

**Exploring the Impact of Social Media Platforms on
Consumer Adoption of Sustainable Consumption
Practices within the Fashion Industry:
A Systematic Literature Review**

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ABSTRACT

With platforms like Facebook, YouTube, Instagram, and TikTok at the forefront, social media takes centre stage as the focus of the discussion. Exploring social media, the systematic literature review analyses the different forms of influence impacting social media consumers, guiding consumers towards adopting more sustainable fashion consumption practices. The various forms or modes of influence impacting social media consumers are identified as commercial, social, and advocacy influences as key factors of sustainability shaping consumer behaviour within the fashion industry (Jacobson & Harrison, 2021; Shehzala et al., 2024). The relationship between social media users and sustainable fashion consumption is a crucial area of research, highlighting the different forms of influence on consumers' adoption of sustainable fashion practices. To understand the impact of social media on consumer behaviour in the digital world, the study examined the communication strategies of fashion brands, products, or services, as well as social media messaging related to non-branded fashion goods or services (non-BPS). Key focus areas included the frameworks surrounding sustainable consumption practices and the components of social media platforms. Concepts related to the influence of online influencers and traditional celebrities are identified as distinct sources of impact. The article findings will be chosen based on the alignment with the research question, which explores the factors capable of influencing consumers through social media marketing methods and theories. This research will pave the way for future studies and provide insights into areas needing more attention.

Keywords: social media, consumers, influence, sustainable fashion, practice

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ATTESTATION OF AUTHORSHIP

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor used artificial intelligence tools or generative artificial intelligence tools (unless it is clearly stated, and referenced, along with the purpose of use), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

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CHAPTER 1: Introduction

Widespread awareness of environmental and social issues has led to notable changes in consumer behaviour across multiple sectors. The fashion industry has faced growing views for outstanding ecological, known as eco-friendly footprint, marked by extreme waste, pollution, and unethical working conditions (Thorisdottir et al., 2024). The outcome results in a common understanding, meaning consumers will look for more sustainable fashion that rates higher in quality and ethical understanding, such as how each piece of clothing is made, by looking at the production practices and production value and beliefs. Acknowledging that sustainable consumption around fashion can include several aspects, such as cultural values and economic factors and how the progression of technology can shape the preferences of any demographic (Jacobson & Harrison, 2021). Social media strikes among modern technologies as one of the most poignant and revolutionary tools in regulating consumers' decisions. What began as mechanisms for social interactivity has developed into major global marketing platforms, connecting brands with billions of consumers worldwide. Social media campaigns promoting transparency in clothing fashion production or showcasing the environmental impact of clothing waste have inspired millions to adopt practices such as upcycling, clothing swaps, or mindful purchasing, known as sustainable consumption practices (Jacobson & Harrison, 2021; Thorisdottir et al., 2024). The interactive features of social media—likes, shares, and comments—create a community-driven momentum that accelerates sustainable fashion adoption (Jacobson & Harrison, 2021; Thorisdottir et al., 2024). Focusing on factors such as environmental issues, upholding ethical consumption, and the possible empowerment of individuals to make brighter and greener purchasing habits can be influenced by social media, which can be the core of sustainable influence for consumers.

1.1: Social Media, Sustainability, Fashion Industry

The importance and acknowledgement of social media have increased and are still rising in society over the past decade (Weller, 2016). The adoption of social media has transformed marketing approaches for organisations, particularly in advertising (Tirocchi, 2024). Organisations with Brands, Products, or Services (BPS) increasingly depend on social media marketing via social media platforms to connect with specific demographics or target audiences. Originally designed as "social networks" for interacting with friends and family, social media channels have evolved into critical sources of immediate information (Hyseni, 2018). Social media platforms are emerging as powerful tools that not only influence the consumption patterns of younger generations but also can foster widespread social change (Duffett, 2017).

Sustainable marketing influences consumer behaviour through practices that support society and benefit organisations offering sustainable brands, products, or services. Eco-friendly products, commonly called sustainable, encompass items made from recycled materials, biodegradable packaging, and packaging marked as organic, fair trade, cruelty-free, or carbon neutral (Thorisdottir et al., 2024). These elements guide consumers toward opting for sustainable products. Yet, sustainable consumption behaviour is frequently perceived as a premium expense, with price sensitivity sometimes favouring cost over environmental considerations (Jang et al., 2012). Driven by minimalism, waste reduction, and the promotion of a circular economy, consumers increasingly choose sustainable brands, products, or services known for the extended life cycles (Haines et al., 2023; Shrivastava et al., 2021; Vladimirova et al., 2023). Integrating social media platforms as a consumer tool to embrace sustainable consumption is a new phenomenon. Social media platforms and traditional media significantly influence consumers as buyers benefit added aware of consumption decisions and environmental/social collisions (Banerji & Singh, 2024; Ibrahim, 2021). This continues the focus on understanding the multi-diverse influences of social media platforms on how consumers welcome sustainable consumption practices, which is particularly important in the fashion industry.

Fast fashion is primarily related to unethical activity and the extension of unethical labour activities in certain countries. The significant focus on unethical material production results in the fashion industry providing a critical opportunity for sustainable consumption initiatives. Social media has been instrumental in reaching a global audience, educating consumers on fast fashion concerns and the ethical behaviours of organisations marketing the brands, products, or services (Aggarwal et al., 2024). Features like liking, commenting, and sharing on social media have enabled sustainable consumption behaviours to gain worldwide traction (Dolan et al., 2019; Haines et al., 2023; Lee et al., 2017; Ma et al., 2022; Santos, 2021; Stepaniuk, 2015; Tenenboim, 2022). Sustainable issues were brought to the forefront by sustainable fashion influencers, a type of social media influencer who highlighted ethical and sustainable organisations offering eco-friendly BPS (Vladimirova et al., 2023).

1.2: Aim of Dissertation & Research Question

The issue of sustainability gained attention because of the limited inspection of modern technologies, such as social media platforms, and the influence on consumers embracing sustainable consumption practices in the fashion industry. To tackle the identified gap and examine the present research problem, this study adopted a systematic literature review (SLR) structure or research theme. The research question guiding this SLR study is: *How do various forms of influence impact social media consumers in adopting more*

sustainable fashion consumption practices? Social media platforms, a form of modern technology and tools, are considered part of “electronically connected” marketing and represent a recent phenomenon. Influences originating from the “online” domain require further examination. Research into traditional marketing, or “electronically disconnected” or “unplugged” media, has permitted a sizeable understanding of consumer behaviours regarding sustainable consumption practices.

1.3: Overview of Dissertation Structure

The structure of the overall dissertation is dissected into six key chapters; the dissertation explores the involvement of social media in sustainable fashion consumption, emphasising how various platforms influence consumer behaviour and create resolutions inside the fashion sector.

Firstly, chapter 1 focuses on the introduction and explains the central themes of the dissertation: Social media, sustainability, and the fashion industry. Setting the foundation, this chapter highlights the emergence of social media and its growing impact on shaping consumer behaviours, especially regarding sustainability in the fashion industry. It sets forth the objective of the dissertation and articulates the research question: *How do various forms of influence impact social media consumers in adopting more sustainable fashion consumption practices?* The dissertation chapter offers a brief outline of the dissertation structure, introduces the forthcoming chapters, and highlights the study's theoretical and managerial contributions, demonstrating the importance in academic and industry contexts. The chapter finishes with an incisive overview of the research process, setting the stage for detailed discussions in upcoming chapters.

Secondly, chapter 2 focuses on the literature review, setting the stage for the research by examining prior studies on how social media platforms impact the fashion industry, setting the influence on sustainable consumption practices. There is an exploration of the roles of social media in transforming the fashion industry and analysing how platforms and influencers guide consumer choices. Additionally, the chapter discusses essential topics like value co-creation, consumer engagement, and feedback systems. The chapter further centres on Social Media Marketing Activities (SMMA), covering entertainment, customisation, interaction, trendiness, and electronic word-of-mouth, and wraps up with a discussion on sustainable fashion consumption. There's mention of industry sustainability challenges and emphasises the significance of brand awareness, loyalty, and trust.

Thirdly, chapter 3 addresses the study's methodology translates the study's design and outlook. The chapter profiles the research approach, the processes for selecting and evaluating literature, and the use of

the PRISMA flowchart to guarantee a systematic and reliable review. Addresses the limitations and obstacles met during the research, providing a framework for the analysis discussed in later chapters.

Fourthly, chapter 4 highlights the research results, focusing on the bond joining social media engagement and sustainable fashion consumption. There's an investigation into how social media users engage with branded and non-branded products or services regarding fashion brands and how these interactions shape buying choices. The findings also shed light on how social media influencers promote sustainable fashion and analyse the effects of diverse social media communication strategies on consumer behaviour. Furthermore, the 4th chapter has discussion points on the interplay between social media platforms and sustainable consumption practices, focusing on significant themes and connections.

Chapter 5 centres on the discussion, synthesising the findings and analysing the implications of social media for sustainable fashion consumption in detail. This chapter focused on three central themes: the impact of digital social change, the influence exerted by social media influencers, and the importance of consumer engagement. This chapter explores how these influences interconnect to impact consumer behaviours, driving the adoption of sustainable practices in the fashion industry. This chapter also summarises the relevance to theoretical and managerial contexts. The section highlights the research question and summarises the study's contributions, showcasing the impact on academic knowledge and practical protocols.

Lastly, chapter 6 concentrates on the conclusion, detailing the limitations and future study. The conclusion highlights potential research opportunities and provides practical advice for organisations, marketers or superior leaders in the fashion sector on using social media to promote sustainability. The conclusion chapter considers potential shortcomings in the research approach, the scope of the reviewed literature, and the resulting findings. There are reflections on the research challenges and identify potential opportunities for future exploration. The chapter proposes directions for future investigation, highlighting opportunities to extend this study and further explore social media's influence on sustainable fashion consumption.

1.4: Academic & Practical Relevance

Academically, this study adds to the expanding literature on sustainable consumption and examines the influence of digital platforms on shaping consumer behaviour. Although fundamental research exists on traditional marketing and sustainability, a notable gap exists in understanding how digital platforms such as Instagram, TikTok, and YouTube modify consumer options regarding sustainable fashion (Okoli &

Schabram, 2010). Through a comprehensive review, the study focuses on how social media, as a pivotal influencer of consumer behaviour, drives the adoption of sustainability in the fashion industry. There is a growing reliance on social media influencers and peer-generated content as key drivers in shaping consumer attitudes toward sustainability. This not only underscores the power of social proof but also reflects the emergence of digital social norms. The findings also reveal a gap in the integration of sustainability messaging with established consumer behaviour theories, such as the Theory of Planned Behaviour and the Elaboration Likelihood Model, indicating a fragmented application of theory across existing studies. By synthesising these insights, this research proposes a more cohesive conceptual framework that positions social media as a central influence in the consumer decision-making process regarding sustainable fashion. By methodically analysing current research, the study grants to the growing frame of bits of intelligence at the crossroads of digital media, consumer behaviour, and sustainability.

