the factors that influence consumer buying decisions regarding fast-fashion brands and how these factors relate to customers' perceptions and buying decisions from these companies. Many papers focus on fast-fashion companies incorporating sustainability into their operations and marketing due to the societal call for more environmental transparency. However, there is a lack of knowledge on how these actions affect the products and prices presented to customers. This research specifically targets customers' perceptions of fast-fashion brands that have engaged with

environmental sustainability in their marketing. The results of this research influence policymakers, producers, and consumers.

a) Policymakers

Policymakers are key to the process of enforcing sustainability in the fast fashion industry because they are able to hold businesses accountable for their actions. US policymakers should implement laws and regulations for these companies to improve sustainability in manufacturing and marketing. These can include financial incentives to invest more into shifting away from damaging manufacturing and outsourcing. They should also be making brands more legally accountable for their actions and environmental impacts. This can include Extended Producer Responsibility, which is a set of laws that force brands to pay for the entire lifecycle of their clothing. California was the first state to officially pass these laws, and require companies to implement recycling programs and reduction in waste (Romano 2025). Additionally, policymakers can enforce laws that ban excessive waste and the destruction of unsold goods. In the past, many fast fashion brands have burned or disposed of vast amounts of garments that did not sell in the market in landfills, which is a highly destructive process for the environment (Johnston 2025). Policymakers should implement bans on these methods of discarding in order to encourage companies to begin recycling more and designing less disposable clothing pieces.

b) Producers

Fast fashion professionals and developers are the beginning of altering the industry to reduce environmental impact. These industry leaders should utilize this research by examining consumer opinion and desire for more engagement with environmental sustainability initiatives. By recognizing that customers are willing to pay more for higher quality and less damaging clothing pieces, business leaders should be prompted to alter manufacturing and everyday business operations in order to create a new system of business. Shifting away from the short-term garment wear will instill higher rates of customer trust and more respected brand perception, which should prompt these producers to make a change. These changes can include using eco-friendly fabrics and recycled material, creating more accessible circular programs for recycling, and sharing truthful reports on their sourcing and emissions (Wanyana 2025). Business professionals should especially pay attention to avoiding greenwashing, as it is a very superficial process that actually creates negative results for the company and customer relationship.

c) Consumers

After reading this research paper, consumers will hopefully be more educated about the damaging impacts of the fast fashion industry and hold higher standards for buying. Consumers have the power to hold these companies accountable for their damaging actions. They should pay more attention to the engagement with sustainability that is done by these brands, and decide for themselves if they think that buying products is a wise decision for the environment. Additionally, customers should try to participate in recycling programs and other circular efforts that encourage extending the life of clothing garments. This will not only reduce waste, but also encourage companies to continue these sustainability efforts if they are proving to be successful.

Environmental sustainability has become a pressing issue for companies, and the fast-fashion industry is one of the most important areas for improvement. By analyzing how environmental sustainability engagement in fast-fashion marketing affects customers, this study provides essential information to guide fast-fashion brands towards adopting more sustainable business practices.

CONCLUSION

The primary aim of this study is to investigate how fast fashion brands are currently employing environmental sustainability focuses in their marketing, and to discover the strategies on how these companies can successfully implement these initiatives in terms of gaining customer trust and positive brand perception. It looked into the current marketing campaigns done by brands to analyze performance and identify areas where improvement in promoting eco-consciousness was needed, and also interviewed a sample of consumers to grasp their perspective on the fast fashion industry and its socio-environmental responsibility.

The analysis revealed that fast fashion companies are not currently employing enough sustainability in their brand messaging and advertisements. The majority of customers are unaware of any efforts done by these brands to implement more sustainable practices, and currently hold a negative perception of the industry overall. There is high awareness of the damaging effects that manufacturing and selling these cheaply made garments has on the environment, and consumers are pushing for more changes to be made to shift towards a more renewable future. Interview responses revealed that there is a present market of consumers who are willing to pay higher prices for better quality and more long-term clothing, and despite sustainability not being highly ranked in buying decision factors, they would increase support if fast fashion brands started promoting eco-consciousness in their brands overall.

These findings suggest that the fast fashion industry should undergo a transition to eco-consciousness overall if they want to best serve their consumers and planet. In order to gain customer trust and secure more distinguished brand images, these companies should start incorporating more transparent messaging and sustainable practices into their operations. By implementing these changes, fast fashion will turn into a more respected industry and will attract customer loyalty.

However, this study was limited by its focus on a specific demographic in the United States, specifically in one city of Los Angeles, that may differ from other regions around the country. The participants in the study, while differing in background and age, may have similarities in income level and culture. This can affect their perception of these fast fashion brands and shape opinion on how these companies should change in the future.

