

Assessing the Factors Mediating the Attitude-Behaviour Gap in Sustainable Fashion Consumerism

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Abstract : With the rise of fast-fashion, over consumerism and overproduction, the fashion industry is believed to be one of the most polluting industry. It is a matter of importance today to further understand the factors involved in green consumerism to enhance sustainable fashion. One of the critical issues in also evaluating green consumerism, particularly in fashion, is the attitude-behaviour gap. Indeed, many consumers report a positive attitude towards sustainable fashion consumerism, but this attitude is not always actioned into behaviour. This study aims to further investigate the attitude-behaviour gap in sustainable fashion consumerism. S triangulation of qualitative and quantitative methods was used. Focus groups were used to gain opinions and understanding of the barriers to sustainable fashion consumption. A quantitative online questionnaire was then used to quantify the barriers identified in Study 1 and measure their influence on the attitude-behaviour gap. The results suggest that knowledge about sustainable fashion is the key factor in the attitude-behaviour gap in sustainable fashion consumerism. Accessibility was also identified as a factor, but this relationship is more complex. It is suggested that knowledge is the main factor in the attitude-behaviour gap and that once knowledge is controlled for, accessibility will become a main factor. The present study is the first one to identify the factors involved in sustainable fashion consumerism.

Keywords : fashion, consumer behaviour, sustainable consumerism, attitude-behavioural gap

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