From a practical relevance, the findings of this current study offer striking information for organisations, marketers, decision-makers and leaders in the fashion sector. With sustainability becoming an essential driver in consumer decisions, organisations must comprehend how social media impacts consumer choices, especially when targeting environmentally aware consumers. Through social media, BPS can establish a direct and personal connection with consumers, shaping perceptions, promoting sustainability, and ploughing everlasting loyalty (Khamis et al., 2016; Yang et al., 2024). This research gives fashion brands practical guidance on adapting marketing approaches to meet the increasing consumer requests for eco-friendly practices, particularly in the fast fashion sector. Influencer partnerships can help launch awareness, whether locally or globally; influencer partnerships can aid sustainable campaigns or even the promotion of sustainable manufacturing behaviours. BPS can use social media as a primary resource to create positive engagement with consumers and even make a difference by sharing sustainable or environmental content to make a social difference. Rippling effects of what this current research can offer is the insights and data information of each promotional sustainable consumption; further, social media is a liable resource for how meta platforms can be used for information and motivate the target audience towards following a greener and more sustainable life. As sustainability gains importance in corporate and policy frameworks, this research offers actionable insights into how digital tools can advance the shift toward more sustainable consumption practices.

From a practical perspective, organisations and businesses can benefit by collaborating with authentic, sustainability-focused influencers and tailoring their messaging to emphasise sustainability across social media platforms. Integrating social media analytics will further support firms in monitoring feedback quantity and feedback loops. This can be achieved through tools such as polls, comments, and

engagement measurement analytics, enabling businesses to recognise and respond to evolving consumer expectations effectively. This study offers academic value and practical insights by examining the underexplored area where social media and sustainability intersect in the fashion industry. This research enhances academic understanding by investigating how different forms of influence on social media affect sustainable consumption, providing strategic recommendations for organisations, decision-makers, and leaders that can pivot the focus on fostering sustainability in the fashion industry.

1.5: Outline of Research

Offering valuable perceptions for educators and practitioners, this dissertation systematically explores the role of social media in forming sustainable consumption behaviours within the fashion sector. This research's central concepts, themes or trends revolve around social media, sustainability, sustainable fashion consumption, the fashion industry, digital influencers, activists, and consumer behaviour from an online perspective. Focusing on the literature, this dissertation examines different forms of influence, social media platforms, and how consumers adopt sustainable consumption habits in the fashion sector. The dissertation will centre on a theoretical analysis of selected literature concerning social media influencing features and sustainable consumption practices to address the research questions which is proposed.

CHAPTER 2: Literature Review/ Background

2.1: Social Media and the Platform's Influence (relation to the fashion industry)

Social media networking sites, commonly known as channels or platforms, have evolved from spaces meant for connecting with loved ones to vital hubs for real-time news and updates. Favoured by both “Gen Y (1981–1996)” and “Gen Z (1997–2012)”, who are dubbed "digital natives," this trend highlights the two generations' unaffected comfort with technology (Weller, 2016). With the growing influence of the two generations, social media channels are transforming how younger generations preoccupy content and have the promise to spark broad societal shifts (Duffett, 2017). Social media is a significant component of the more prominent World Wide Web, highlighting the development of the Internet and its harmonious connection within the digital sphere.

What began as a collection of static web pages has metamorphosed into an energetic, user-driven digital environment powered by user-generated content (Santos, 2021). Facebook, Twitter, and YouTube are prime examples of the digital landscape's interchangeable and easily reachable creation, empowering users to comment, react, and share content freely (Santos, 2021). Although concerns are lengthening around the feasible harms of social networking, social media prevails comprehensively used by individuals, corporations, and organisations alike (Hyseni, 2018). Over the past ten years, sustainable fashion influencers and advocates have become more distinguished, encouraging practices such as trading, hiring, and purchasing recycled used items to promote responsible consumption (Haines et al., 2023; Shrivastava et al., 2021; Vladimirova et al., 2023).

2.1.1. Social Media Influencers and Celebrities

Well-known users, particularly influencers, tend to shape the leading standards in the community (Saquete et al., 2022). The social comparison process can include miscellaneous users, from celebrities and influencers to peers, friends, and family (Schmuck, 2021). Individuals encounter influencers and experience a feeling of being persuaded to evaluate the lives against those of the influencers (Brooks et al., 2021). Self-evaluation and meaning-making are automatic responses individuals experience when viewing influencer content (Piehler et al., 2021). Influencer marketing can govern consumer behaviour by amplifying social correlation and the perceived imbalance between a person's latest self and perfect self (Khuong An et al., 2024). The broad reach and considerable impact of social media influencers include a climacteric part in modelling decisions made by consumers and substantially influence consumer choices (Masuda et al., 2022). In the post-haste enlarging social media influencing marketing industry, the essential movement is utilising content from inspiring characters to market and elevate recognition or

awareness, whether for a brand or product (Agustian et al., 2023; Furinto et al., 2024). With the expanding research on relevant content and social media influencers, which frequently credited celebrity endorsements, investigating the link between social media influencers and traditional celebrities becomes increasingly essential (Hess et al., 2022).

Various studies have examined impulse buying via digital appearance, concentrating on the involvement of broadcasters, online spectators, platforms, and live-streaming dealings (Shao, 2023). Micro-influencers are types of people with a following typically fluctuating from 1,000 to 100,000 (Park et al., 2021). Regular individuals who achieve popularity on Instagram often form a vast class of influencers (Park et al., 2021). With a focus on building legitimate connections, micro-influencers habitually appeal to a targeted audience (Harrison, 2024). Focused on pursuing meaningful interrelatedness, micro-influencers forward trust, authenticity, and authority with audiences (Tirocchi, 2024). Organisations and marketing pupils commonly unite with microscopic online celebrities to reach a supplemental occupied audience (Park et al., 2021).

Social media influencers have become essential in offering consumer guidance, sculpting brand understanding, regulating consumption styles, and testing traditional marketing approaches (Bhardwaj et al., 2024). Social media influencers attract advertisers with genuine and principled opinions thanks to the unique way of cultivating a touch of community (Tirocchi, 2024). Social media influencers rely on individual branding to successfully present themselves to a target audience and build a solid personal connection (Khamis et al., 2016). Influencers are acknowledged for promoting the brands or products they believe in and the communities they couple with, like those dedicated to sustainable fashion.

The theory concerning self-discrepancy is the contrast between one's latest self and one's perfect self can lead to feelings of unhappiness, guilt, shame, and other pessimistic sensations, including anxiety and incompetency (Aw & Chuah, 2021; Khuong An et al., 2024). Alternatively, people might feel added confident emotions, equivalent to boosted self-composure and a solid motivation stimulation to align with the individual's perfect self (Shehzala et al., 2024). The understanding is still theoretical, given that current literature has not been inspected on how the display of influencer content impacts behaviour directly between inconsistent conflicts and its associated favourable or unfavourable outcomes.

2.2: Co-Creation Value of Social Media

Building trust is essential for cultivating lasting dedication and is a significant motivator for consumers to partake in creating value co-creation (See-To & Ho, 2014). SMMA defends consumer value co-creation

through fostering trust and commitment. Utilising the trust-commitment theory as a foundation, it will investigate how innumerable facets of SMMAAs (as modes of communication) stimulate cooperative behaviours in value creation, modified by brand trust and commitment levels.

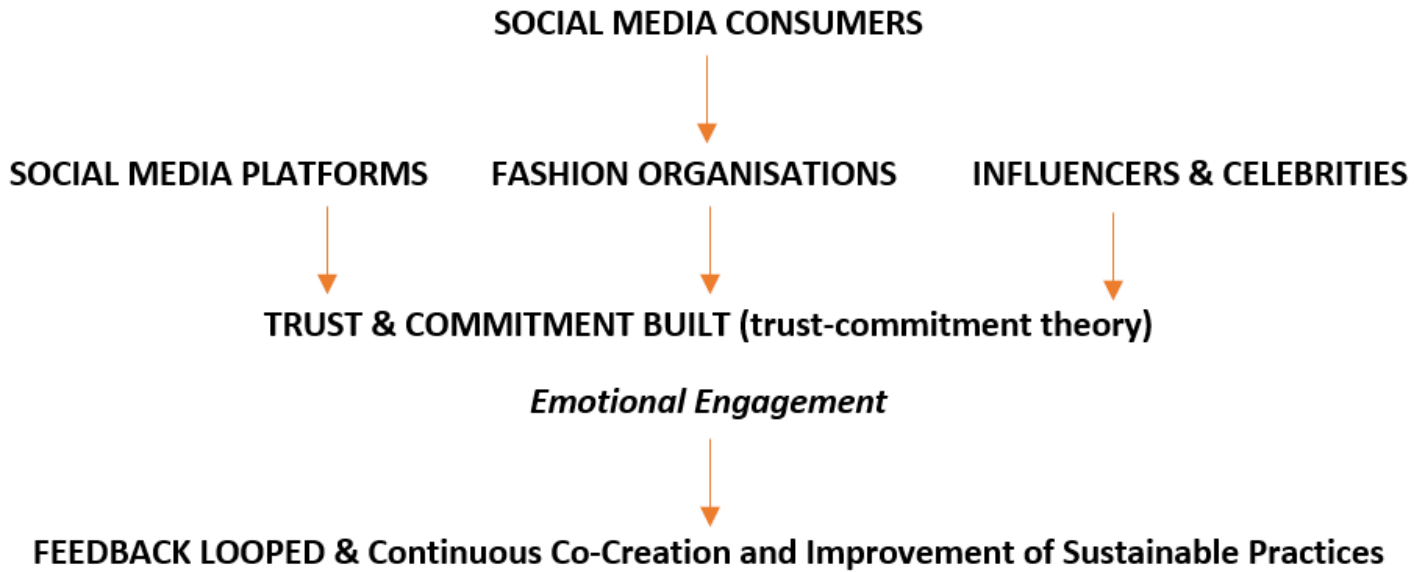
2.2.1. Community, Consumer Engagement and Experience (Social Media feedback mechanisms)

Engagement is comprehensively debated in marketing and social media research, drawing substantial interest from academics and practitioners (Trunfio & Rossi, 2021). Philosophers stress the seriousness of crafting strategies that capture consumers' attention with brands, products or communities to gather marketing ambitions (Ashley & Tuten, 2014; Dolan et al., 2019). Attitudinal and behavioural applications to engagement evolved from psychological states, offering multiple outcomes (Hawkins & Vel, 2013). The essence of the behavioural application is visible consumer activities, e.g. likes, shares, comments, and other digital interactions (Lee et al., 2017; Tenenboim, 2022).