Future research could explore the impact of incorporating environmental sustainability into the marketing of fast fashion brands in different cultural contexts and markets. While this study focused on the US market, consumers in other countries may have contrasting opinions and perspectives on how these

companies should engage with eco-conscious initiatives. Additionally, there could be additional research that dives into the logistics of how these companies can start becoming more sustainable. Adjusting manufacturing efforts, sources of material, and prices of products to meet sustainability all require drastic changes that need to be studied more in-depth to understand how to be carried out effectively.

Marketing specialists and leaders in the fast fashion industry can utilize these insights in order to modify current marketing efforts and rebuild company values around a more eco-conscious focus. Through the collection of consumer opinion in the interview process, professionals can easily identify the sentiments of their target markets. They can craft strategic brand campaigns that align with the consumer perspective that these brands should be more transparent about sustainability efforts and invest in a more environmentally-friendly operational model for the manufacturing of clothing.

In conclusion, fast fashion businesses are currently not effectively engaging with consistent environmental sustainability initiatives in their marketing, which results in a negative consumer opinion and brand image. In order to secure customer trust and a more respected brand perception from the public, fast fashion brands must increase efforts to become more sustainable and alter their business model to supply more long-lasting clothing. This will not only create a more sustainable line of clothing, but also encourage higher rates of brand loyalty and a stronger relationship of trust with consumers. Additionally, brands need to strategize their marketing to be more concentrated on eco-consciousness. In order to promote their moral changes and attempt to become more ethical, brands need to be more honest with consumers and promote the changes that they are implementing. In order for the fast fashion industry to successfully operate in the future, it is crucial for them to adjust marketing and operational efforts to become more centered around eco-consciousness.

REFERENCES

1. Andreadakis, S., & Owusu-Wiredu, P. (2023). Fashion footprint: How clothes are destroying our planet and the growing impacts of fast fashion. In V. Kumar (Ed.), *Global Warming - A Concerning Component of Climate Change* (pp. 1–15). IntechOpen. https://doi.org/10.5772/intechopen.1002000
2. Baena, V. (2024). The shift from fast fashion to socially and sustainable fast fashion: The pivotal role of ethical consideration of consumer intentions to purchase Zara. *Corporate Social Responsibility and Environmental Management*, 31(5), 4152–4166. https://doi.org/10.1002/csr.2828
3. Bhardwaj, V., & Fairhurst, A. (2010). Fast fashion: Response to changes in the fashion industry. *The International Review of Retail, Distribution and Consumer Research*, 20(1), 165–173. https://doi.org/10.1080/09593960903498300
4. Dabija, D.-C., Câmpian, V., Pop, A.-R., & Băbuț, R. (2022). Generating loyalty towards fast fashion stores: A cross-generational approach based on store attributes and socio-environmental responsibility. *Oeconomia Copernicana*, 13(3), 891–934. https://doi.org/10.24136/oc.2022.026

5. Ersoy, A. B., & Fu, S. (2021). The effect of sustainable marketing on Millennials' attitudes and behavior in the fast fashion industry. *American International Journal of Business and Management*, 4(1), 12–25.
6. Fashion Gone Rogue. (2023, March 16). *Zara Studio Spring 2023 Campaign: A minimalist touch*. Fashion Gone Rogue. https://www.fashiongonerogue.com/zara-studio-spring-2023-campaign/
7. Gap Inc. (2021, September 21). *Gap Inc. releases 2020 global sustainability report*. Gap Inc. Corporate. https://www.gapinc.com/fr-fr/articles/2021/09/gap-inc-releases-2020-global-sustainability-report
8. Girisaran, K. S., & Khanna, P. (2026). From impulse to wardrobe: Understanding the factors influencing fast fashion consumer purchasing decisions. *Research Journal of Textile and Apparel*, 30(1), 45–62.
9. Green Wardrobe. (2021, February 22). *Reformation sustainable practices*. Tumblr. https://greenwardrobe.tumblr.com/post/643786013373874176/reformation-sustainable-practices
10. Hoque, M. Z. (2024). The effect of greenwashing on consumer trust and purchase intention: A study on fast fashion brands. *International Journal of Business and Management*, 19(2), 101–114.
11. Isac, N., Javed, A., Radulescu, M., Cişmaşu, I. D., Yousaf, Z., & Şerbu, R. (2024). Is greenwashing impacting on green brand trust and purchase intentions? Mediating role of environmental knowledge. *Environment, Development and Sustainability*, 26(8), 19800–19825. https://doi.org/10.1007/s10668-023-03820-2
12. ITAB Group. (n.d.). *H&M sustainability: Designing circular retail solutions*. ITAB. https://itab.com/cases/hm-sustainability
13. Johari, E. (2021). *Zara (Inditex) eco-friendly paper packaging and Join Life sustainability campaign* [Post]. LinkedIn. https://www.linkedin.com/posts/ehsan-johari_zara-zarausa-inditex-activity-6793619893196607488-IgHP
14. Johnston, H. (2025, March 3). *Rewriting the rules of fashion*. Earth Day Network. https://www.earthday.org/rewriting-the-rules-of-fashion/
15. Just Style. (2022, November 15). *H&M under fire in US over sustainable material claims*. Just Style. https://www.just-style.com/news/hm-under-fire-in-us-over-sustainable-material-claims/
16. Kaikobad, N. K., Zafar, M. D., Bhuiyan, M. Z., Sultana, F., & Rahman, M. (2015). Fast fashion: Marketing, recycling and environmental issues. *International Journal of Research in Business Studies and Management*, 2(8), 28–33.
17. Kent, S. (2021, March 22). *Can Reformation make fast fashion sustainable?* The Business of Fashion. https://www.businessoffashion.com/articles/sustainability/can-reformation-make-fast-fashion-sustainable/
18. Kim, H. J., & Ha, S. (2024). The influence of ESG management on consumer responses in the fashion industry: The roles of brand trust and corporate reputation. *Corporate Social Responsibility and Environmental Management*, 31(2), 1226–1241. https://doi.org/10.1002/csr.2642