Consumer engagement—a multifaceted establishment involving cognitive, emotional, and behavioural features—remains social media's most universally applied framework (Kuvykaitė & Tarutė, 2015). The construct is measured through multiple features: brand involvement, passion, community relationships, aiding others, discussing with agreeable people, seeking support, self-expression, validation, luxurious rewards, valuable acknowledgements, and staying informed (Kuvykaitė & Tarutė, 2015). Consumer engagement encompasses how consumers interpret and enthusiastically acknowledge appropriate content and individual behaviours on social media. Consumer behaviour is not limited to purchasing acts but also includes behavioural tendencies driven by motivational elements related to social media (Florenthal, 2019).

Consumer engagement involves cognitive, emotional, and behavioural factors (Stepaniuk, 2015). The intramural psychological influence of cognition and emotion fuels consumer engagement in social media, whereas sharing, commenting, and liking represent the detectable actions of patrons (Dolan et al., 2019; Ma et al., 2022). Consumers can manifest specific notions and feelings through engaging with pages and digital posts. By analysing consumer engagement, any organisation with BPS can gain valuable intuition into evolving online interactivity trends and content consumption routines, helping to enhance both buying abilities and repurchase intentions (Ji et al., 2021).

FIGURE 1: Value Co-Creation Model



2.3: Social Media Marketing Activity (SMMA) Dimensions

Social Media Marketing runs digital advertising campaigns or promotions on digital platforms, which refers to social media networking. Social media marketing's symbiotic type enables customers and organisations to produce or greet content, boosting customer engagement (Ibrahim, 2021; Ibrahim et al., 2020). The social media marketing context employs a framework called SMMA, which incorporates elements like entertainment, interaction, trendiness, customisation, and word-of-mouth (WOM) (Banerji & Singh, 2024; Ibrahim, 2021; Ibrahim et al., 2020; Panigyrakis et al., 2019; Son et al., 2022). SMMA framework is a practical and helpful concept as this specific framework can increase and bring more BPS awareness and nourish BPS loyalty amidst fashion organisations and consumers who are passionate about BPS associate offerings.

2.3.1. Entertainment

Entertainment is content crafted by marketers that appeals to consumers' sense of enjoyment on social media (Ibrahim et al., 2020). Content provided adds valuable insights and strengthens BPS recognition, and entertainment, which refers to the enjoyment of the organisation's content, plays an essential part in driving developmental behavioural intent (Ibrahim et al., 2020).

2.3.2. Customisation

Customisation is the penetration of consumers' perceptions of how organisations use social media to extend personalised content and services suited to the preferences (Son et al., 2022). Two types of social media customisation exist: one-on-one messages and mass broadcasts. By personalising interactions, brands can spark conversations with consumers about the interests, driving increased engagement. Therefore, a notable rise in awareness is anticipated due to customisation (Panigyrakis et al., 2019). Customisation is modifying brand-specific social media content to better contest customers' preferences and interests.

2.3.3. Interaction

Interaction refers to how SMMA facilitates bi-directional communication allying consumers and BPS, as well as the divide of brand-related details and suggestions among consumers and peers, thereby enhancing awareness, recognition or the acknowledgement of any BPS from any active organisation (Panigyrakis et al., 2019). Interaction involves how an organisation's social media or digital content motivates users or consumers to captivate in conversations about a brand, an organisation, or accessible digital content (Banerji & Singh, 2024).

2.3.4. Trendiness

Trendiness involves reconditioning around a product, service or brand, current news information, and popular topics. social media continues to serve as a platform for consumers to keep up with fresh information (Ibrahim et al., 2020). As the information becomes popular, the likelihood of consumers engaging with the organisation's pages is increased, boosting awareness in the fashion sector (Panigyrakis et al., 2019). Trendiness concerns sustainable organisations, offering the newest brand news and guidance regarding information (Banerji & Singh, 2024).

2.3.5. Electronic Word-of-Mouth (eWOM)

Electronic Word-of-Mouth divides and circulates BPS details online, typically between present-day users and unrealised buyers (Banerji & Singh, 2024). Social media provides an ideal platform for electronic word-of-mouth, permitting consumers to generate and spread organisational information to a broader audience (Ibrahim, 2021; Ibrahim et al., 2020). Electronic word-of-mouth helps enhance consumers' awareness, recognition and impression of a BPS, potentially boosting understanding, especially concerning sustainable fashion practices (Ibrahim et al., 2020; Panigyrakis et al., 2019).

Word of mouth (both traditional and digital, like electronic word-of-mouth) tracks how effectively an organisation's content triggers conversations among users or customers, equivalent to online reviews of

products or services (Banerji & Singh, 2024; Ibrahim, 2021). SMMA also support organisations in developing vital communication pathways for customer engagement or between customers and organisations, promoting fast augmentation through social networking sites (Banerji & Singh, 2024; Ibrahim, 2021; Ibrahim et al., 2020; Panigyrakis et al., 2019; Son et al., 2022). By facilitating sizeable connectivity through online exchanges between organisations and consumers, SMMA are recognised as "promotional and relational tools that assist in executing organisational marketing strategies" (Banerji & Singh, 2024; Ibrahim, 2021; Ibrahim et al., 2020; Panigyrakis et al., 2019; Son et al., 2022).

2.4: Sustainable Fashion Consumption

Social media can influence sustainable purchasing intentions and uplift a shift toward a more sustainable way of life. Millennials' social media activity and the desire to make sustainable purchases are positively connected. Social media is a preferred space for distributing knowledge among peers, remarkably youthful adults (Asterhan & Bouton, 2017). Social media engagement is joined to environmentally conscious actions, while word-of-mouth significantly results in consumer views on sustainable products, brands or services (Chen et al., 2024). This reinforces the partnership between social media and the consumption of sustainable products. Comprehending sustainability and the role of sustainable influencers can lead to more favourable purchasing resolutions (Antunes, 2022).

New consumption habits can emerge in individuals when shaped by minority opinions, informational cues, or prevailing social norms (Wood et al., 1994). Influence is classified into three forms: Minority influence, which tends to happen when a microscale group influences the majority; informational social influence, where individuals split knowledge to shift others' perspectives; and normative social influence, where conformity arises to align with category expectations (Kruglanski & Mackie, 1990; Nolan et al., 2008). Sustainability prescribes Facebook's use of minority, informational, and normative social influence to motivate consumers to embrace more sustainable behaviours (Wood et al., 1994).

The crucial part is to analyse the strategies of sustainable fashion influencers on social media, as motivation can happen to followers who can be known as fans to embrace more sustainable behaviours, providing advertisers with a valuable opportunity to partner with the influencers. As social compulsion or pressure can influence participation in sustainable behaviours, grasping how users or communities express the commitment to sustainability on these platforms is essential (Capiene et al., 2021).

2.4.1. Fashion Industry and Lack of Sustainability

To make the fashion industry more sustainable, embracing circular business models, fair labour practices, eco-friendly materials, and waste reduction is essential as more consumers become aware of environmental disruptions (Thorisdottir et al., 2024). Using social media and direct messaging, organisations and influencers can effectively aid sustainable fashion, connecting with a comprehensive crowd and educating consumers on sustainable practices (Wang et al., 2019).

Due to mass creation methods that cater to strong consumer demand and maximise profit margins, the fashion industry is sorted among the top polluters (Jang et al., 2012). Organisations have shifted production to advancing countries to meet the rising orders for inexpensive fashion while maintaining revenue. This move created the fast-fashion industry and correlated sweatshop problems (Rana, 2024). Sweatshop workers are in poverty-stricken places that are commonly regarded as a blatant form of exploitation or ill-working treatment (Kates, 2018). Today's most pressing issue for the fashion industry is establishing and enforcing more sustainable practices. Achieving a practical alternative requires progress toward a greener future through boosting organisational competitiveness, sheltering the environment, and offering new rights to consumers and production workers (Porter & van der Linde, 2000).

Sustainability in the fast fashion sector encompasses eco-conscious products or brands, including organic and biodegradable clothing, plastic-free materials, zero-waste practices, and alignment with circular business models (Porter & van der Linde, 2000). Individuals, such as consumers, are encouraged to passively buy cheap fashion, with smatter retailers introducing as many as 24 new fashion collections annually (Bocken & Short, 2021). Smatter fashion retailers can advertise sustainable shopping by providing easy-to-understand details about the environmental effects of the BPS.

2.5: Awareness & Loyalty

2.5.1. Brand Awareness

The level of awareness or recognition for BPS is determined by how easily consumers can recognise and recall the brand product or service, which impacts the overall purchasing decisions (Macdonald & Sharp, 2000). As new brands are introduced regularly, organisations have capitalised on the reach of social media to strengthen and reinforce awareness (Ashley & Tuten, 2014). In contrast to conventional marketing methods, social media enables brands to outstretch consumers at a bargain (Weitzl, 2021). Social media creates opportunities for brands and consumers to engage, which supplements brand awareness or recognition (Febrian et al., 2022).

Consequently, content marketing is prevalent on virtually all prime social media platforms. Despite consumers' preference for sustainable fashion due to environmental concerns, the premium costs of products with attributes like biodegradable physical goods may demoralise them from buying. Experiential learning or problem-based learning indicates that consumers should be shown that fast fashion isn't the sole choice and that smarter, service-based retail models offer a viable alternative (Van Vaerenbergh & Hazee, 2024). This provides insight into the pros and cons of reducing consumption.

2.5.2. Brand Loyalty & Trust (Relationship Marketing)

At the heart of relationship marketing is developing, nurturing, and bracing bonds that unite consumers and brands. Brand trust solidifies the connection between consumers and brands (Ashley & Tuten, 2014). Consumers build assurance in an organisation when it is believed to meet obligations. Consumers' trust in a brand grows when sharing experiences within the community, as typically, trust in other consumers is more than promotional brand communications (Habibi et al., 2014).

Brand trust contributes to stronger brand loyalty, so organisations focus on establishing loyalty to ensure long-lived success for an organisation BPS. The specific demographics or target audiences can form multi-diverse engagement experiences in a divergent scheme. This ultimately helps create a higher level of diversity in loyalty between consumer segments. This formulates a sense of strong community, which is ultimately what consumers admire and seek (Vivek et al., 2012). Consumers also admire interlinkage with outsiders who may not be included in a community and possible connection to a favourable BPS outlook when engagement is formed (Vivek et al., 2012). This sense of admiration results in more frequency and leads to multiple purchases that can be duplicated (Vivek et al., 2012). Trust grows from helpful interactions and fosters brand loyalty by creating robust and respected consumer rapport (Iglesias et al., 2018; Sirdeshmukh et al., 2002).

CHAPTER 3: Research Methodology

3.1: Research Method

The study was analysed using an SLR to compile and examine evidence regarding the influence of social media users on adopting more sustainable fashion consumption behaviours. Researchers often employ the SLR method to combine and consolidate evidence, enhancing or questioning the credibility of a study's final clarification (Okoli & Schabram, 2010). Offering a neutral run-through, a systematic review compiles and summarises evidence on a distinct research question or hypothesis (Okoli & Schabram, 2010). Regarded as credible bases for authentication, syntheses enhance the applicability in both application and methodological approaches. This perspective enables researchers to use validated syntheses to underscore meaningful progress within a field.

An SLR is conducted under strict regulations and protocols to comprehensively synthesise a targeted research area. This study explores social media influencing factors on users in adopting sustainable fashion consumption practices. Skilled researchers are essential for performing SLRs, ensuring researchers impartially find relevant information and effectively manage structured online database searches. SLR is a unique and practical approach for synthesising insights from remaining or existing research (Liao et al., 2017). Further, it allows for a comprehensive grasp of a specific study area and creates an elaborate framework (Liao et al., 2017). Dishing out an integrated and meticulous aspect of the subject helps advance knowledge within the specific field.

In this study, the PRISMA diagram—commonly employed in diverse research and created for Cochrane systematic reviews—was applied (Stovold et al., 2014). PRISMA outlines identification, screening, and eligibility phases to guarantee a comprehensive review.

Discussing what database or article resource to use is an integral part of researcher choice-making and a more crucial or necessary action for a starting point to understand where to start first. The starting point is the database selection, which assists in facilitating a targeted selection process to identify the most relevant source for your research area. The next step is a section of the initial identification phase, where researchers must conduct a detailed search to locate and compile relevant studies. This particular step, known as the initial identification phase, continues to border the inspection of diverse and multiple databases and sources for thorough coverage, defining the research topic, outlining the scope, developing broad research questions, and determining the sources to be reviewed. During the second screening phase, researchers assess the connected studies for the relevance and applicability to the research questions,

excluding articles that must meet established advanced criteria to refine the selection (Rethlefsen et al., 2021).

Screening involves reviewing titles, abstracts, and full texts (Rethlefsen et al., 2021). This step guides the decision on inclusion or exclusion within the systematic review (Rethlefsen et al., 2021). During the final step, the eligibility stage, researchers look into the remaining studies based on comprehensive criteria to control which should be included or excluded from the review (Stovold et al., 2014). Articles from 2014 to 2024 were naturally selected, given that social media and sustainable consumption are emerging cases with growing consumer attention. Pre-2014 articles generally offer outdated forecasts, needing more relevance to current consumer influence and the consent changes of social media platforms. This means that articles before 2014 showed obsolete and irrelevant information that may not apply to the current time or even the condition of the environment. Recent studies are crucial to obtain as there is a high chance of accurate, up-to-date insights on consumer adoption or sustainable trends and factors.

3.2: Literature Preference

All SLR and search approach phases were meticulously logged for clarity, reliability, and equitable assessment. Online searches of critical databases were conducted to identify relevant studies on the influence of social media consumers on sustainable fashion consumption practices. The Auckland University of Technology (AUT) Library proposed using databases tailored to areas such as Marketing, Advertising, Retail, and Sales (MARS) to find relevant studies.

To ensure comprehensive document capture and review, online searches were conducted by examining the keywords of the research question and recognising synonyms. To get the maximised results, straightforward keywords are used, and searches for complex synonyms typically produce limited outcomes due to the rarity. Employing straightforward keywords led to better results in finding relevant and valuable information.

Based on the PRISMA statement checklist, five databases—Business Source Complete (EBSCO), Emerald Insight, Google Scholar, SAGE Business Cases, and Scopus—were selected to find the most relevant empirical, peer-reviewed studies. Beyond database searches, more records were found by applying reverse and future snowballing strategies. Backward, such as reverse snowballing, entails looking through the reference lists of analysed studies, whereas forward snowballing refers to identifying newer studies that cite the reviewed papers (Badampudi et al., 2015; Felizardo et al., 2018). Search term

combinations were used to help narrow down information found in the chosen databases, and boolean strategies were utilised to adhere to each database's search algorithm and fulfil the search requirements.

TABLE 1: Keywords in EBSCO

EBSCO: TITLE-ABS-KEY "social media" AND "consumers" AND "influence" AND "sustainable" AND "fashion" AND "practice".				
Search Documents (keywords in Business Source Complete (EBSCO))	Original Year Range	Original Results	Years	Documents Found (after the filter applied)
"social media"	1895 - 2024	553,809	2014 - 2024	414,898
"social media" AND "consumers"	1976 - 2024	20,072	2014 - 2024	14,105
"social media" AND "consumers" AND "influence"	1998 - 2024	2,572	2014 - 2024	2,255
"social media" AND "consumers" AND "influence" AND "sustainable"	2014 - 2024	79	2014 - 2024	79
"social media" AND "consumers" AND "influence" AND "sustainable fashion"	2018 - 2022	4	2014 - 2024	4
"social media" AND "consumers" AND "influence" AND "sustainable fashion" AND "practice"	2019	1	2014 - 2024	1

TABLE 2: Keywords in Emerald Insight

Emerald Insight: "social media" AND "consumers" AND ("influence") AND ("sustainable fashion") AND ("practice").			
Search Documents (keywords in Emerald Insight)	Original Results	Years	Documents Found (after the filter applied)
"social media"	43,000	2014 - 2024	41,000
"social media" AND "consumers"	25,000	2014 - 2024	24,000
"social media" AND "consumers" AND "influence"	23,000	2014 - 2024	22,000
"social media" AND "consumers" AND "influence" AND "sustainable"	11,000	2014 - 2024	11,000
"social media" AND "consumers" AND "influence" AND "sustainable fashion"	382	2014 - 2024	380
"social media" AND "consumers" AND "influence" AND "sustainable fashion" AND "practice"	371	2014 - 2024	369

TABLE 3: Keywords in Google Scholar

Google Scholar: "social media" AND "consumers" AND "influence" AND "sustainable fashion" AND "practice".			
Search Documents (keywords in Google Scholar)	Original Results	Years	Documents Found (after the filter applied)
"social media"	1,080,000 results	2014 - 2024	369,000 results
"social media" AND "consumers"	53,000 results	2014 - 2024	20,900 results
"social media" AND "consumers" AND "influence"	38,200 results	2014 - 2024	18,800 results
"social media" AND "consumers" AND "influence" AND "sustainable"	14,000 results	2014 - 2024	12,900 results
"social media" AND "consumers" AND "influence" AND "sustainable fashion"	98 results	2014 - 2024	86 results
"social media" AND "consumers" AND "influence" AND "sustainable fashion" AND "practice"	301 results	2014 - 2024	280 results

TABLE 4: Keywords in Scopus

Scopus: (TITLE-ABS-KEY ("social media" AND "consumers" AND "influence") AND TITLE-ABS-KEY ("sustainable" AND "fashion" AND "practice")).			
Search Documents (keywords in SCOPUS)	Original Results	Years	Documents Found (after the filter applied)
"social media"	193,456	2014 - 2024	180,619
"social media" AND "consumers"	13,550	2014 - 2024	12,553
"social media" AND "consumers" AND "influence"	3430	2014 - 2024	3,260
"social media" AND "consumers" AND "influence" AND "sustainable"	171	2014 - 2024	169
"social media" AND "consumers" AND "influence" AND "sustainable fashion"	12	2014 - 2024	12
"social media" AND "consumers" AND "influence" AND "sustainable fashion" AND "practice"	5	2014 - 2024	5

TABLE 5: Keywords in Taylor & Francis Online

Taylor & Francis Online: "social media" AND "consumers" AND "influence" AND "sustainable fashion" AND "practice".			
Search Documents (keywords in Taylor & Francis Online)	Original Results	Years	Documents Found (after the filter applied)
"social media"	111,289	2014 - 2024	104,314
"social media" AND "consumers"	23,230	2014 - 2024	21,342
"social media" AND "consumers" AND "influence"	17,356	2014 - 2024	16,075
"social media" AND "consumers" AND "influence" AND "sustainable"	4,354	2014 - 2024	4,102
"social media" AND "consumers" AND "influence" AND "sustainable fashion"	131	2014 - 2024	124
"social media" AND "consumers" AND "influence" AND "sustainable fashion" AND "practice"	99	2014 - 2024	92

Applying the outlined methods and search strategies, the search results shown in Table 6 were generated before being rated formed on the inclusion and exclusion rules. Specialised databases recommended for MARS were employed.

TABLE 6: Primary Summary Search Results from Databases

Database	Database Information	Number of Articles Identified
Business Source Complete (EBSCO)	Contains a vast collection of scholarly business journals since 1886, with a peer-reviewed filter available (Business source complete: EBSCO, 2024).	1
Emerald Insight	Emerald Insight focuses on key management areas such as marketing and HR. With a strong journal reputation and peer review, it features coverage from 1994 (Emerald Insight: An Industry-leading Digital Research Platform, 2024).	369
Google Scholar	Scholarly articles, theses, and publications across disciplines are partially ranked by citation frequency (How to improve the chances of Google Scholar indexing your journal articles and the benefits, 2023).	280
Scopus	Contains abstracts and citations for 20,500 journals (19,500 peer-reviewed) spanning science, technology, medicine, business, and humanities, with coverage starting in 1966 (Scopus: Abstract and citation database: Elsevier, 2024)	5
Taylor & Francis Online	Now a leading academic publisher, Taylor & Francis content is available via AUT, offering full-text access to over 130,000 journals on various topics (Taylor & Francis Open Access Taylor & Francis Online, 2024).	92
Snowballing Method	Citations are sourced from other articles' reference lists (Badampudi et al., 2015; Felizardo et al., 2018).	22
Total		769

The absence of these databases, highlighted in Table 7, might limit the study due to the potential exclusion of essential information.

TABLE 7: Excluded Potential Database

Excluded Essential Databases:
Henry Stewart Talks: Marketing & Management Collection
Kanopy Video Streaming
Katalyst Business (Kompass)
MarketLine
Mergent Online
OECD iLibrary
WARC

3.3: Literature Assessment and Evaluation

Wielding multiple options of five databases and snowball sampling, 769 relevant articles were gathered. A thorough screening was conducted to discard duplicates, ensuring only distinctive and unique articles were kept. As a result of this process, 726 distinct records remained, indicating that 42 articles were removed as duplicates. This completed the identification process. The 726 articles were screened, and those not meeting exclusion criteria—such as irrelevant keywords, unsuitable periods, lack of peer review, or non-English language—were excluded.

The remaining articles from selected databases that followed and even satisfied the inclusion requirements were selected for further analysis, while 562 were dismissed for failing to meet the inclusion criteria fully. This process reduced the total number of records to 164, excluding articles that didn't cover all essential terms or requirements, lacked reliability, or were outside the study's scope. Following this exclusion step, 135 articles were eliminated, reducing the count to 29. An additional eight articles were then removed for being duplicates or focusing on different industries. This refinement produced a closing selection of 21 articles for the literature review.