19. Kim, H.-J., & Kim, M.-S. (2014). *The effect of environmental values of fashion consumers on purchase satisfaction and repurchase intention of eco-friendly fashion products*. ResearchGate.
20. Kumari, T., Saini, G., Srivastava, S., & Suresh, A. (2026). The environmental footprints of fast fashion: A survey-based study exploring consumer awareness and attitudes. *International Journal of Environmental Studies*, 83(2), 224–250. https://doi.org/10.1080/00207233.2025.2601124
21. Lee, Y. (2023, March 24). *Fast fashion's detrimental effect on the environment*. Earth.Org. https://earth.org/fast-fashions-detrimental-effect-on-the-environment/
22. Moustafa, A. (2024). *Environmental and economic dynamics of the global textile industry*. Academic Press.
23. Pan, C. (2019, February 18). *Zara #joinlife sustainability collection*. UBC Blogs. https://blogs.ubc.ca/welovesustainability/2019/02/18/zara-joinlife-sustainability-collection/
24. Papadopoulou, M., Papasolomou, I., & Melanthiou, D. (2021). Exploring the level of sustainability awareness among consumers within the fast-fashion clothing industry: A dual business and consumer perspective. *Competitiveness Review: An International Business Journal*, 31(3), 510–528. https://doi.org/10.1108/CR-04-2020-0056
25. Papasolomou, I., Papadopoulou, M., & Melanthiou, D. (2022). The fast fashion vs environment debate: Consumers' level of awareness, feelings, and behaviour towards sustainability within the fast-fashion sector. *Journal of Marketing Communications*, 29(2), 191–209. https://doi.org/10.1080/13527266.2021.2015822
26. Reformation. (2022). *Sustainability report Q2 2022: Oversharing is kind of our thing*. Reformation. https://www.thereformation.com/sustainability-report-q2-2022.html
27. Romano, A. (2025). Curtailing the fast fashion industry: A growing number of state legislatures introduce bills regulating fashion waste. *Georgetown Environmental Law Review*. https://law.georgetown.edu/
28. Şener, T., Bişkin, F., & Dündar, N. (2022). The effects of perceived value, environmental concern and attitude on recycled fashion consumption. *Journal of Fashion Marketing and Management: An International Journal*, 27(4), 652–668. https://doi.org/10.1108/JFMM-02-2022-0031
29. Shen, B., Wang, Y., Lo, C. T., & Shum, M. (2012). The impact of ethical fashion on consumer purchase behavior. *Journal of Fashion Marketing and Management*, 16(2), 234–245. https://doi.org/10.1108/13612021211222824
30. The Courier. (2022, November 14). *Identifying greenwashing: How can we know if a company is sustainable?* The Courier Online. https://www.thecourieronline.co.uk/identifying-greenwashing-how-can-we-know-if-a-company-is-sustainable/
31. The Fashion Law. (2024, September 26). *Italy's market regulator is probing Shein for greenwashing*. The Fashion Law. https://www.thefashionlaw.com/italys-market-regulator-is-probing-shein-for-greenwashing/
32. Tripopsakul, S., & Puriwat, W. (2022). Understanding the impact of ESG on brand trust and customer engagement. *Journal of Human, Earth, and Future*, 3(4), 430–440. https://doi.org/10.28991/HEF-2022-03-04-05

33. Wanyana, S. (2025). *Fashioning a sustainable future: Reconciling profitability with environmental stewardship in fast fashion* [Master's thesis, American University]. AU Digital Research Archive.
34. Wright, G. (2024, December 19). *How H&M is facing sustainability head on – despite greenwashing pushback*. Retail Gazette. https://www.retailgazette.co.uk/blog/2024/12/hm-sustainability/
35. Zahran, A. M. (2025). The impact of marketing strategies on the success of the fast fashion industry: A systematic review. *JUMDER: Jurnal Bisnis Digital Dan Ekonomi Kreatif*, 1(3), 1–15.