The steps of identification and screening for the assessment and evaluation are critical for upholding the quality and focus of a systematic review. Establishing eligibility criteria is a vital aspect of the screening process, as it directs the research, helping confirm that the study directs the question of the current

research and yields the intended results. Defining inclusion and exclusion criteria sharpens the research's focal point is centred around pertinent information consistent with SLR standards. To enhance the effectiveness of the screening and analysis stages, this study defined specific inclusion and exclusion criteria (Table 8).

TABLE 8: SLR Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Keywords and subject relevance	The focus is exclusively on how social media platforms affect consumer adoption, linking it to behaviours around sustainable fashion consumption.	Research analysing the effect of traditional media on organisation adoption, without a sustainable context and unrelated to the fashion industry, particularly regarding consumption behaviour, is not included.
Time frame	Research published from 2014 to 2023.	Beyond the timeframe specified in the inclusion criteria.
Language	Articles and published materials must be in English.	Publications and studies in languages other than English.
Article Quality	Academically accepted and frequently cited articles that have undergone peer review.	Non-peer-reviewed, academically unaccepted, or seldom-cited articles are excluded. This includes brief reports and summaries, workshop or lecture papers, unfinished works, opinion and commentary pieces, review essays, critical analyses, presentation and conference posters, and any sources considered unreliable or lacking trustworthiness.
Methodology	Based on observed and measured phenomena, empirical studies draw on real-world data obtained from experiments, surveys, or observations.	The criteria exclude theoretical research, hypothetical models, anecdotal evidence, and qualitative data without verified empirical backing.

Under the PRISMA guidelines, a SLR must clearly define its eligibility criteria. Doing so ensures openness and permits bibliophiles to judge and verify the inclusion of reviewed studies. These criteria should cover aspects such as the time, language, and publication status of the reports being considered. This level of detail aids in outlining the review's boundaries and justifying the selection of evidence (Stovold et al., 2014). The main criteria guiding inclusion and exclusion cover critical aspects like keywords, relevance to the topic, timeframe, language, article quality, and the methods employed.

3.3.1. Keywords and Subject Relevance

Inclusion:

The studies selected for inclusion in this research analyse the impact of social media platforms on specific audience adoption, especially in conditions of sustainable fashion consumption. This entails studying the impact of social media on consumer attitudes and behaviours in relation to environmentally friendly fashion, which is how these platforms achieve sustainable enactment towards the field. Current study seeks insights into how social media impacts consumer behaviour concerning sustainable fashion. It is vital to include all lead terms to outline the scope of the research clearly and adhere to PRISMA guidelines. While each eligible article might not feature every keyword, two or three critical and highly pertinent terms are vital. Results generated from the search criteria contained exact or comparable keywords, such as “Social Media”, “Sustainable”, and “Fashion”.

Exclusion:

This research's exclusion criteria emphasise studies that fail to establish a direct connection between social media platforms and sustainable fashion consumption behaviours. This involves removing studies that labels the overall influence of social media on consumer behaviour but lack a focus on sustainable fashion and those on sustainable fashion that disregard social media's role. Furthermore, studies focusing on non-consumer aspects of social media, broader environmental issues unrelated to fashion, purely technical facets of social media, or fashion trends that lack a sustainability component should be excluded.

3.3.2. Time Frame

Inclusion:

The inclusion criterion regarding the time frame requires selecting studies published from 2014 to 2023. This time frame ensures the research captures the most current trends and developments in the transformation of social media on sustainable fashion consumption behaviours, reflecting changes in consumer attitudes and practices.

Exclusion:

Under the timeframe exclusion criterion, any studies published outside the 2014-2023 range will be omitted. This criterion ensures that only studies within the specified period are considered, maintaining the relevance and timeliness of findings related to social media's impact on sustainable fashion consumption behaviours.

3.3.3. Language

Inclusion:

Within this context, the inclusion criteria specify that only English-language articles and published materials will be considered. This ensures that relevant studies, research papers, and scholarly

publications are accessible to a broad audience. This effort seeks to build a comprehensive and coherent collection of works by focusing solely on English-language sources. This strategy promotes consistency and clarity, enhancing reader engagement and comprehension of the research.

Exclusion:

Only English-language articles and published materials are considered in this context. Consequently, non-English studies and publications are excluded to maintain a focus on English-language material, supporting an intensive examination of English-based research.

3.3.4. Article Quality

Inclusion:

The criteria dictate that only articles with a rigorous peer review process recognised academic acceptance and frequent citations in scholarly literature will be included. This guarantees that the chosen articles have been meticulously assessed by experts for accuracy, validity, and relevance. Recognised as credible and reliable by the academic community, researchers frequently referenced peer-reviewed articles, reflecting the significance and impact of expanding knowledge. Giving priority to these high-quality sources ensures that the included materials are trustworthy and add meaningful value to academic discussions.

Exclusion:

Articles without peer review lack academic recognition or are seldom cited, falling under the exclusion criteria. This also extends to brief informational reports, workshop papers, lecture notes, and similar materials. The requirements include only completed or in-progress papers, opinion pieces, commentary articles, essays, and critical reviews. Conference presentation posters and publications considered unreliable or untrustworthy are also excluded from consideration. The criteria ensure that only academically rigorous, high-quality, and widely acknowledged scholarly work is selected.

3.3.5. Methodology

Inclusion:

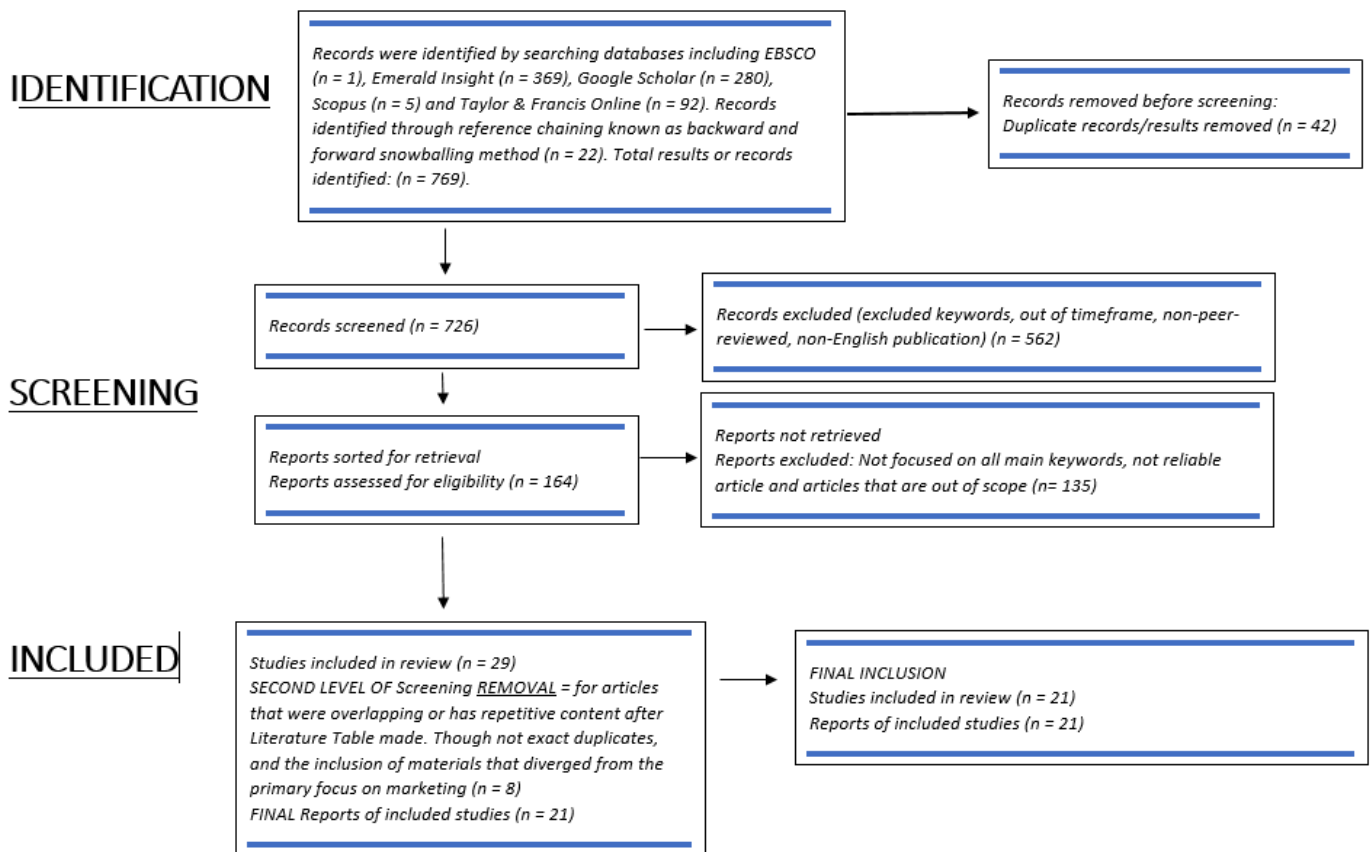
Inclusion criteria require only empirical studies rooted in observed and measured phenomena to be considered, emphasising knowledge gained through direct experience rather than theoretical or belief-based perspectives. Such studies are founded on data gathered via experiments, surveys, or observations, making the conclusions rooted in tangible evidence open to independent verification.

Exclusion:

Exclusion criteria apply to studies not based on observed and measured phenomena, including theoretical or speculative research. This also covers studies that depend on hypothetical models, anecdotal evidence, or purely qualitative data without empirical validation.

FIGURE 2: PRISMA Flowchart

IDENTIFICATION OF STUDIES VIA DATABASES



(Stovold et al., 2014)

3.4: Comprehensive Review of Chosen Literature

Under Appendix, TABLE 9: Selected 29 Social Media and Sustainable Fashion Literature using PRISMA (All Journal Articles) summarises the selected literature, including details on authors, publication year, article title, research methods, journal subject area, theoretical models, and central concepts or keywords. The table highlights examined and finalised links to social media or sustainable fashion practices.

A single, unified table was chosen over separate tables for sustainable fashion, literature, or social media because of the significant overlap between articles addressing sustainability presented in the fashion world and the impact of social media influencers. A more transparent visual representation and a more organised structure of the relevant articles are achieved by consolidating everything into a single large table. The methods used included surveys and conceptual papers, all meeting the inclusion criteria established for the SLR. Applying PRISMA criteria and guidelines led to a final evaluation that decreased the pertinent reports from 29 to 21. The decrease in reports was due to the companionship of articles with similar or redundant content, though different, and the inclusion of materials that needed to align with the foremost focal point of marketing. The refined list is now presented in Table 10, which displays the finalised literature for this study.

TABLE 10: Finalised Selected Social Media and Sustainable Fashion Literature (All Journal Articles)

	Selected Literature Area	Authors, Year	Title	Method	Publication Area	Theoretical Framework	Key Concepts
SUSTAINABLE FASHION							
1	Sustainable Fashion	Aggarwal, E., Singh, A. B., & Misra, R. (2024)	Does consumption values and ascribed responsibility predict attitudes towards sustainable luxury brands	Survey (mixed method approach). Structured questionnaires and a quantitative analysis in STUDY1. STUDY 2 included qualitative responses.	Journal of Consumer Marketing	S-O-R framework Sustainability	Consumption values Flow experience Ascribed responsibility Sustainable luxury brands
2	Sustainable Fashion	Antunes, S. S., Bairrada, C. M., & Garrido, S. (2023)	The influence of dispositional traits on Generation Z's intention to purchase sustainable clothing	Survey (hypothesis testing).	Journal of Fashion Marketing and Management: An International Journal	Dispositional Traits Theory Environmental Concern and Perceived Consumer Effectiveness (PCE)	Purchase intention Perceived consumer effectiveness Sustainable clothing
3	Sustainable Fashion	Campos, P. d. O., Lima, A. A. L. d. S., Costa, C. S. R., & Costa, M. F. d. (2023)	The influence of voluntary simplicity and environmental activism on sustainable fashion purchase intention	Survey (Structural equation modelling).	Journal of Fashion Marketing and Management: An International Journal	Voluntary Simplicity Theory Environmental Activism	Voluntary simplicity Environmental activism Purchase intention Sustainable fashion
4	Sustainable Fashion	Han, J., Woodside, A. G., & Ko, E. (2024)	Does consumer knowledge about sustainable-fashion impact intention-to-buy?	Survey	Asia Pacific Journal of Marketing and Logistics	Asymmetric Predictive Case-Based Theory	Consumers Sustainability
5	Sustainable Fashion	Rüteliöné, A., & Bhutto, M. Y. (2024)	Exploring the psychological benefits of green apparel and its influence on attitude, intention and behavior among Generation Z: a serial multiple mediation study applying the stimulus-organism-response model	Survey	Journal of Fashion Marketing and Management: An International Journal	Stimulus-Organism-Response (S-O-R) Model	Green apparel Generation Z Green psychological benefits Purchase intention Purchase behavior
6	Sustainable Fashion	Yan, S., Henninger, C. E., Jones, C., &	Sustainable knowledge from consumer perspective addressing	Conceptual	Journal of Fashion Marketing and Management:	Barriers to Sustainable Action Theory	Sustainable knowledge Microfibre pollution

		McCormick, H. (2020)	microfibre pollution		An International Journal		Consumer perspective
7	Sustainable Fashion	Yang, Y., Chen, M., & Meng, H. (2024)	The drivers of sharing willingness regarding sustainable fashion brand image based on commitment theory	Conceptual	Asia Pacific Journal of Marketing and Logistics	Commitment Theory	Sustainable fashion Consumer behaviour
SOCIAL MEDIA (SM)							
8	Social Media	Kang, J.-Y. M., & Kim, J. (2017)	Online customer relationship marketing tactics through social media and perceived customer retention orientation of the green retailer	Survey (Structural equation modelling)	Journal of Fashion Marketing and Management: An International Journal	Customer Relationship Management (CRM) Theory	Social media Customer relationship management Customer retention orientation
9	Social Media	Lee, A., & Fiore, A. M. (2024)	Factors affecting social media usage by market mavens for fashion-related information provision	Survey (Online)	Journal of Fashion Marketing and Management: An International Journal	Technology Acceptance Model (TAM) Motivational Theory	Social media Fashion Technology
10	Social Media	Senanu, B., Anning-Dorson, T., & Tackie, N. N. (2023)	Social media insights for non-luxury fashion SMEs in emerging markets: evidence from young consumers	Survey (Structural Equation Modeling).	Journal of Fashion Marketing and Management: An International Journal	Empirical Review Theory	Young consumers Social media SMEs Non-luxury fashion marketing Customer behavioural engagement
SUSTAINABLE FASHION & SOCIAL MEDIA (SM) Literature Together							
11	Sustainable Fashion & Social Media	de Lenne, O., & Vandenbosch, L. (2017)	Media and sustainable apparel buying intention	Survey (cross-sectional survey method).	Journal of Fashion Marketing and Management: An International Journal	Theory of Planned Behavior (TPB)	Fast fashion Social media Theory of planned behaviour Sustainable apparel
12	Sustainable Fashion &	Haines, S., Fares, O. H., Mohan,	Social media fashion influencer	Conceptual	Journal of Fashion Marketing	Electronic Word-of-Mouth (eWOM)	Sustainable fashion

	Social Media	M., & Lee, S. H. (2023)	eWOM communications: understanding the trajectory of sustainable fashion conversations on YouTube fashion haul videos		and Management: An International Journal		Fast fashion Fashion influencers Influencer marketing
13	Sustainable Fashion & Social Media	Huh, J., & Kim, N. L. (2024)	Green as the new status symbol: Examining green signaling effects among Gen Z and Millennial consumers	Conceptual	Journal of Fashion Marketing and Management: An International Journal	Costly Signaling Theory	Sustainability Social media Organic apparel Status Influencer Green marketing
14	Sustainable Fashion & Social Media	Jacobson, J., & Harrison, B. (2022)	Sustainable fashion social media influencers and content creation calibration	Conceptual	International Journal of Advertising	Influencer Marketing Theory Content Creation Calibration	Sustainable fashion Social media marketing Fashion marketing Influencer marketing
15	Sustainable Fashion & Social Media	Kaivonen, I., Mesiranta, N., & Närviäinen, E. (2024)	"I Do What I Do to Drive Change": The Social-Symbolic Work of Sustainable Fashion Influencers	Conceptual	Fashion Theory	Social-Symbolic Work Institutional Theory	Sustainable fashion Social media influencer Institutional theory
16	Sustainable Fashion & Social Media	Kapoor, P. S., Tagore, A., & Dua, S. (2023)	Social Media Influencer Promoted Sustainable Fashion: Effects of Sponsorship and Benefit Association	Conceptual (Mixed Method Approach)	Journal of Promotion Management	Social Media Influencer Theory Benefit Association Theory	Social media influencer Sustainability communication Sustainable fashion Message appeal
17	Sustainable Fashion & Social Media	Kong, H. M., Witmaier, A., & Ko, E. (2021)	Sustainability and social media communication: How consumers respond to marketing efforts of luxury and non-luxury fashion brands	Conceptual (Cross-Cultural)	Journal of Business Research	Cultural Dimensions Theory Mediation Brand Attitude Model (eWOM)	Social media communication Sustainability Luxury brands

18	Sustainable Fashion & Social Media	Salem, S. F., & Alanadoly, A. B. (2021)	Personality traits and social media as drivers of word-of-mouth towards sustainable fashion	Survey (Structural Equation Modeling (PLS-SEM)).	Journal of Fashion Marketing and Management: An International Journal	Personality Traits theory	Big five personality traits Social media Word-of-mouth Sustainable Fashion
19	Sustainable Fashion & Social Media	Son, J., Nam, C., & Diddi, S. (2022)	Emotion or Information: What Makes Consumers Communicate about Sustainable Apparel Products on Social Media?	Survey	Sustainability	Emotion-Attitude-Social Interaction Framework Social Influence Theory	Social media Sustainability practices Sustainable fashion
20	Sustainable Fashion & Social Media	Testa, D. S., Bakhshian, S., & Eike, R. (2021)	Engaging consumers with sustainable fashion on Instagram	Conceptual	Journal of Fashion Marketing and Management: An International Journal	Consumer Engagement Theory	Sustainability Social media Consumer engagement
21	Sustainable Fashion & Social Media	Vladimirova, K., Henninger, C. E., Alosaimi, S. I., Brydges, T., Choopani, H., Hanlon, M., Iran, S., McCormick, H., & Zhou, S. (2024)	Exploring the influence of social media on sustainable fashion consumption: A systematic literature review and future research agenda	Conceptual	Journal of Global Fashion Marketing	Social Media Influence Theory Sustainability Theory Consumer Behaviour Theory	Social media Sustainable fashion Fashion industry Influencer

Referring to Table 10 above, the literature preference includes seven articles dedicated to sustainable fashion, three focusing on social media alone, and eleven covering both sustainable fashion and social media, particularly concerning consumer adoption and countless influence factors. Five of the seven articles focused on sustainable fashion using survey methods, while two applied conceptual methods. The three articles centred purely on social media rely strictly on survey methods and do not include a conceptual viewpoint. The eleven studies covering sustainable fashion and social media consist of three using survey systems and eight utilising conceptual methods. Conceptual methods are employed more regularly when studying the connection across greener fashion and social media. Finally, surveys are more often utilised in studies examining each concept independently rather than integrating both pieces of literature. All selected articles met the PRISMA flowchart requirements, including keyword relevance, subject alignment, publication time frame, language (English), article quality, and methodological rigour. These criteria ensured that only the most relevant and high-quality publications were included, contributing to the overall reliability and depth of the research findings.

3.5: Research Dependability

To enhance this research dissertation's integrity, replying to peer-reviewed journal articles was the primary key to valuable information. The extensive evaluation by experts before publication emphasises the condemning role of peer-reviewed journal articles. The premises of this dissertation are formed by educational printing containing suitable details on the main research topic. In previous literature, experts carefully critiqued all the study evidence in journal articles, maintaining peer-reviewed integrity. Consequently, peer-reviewed journal articles have substantial, valuable integrity for submitting dependable and accurate content, serving as essential resources for academics and organisation decision-makers or superior leaders within a company.

3.6: Methodology Research Limitations

Literature searches for this dissertation were primarily conducted through electronic databases. Consequently, there could be helpful information or details in copies that weren't available in electronic form. Printed materials and first-hand sources can sometimes deliver more exact information than secondary sources, which include paraphrased interpretations of supplemented work. Textbooks are not used in this dissertation because postgraduate studies emphasise journals rather than books. Consequently, valuable knowledge from textbooks might be missed. In modern times, the Internet grants a substantial approach to learning information in academic and business fields. Technology and remote access expansion allow data to be retrieved from any location. Traditional resources, confined to print and a single physical copy, offered limited access, whereas secondary resources provided the advantage of unrestricted accessibility. Since sustainability is a fresh area of interest and social media constantly changes, secondary information is likely more trustworthy than traditional sources.

Traditional sources may need to incorporate diverse viewpoints to better address contemporary events. The research might be constrained by its dependence on just 5-6 primary databases, overlooking other undoubtedly valuable literature viewpoints. These other databases may contain beneficial secondary insights that could improve the study or research. Notwithstanding the broad scope of obtainable databases, the 5-6 used in this research were unquestionably tied to critical topics, like social media and sustainable fashion consumption, which were central to the study. This overall helped get more decisive information and led to the correct pathway for SLR.

CHAPTER 4: Findings

Chapter 4, the Findings section, will explore the general findings from the SLR database results. The aim is to organise the SLR data, clarify the study's direction, highlight critical findings for the next chapter (Chapter 5 discussion), and pinpoint gaps in the SLR data that could inform the current study's research and future direction on topics and structure. Focusing on social media platforms and sustainable consumption behaviours, the SLR database could divide into five sections to highlight its direction, pathway, and gaps. This review has uncovered vital insights that enhance our comprehension of these areas.

The themes identified within the 21 designated pieces of literature are explored in Sections 4.1, 4.2, and 4.3. These three sections provide a comprehensive overview of social media consumers' sustainable fashion consumption, BPS communication on social media, and non-BPS fashion messaging. Offering a recap of the literature types covered in the review, the sections present vital findings surrounding of the literature review or the background content of Chapter 2. Such insights lay the groundwork for comprehending the literature's scope and depth.

Sections 4.1, 4.2, and 4.3 each explore broader themes that can be analysed from various angles. Section 4.1, which focuses on social media platforms and sustainable fashion consumption, breaks down its central theme into sub-themes, including the positive and negative effects, the role of information sharing, platform-specific dynamics, and the pathway of social media personalities. In Section 4.2, the discussion centres on the social media marketing strategies fashion brands use. This section is divided into sub-themes that cover the essential elements of social media marketing, the significance of user-generated content, the influence of social media personalities and the purchasing impacts. The final section, 4.3, addresses non-BPS fashion messaging and the power on consumer behaviour, focusing on key themes of activism, sustainability, and minimalism. The sub-themes include consumer-driven movements, green marketing, and the impact of influencers and celebrities.

4.1: Theories, Concepts, and Results from Database Literature Search

This section investigates the theories, concepts, and outcomes of the screened and identified database literature, focusing on each study's research questions, objectives, and primary constructs. This section summarises the empirical findings and concentrates on the links between social media platforms, buyer endorsement of sustainable consumption practices, and significance to the fashion realm. The section incorporates the SLR Conceptual Models and Findings table and the Main Theoretical Models Examined in the Reviewed Literature table.

The SLR database literature search's theories, concepts, and findings are analysed in this section, emphasising Table 11 presented below. The SLR conceptual model and findings are displayed in Table 11, organised to show different authors and the publication years. Each piece of literature's research questions, key concepts, and core results are detailed in this section.

Focusing on critical findings and research questions or hypotheses, this table summarises each reviewed study. Covering all 21 articles in the survey, addressing existing gaps and examining the power of social media on consumer adoption of more sustainable practices within the fashion industry.

TABLE 11: SLR Conceptual Models and Findings

No.	Author/s & Year	Research Question/ Hypothesis + Key Concepts	Findings
1	Aggarwal, E., Singh, A. B., & Misra, R. (2024)	<p>RQ1: Does the young generation (Gen Z and millennials) associate consumption values (functional, experiential, symbolic and ethical) with achieving a flow experience towards sustainable luxury brands?</p> <p>RQ2: How, if at all, does the flow experience of the young generation enhance attitudes towards sustainable luxury brands?</p> <p>H1: The functional consumption values of sustainable luxury brands positively and significantly affect the flow experience.</p> <p>H2: The experiential consumption values of sustainable luxury brands positively and significantly impact achieving a flow experience.</p> <p>H3: The symbolic consumption values of sustainable luxury brands have a positive and significant effect on the flow experience</p> <p>H4: The ascribed responsibility positively and significantly affects the flow experience.</p> <p>H5: The flow experience has a positive and significant effect on attitudes towards sustainable luxury brands.</p> <p>Key Concepts: = Consumption values = Flow experience = Ascribed responsibility = Sustainable luxury brand</p>	<p>The study found that functional values are the most significant predictor of flow experience, followed by ascribed responsibility, experiential, and symbolic values. These factors collectively enhance the flow experience, significantly influencing attitudes towards sustainable luxury brands. This highlights the importance of functional, experiential, and symbolic values and a sense of responsibility in shaping positive consumer attitudes towards sustainable luxury brands.</p>
2	Antunes, S. S., Bairrada, C. M., & Garrido, S. (2023)	<p>RQ1: How do environmental concern and perceived consumer effectiveness (PCE) mediate the effect of consumer optimism and pessimism on Generation Z's intention to purchase sustainable clothes?</p> <p>H1: Consumer Optimism has a direct and positive influence on environmental concerns.</p> <p>H2: Consumer Optimism directly and positively influences perceived consumer effectiveness.</p> <p>H3: Consumer pessimism has a direct and positive influence on Environmental Concerns.</p> <p>H4: Consumer Pessimism directly and negatively influences Perceived Consumer Effectiveness.</p>	<p>The study found that consumer optimism unexpectedly reduces environmental concern and does not directly impact perceived consumer effectiveness (PCE). Conversely, consumer pessimism negatively influences both environmental concerns and PCE. However, environmental concerns and PCE positively influence the intention to purchase sustainable clothing, with environmental concerns having a more significant impact.</p>

		<p>H5: Environmental concerns have a direct and positive influence on the intention to purchase sustainable clothing.</p> <p>H6: Perceived Consumer Effectiveness has a direct and positive influence on the Intention to Purchase Sustainable Clothing.</p> <p>Key Concepts: = Purchase intention = Perceived consumer effectiveness = Sustainable clothing</p>	<p>Additionally, while optimism does not indirectly affect the intention to purchase sustainable clothing, pessimism has a negative indirect effect through PCE. These findings highlight the complex interplay between dispositional traits, environmental concerns, and sustainable clothing purchase intentions among Generation Z.</p>
3	<p>Campos, P. d. O., Lima, A. A. L. d. S., Costa, C. S. R., & Costa, M. F. d. (2023)</p>	<p>RQ1: How does the voluntary simplicity lifestyle influence environmental activism?</p> <p>RQ2: How do voluntary simplicity and environmental activism influence the sustainable fashion purchase intention?</p> <p>H1: Voluntary simplicity has a direct and positive relationship with the sustainable fashion purchase intention.</p> <p>H2: Environmental activism has a direct and positive relationship with the sustainable fashion purchase intention.</p> <p>H3: Voluntary simplicity has a direct and positive relationship with environmental activism.</p> <p>H4: Environmental activism mediates the relationship between voluntary simplicity and the sustainable fashion purchase intention.</p> <p>Key Concepts: = Voluntary simplicity = Environmental activism = Purchase intention = Sustainable fashion</p>	<p>The study found that individuals practising voluntary simplicity are more likely to engage in environmental activism, positively influencing their intention to purchase sustainable fashion. Voluntary simplifiers and environmental activists strongly favour sustainable fashion consumption due to their pro-environmental values and behaviours. Additionally, environmental activism mediates the relationship between voluntary simplicity and sustainable fashion purchase intention, highlighting the indirect influence of a simple lifestyle on sustainable fashion choices through active environmental engagement.</p>
4	<p>Han, J., Woodsid e, A. G., & Ko, E. (2024)</p>	<p>RQ1: What are the effects of sustainable fashion knowledge and perceived values on predicting sustainable purchasing intentions.</p> <p>H1: Sustainable fashion knowledge (SFK) has a positive (or negative) impact on the level (high vs. low) of sustainable purchase intentions (SPI).</p> <p>H2: Sustainable fashion knowledge (SFK) has a positive (or negative) impact on the perceived value of sustainable fashion (PVSF).</p>	<p>The study found that sustainable fashion knowledge positively impacts sustainable purchase intentions, with high levels of knowledge leading to higher purchase intentions in both China and Korea. However, sustainable fashion knowledge did not significantly affect the perceived value of sustainable fashion. The perceived value, exceptionally functional, epistemic, and</p>

		<p>H3: The perceived value of sustainable fashion (PVSF) may have a positive (or negative impact on the level (high vs. low) of sustainable purchase intentions (PI).</p> <p>H4: Consumers in China and South Korea exhibit distinct, complex antecedent configurations for predicting high knowledge of sustainable fashion, perceived values, and purchase intention.</p> <p>Key Concepts: = Consumers = Sustainability</p>	<p>social values, positively influenced purchase intentions. Notably, Chinese and Korean consumers exhibited different configurations of these variables. In China, high purchase intentions were linked to high levels of knowledge and perceived values, while in Korea, high purchase intentions were associated with high levels of perceived social and epistemic value. These findings underscore the importance of sustainable fashion knowledge and perceived value in driving sustainable purchase intentions, with distinct differences between the two countries.</p>
5	Rütellionė, A., & Bhutto, M. Y. (2024)	<p>RQ1: Are there significant relationships between attitude, green apparel intention, and green apparel purchase behaviour?</p> <p>RQ2: Are there substantial relationships between green psychological benefits and green apparel purchase behaviours?</p> <p>RQ3: What mediation mechanisms underlie the relationships between green psychological benefits and green apparel purchase behaviour?</p> <p>H1: Utilitarian environmental benefits positively influence consumer attitudes toward green apparel.</p> <p>H2: Warm glow benefits positively influence consumer attitudes toward green apparel.</p> <p>H3: Self-expressive benefits positively influence consumer attitudes toward green apparel.</p> <p>H4: Attitude toward green apparel is positively correlated with purchase intention of green apparel.</p> <p>H5: Attitude toward green apparel is positively correlated with the purchase behaviour of green apparel.</p> <p>H6: Green apparel purchase intention positively correlates with green apparel purchase behaviour.</p> <p>H7: Green apparel purchase intention significantly influences the relationship between attitude and purchase behaviour.</p>	<p>The study found that utilitarian environmental benefits and warm glow benefits positively influence Generation Z's attitudes toward green apparel, while self-expressive benefits do not significantly impact. Attitude and purchase intention were strong predictors of green apparel purchase behaviour. Additionally, attitude and purchase intention were serial mediators between green psychological benefits and green apparel purchase behaviour. This suggests that Generation Z in Lithuania prioritises environmental benefits and moral satisfaction over social status when purchasing green apparel.</p>

		<p>H8: Attitude mediates the impacts of (a) utilitarian environmental benefits, (b) warm glow benefits, and self-expressive benefits on green apparel purchase intention.</p> <p>H9: Attitude and green apparel purchase intention co-play a serial mediation role in the impacts of (a) utilitarian environmental benefits, (b) warm glow benefits, and self-expressive benefits on green apparel purchase behaviour, such that utilitarian environmental benefits, warm glow benefits, and self-expressive benefits encourage more favourable attitude, which in turn stimulate a higher level of green apparel purchase intention, thus leading to higher green apparel purchase behaviour.</p> <p>Key Concepts: = Green apparel = Generation Z = Green psychological benefits = Purchase intention = Purchase behaviour</p>	
6	Yan, S., Henninger, C. E., Jones, C., & McCormick, H. (2020)	<p>RQ1: What types of sustainable knowledge related to microfibre pollution (MFP) do consumers have?</p> <p>RQ2: What are the sources of these knowledge types?</p> <p>Key Concepts: = Sustainable knowledge = Microfibre pollution = Consumer perspective</p>	<p>The study found that different types of sustainable knowledge influence one another and can act as barriers to sustainable behaviour, particularly in reducing microfibre pollution (MFP). Most participants gained social knowledge through consumer-dominated or public sources or actual user experience. Effective communication is crucial, as participants often lack the procedural knowledge necessary to act on environmental knowledge. Participants with a textile science background had higher environmental and declarative knowledge levels but lacked procedural knowledge. The perceived benefits of acting on knowledge influenced whether participants would seek more information and take action. The study underscores the importance of comprehensive communication strategies that effectively address the quantity</p>

			and quality of information to promote sustainable practices.
7	Yang, Y., Chen, M., & Meng, H. (2024)	<p>RQ1: What are the drivers of consumers' willingness to share regarding sustainable fashion brand image?</p> <p>RQ2: How do different forms of commitment (affective, continuance, and normative) mediate the relationship between consumer perceptions and sharing willingness?</p> <p>H1: Consumer's ESG perception is the driver of sharing willingness regarding sustainable fashion brand image. It directly affects a) consumer commitment, and b) sharing willingness.</p> <p>H2: Consumers' perception of greenwashing is the driver of sharing willingness regarding sustainable fashion brand image. It directly affects a) consumer commitment and b) sharing willingness.</p> <p>H3: Consumers' perceptions of social media content quality drive willingness to share regarding sustainable fashion brand image. It directly affects a) consumer commitment and b) sharing willingness.</p> <p>H4: Consumer's a) affective commitment, b) continuance commitment, and c) normative commitment have a direct effect on sharing willingness regarding sustainable fashion brand image.</p> <p>H5: Consumer's a) affective commitment, b) continuance commitment, and c) normative commitment mediate between drivers of perception and sharing willingness regarding sustainable fashion brand image.</p> <p>Key Concepts: = Sustainable fashion = Consumer behaviour</p>	<p>The study found that consumers' perceptions of ESG (Environmental, Social, and Governance) performance and social media content quality positively influence their commitment and willingness to share sustainable fashion brand images. In contrast, perceptions of greenwashing negatively impact these factors. The research highlighted that affective, continuance and normative commitments partially mediate the relationship between consumer perceptions and their willingness to share. Specifically, high perceived levels of ESG and quality social media content enhance consumer commitment and sharing willingness, while greenwashing perceptions weaken these commitments and sharing intentions. These findings underscore the importance of genuine ESG efforts and high-quality content in fostering consumer engagement and promoting sustainable fashion brand images.</p>
8	Kang, J.-Y. M., & Kim, J. (2017)	<p>RQ1: How do consumers' perception-based factors of online CRM tactics through social media offered by green brands relate to the green retailer's perceived customer retention orientation (CRO)?</p> <p>RQ2: How does the perceived CRO of the green retailer relate to patronage intention towards the green fashion retailer?</p> <p>RQ3: How does green consciousness moderate the link between the perceived CRO of the green retailer and patronage intention?</p>	<p>The study found that the green retailer's perceived customer retention orientation (CRO) positively influences patronage intention towards the green retailer. Specifically, perceived marketer-dominated information quality and perceived service content quality in social media were positively related to the perceived CRO of the green retailer. However, the quality of</p>

		<p>H1: A higher level of perceived CRO of the green retailer leads to a higher level of patronage intention towards the green retailer.</p> <p>H2: A higher level of perceived marketer-dominated information quality in social media leads to a higher perceived CRO of the green retailer.</p> <p>H3: A higher level of perceived interaction quality in social media leads to a higher level of perceived CRO of the green retailer.</p> <p>H4: A higher level of perceived service content quality in social media leads to a higher level of perceived CRO of the green retailer.</p> <p>H5: The impact of the perceived CRO of the green retailer on patronage intention towards the green retailer varies with consumers' green consciousness.</p> <p>Key Concepts: = Social media = Customer relationship management = Customer retention orientation</p>	<p>perceived interaction in social media did not significantly affect the perceived CRO. Additionally, green consciousness moderated the relationship between perceived CRO and patronage intention, with the effect being more substantial for consumers with higher levels of green consciousness. These findings highlight the importance of high-quality information and service content in social media for enhancing customer retention and patronage intentions in green retail.</p>
9	Lee, A., & Fiore, A. M. (2024)	<p>RQ1: What are the motivations for market mavens to use social media to share fashion-related information?</p> <p>RQ2: How do these motivations and technology acceptance model (TAM) variables (i.e., beliefs about and attitudes toward using social media) influence the intention to use social media for sharing fashion-related information?</p> <p>H1: The motivation and sense of pleasure from helping associated with fashion-related information provision will positively influence beliefs about social media's (a) PU, (b) PEOU and (c) PE.</p> <p>H2: The motivation, a sense of obligation associated with fashion-related information provision positively influences beliefs about social media's (a) PU, (b) PEOU and (c) PE.</p> <p>H3: PEOU positively influences (a) PU and (b) PE associated with social media use for fashion-related information provision.</p> <p>H4: Beliefs about social media [(a) PU, (b) PEOU and (c) PE] positively influence attitudes toward social media for fashion-related information provision.</p> <p>H5: Motivations [(a) pleasure from helping and (b) a sense of obligation] for fashion-related information provision positively influence the intention to use social media.</p>	<p>The study found that market mavens are driven by the pleasure of helping and the obligation to share fashion-related information. These motivations, along with a positive attitude toward using social media, significantly influence their intention to use social media for sharing fashion-related information. Additionally, beliefs about social media's usefulness, ease of use, and enjoyment indirectly impact this intention. The study highlights the importance of hedonic and utilitarian motivations in predicting social media usage for fashion-related information provision among market mavens.</p>

		<p>H6: Beliefs about social media [(a) PU, (b) PEOU and (c) PE] positively influence intention to use social media for fashion-related information provision.</p> <p>H7: Attitude toward social media positively influences the intention to use social media for fashion-related information provision.</p> <p>Key Concepts: = Social media = Fashion = Technology</p>	
10	Senanu, B., Anning-Dorson, T., & Tackie, N. N. (2023)	<p>RQ1: Which practical factors primarily drive young consumers to engage with non-luxury fashion retail SMEs on social media in emerging markets?</p> <p>H1: Sales campaigns (SC) on social media accounts of non-luxury fashion SMEs influence young consumers' social media engagements.</p> <p>H2: Relevant sales-related information (RSRI) on social media accounts of non-luxury fashion SMEs influences young consumers' behavioural engagements.</p> <p>H3: Catchy and inspiring product/brand photos/videos (CIPV) displayed on social media accounts of non-luxury fashion SMEs influence young consumers' social media engagements.</p> <p>H4: Consumer-generated content (CGC) on non-luxury fashion SMEs' social media accounts influences young consumers' engagement with these brands.</p> <p>Key Concepts: = Young consumers = Social media = SMEs = Non-luxury fashion marketing = Customer behavioural engagement</p>	The study found that young consumers in emerging markets engage with non-luxury fashion SMEs on social media primarily due to sales campaigns, consumer-generated content, and catchy and inspiring product/brand photos and videos. These elements significantly influence their behavioural engagement. However, relevant sales-related information was found to have less impact on their engagement. The study emphasises the importance of high-quality visuals and interactive content to drive positive engagement behaviours. It also highlights the need for non-luxury fashion SMEs to prioritise utilitarian and aesthetic cues in their social media posts to attract young consumers effectively.
11	de Lenne, O., & Vandenberg, L. (2017)	<p>RQ1: Are there differences in the relationships of exposure to fashion magazines, specialised magazines, the social media content of sustainable organisations, eco-activists, and sustainable apparel brands; and social media content of fashion bloggers and fast fashion brands to buy sustainable apparel and the attitudes, subjective and descriptive norms, and self-efficacy beliefs on buying sustainable apparel?</p> <p>Key Concepts: = Fast fashion = Social media</p>	The study found that social media significantly shapes young adults' attitudes, norms, and self-efficacy beliefs regarding sustainable apparel. Specifically, exposure to social media content from sustainable organisations, eco-activists, and sustainable apparel brands positively influenced these cognitions and increased the intention to buy sustainable

		<ul style="list-style-type: none"> = Theory of planned behaviour = Sustainable apparel 	<p>apparel. Conversely, social media content from fashion bloggers and fast fashion brands negatively impacted these cognitions and reduced the intention to buy sustainable apparel. Fashion magazines positively influenced self-efficacy beliefs, while specialised magazines did not significantly affect attitudes, norms, or self-efficacy beliefs regarding sustainable apparel. These findings highlight the importance of social media in promoting sustainable apparel and suggest that sustainable apparel brands should focus on engaging young consumers through social media platforms</p>
12	<p>Haines, S., Fares, O. H., Mohan, M., & Lee, S. H. (2023)</p>	<p>RQ1: How have sustainable fashion-related comments posted on YouTube fashion haul videos changed over time?</p> <p>RQ2: What themes are relevant to sustainable fashion in the comments posted on fashion haul videos?</p> <p>Key Concepts:</p> <ul style="list-style-type: none"> = Sustainable fashion = Fast fashion = Fashion influencers = Influencer marketing 	<p>The study found that discussions on sustainable fashion on YouTube fashion haul videos increased significantly from 2011 to 2021. Initially, comments focused on the harmful nature of excessive consumption, with topics like "addicted," "haul," "waste," and "shopping" being frequently discussed. Over time, the conversations evolved to include broader environmental and societal impacts, such as the negative effects of fast fashion on the environment and labour conditions. By 2017-2021, comments highlighted concerns like unethical working conditions and waste generated by overconsumption. The study also noted a rise in positive emotions related to sustainable fashion discussions, particularly from 2019 onwards, suggesting a growing awareness and desire for action among consumers.</p>
13	<p>Huh, J., & Kim, N. L. (2024)</p>	<p>RQ1: Why do organic apparel and green consumption appeal to younger generations via influencers?</p>	<p>The study found that organic apparel is perceived as a status symbol among Gen Z and Millennial consumers,</p>

		<p>RQ2: How should fashion retailers harness genuine green marketing?</p> <p>H1: Consumers will accord higher perceived status to an influencer wearing organic apparel than an influencer wearing conventional apparel because they perceive organic apparel as a costly signal (i.e., a status symbol).</p> <p>H2: Consumers will show higher purchase intention toward an influencer wearing organic apparel than an influencer wearing conventional apparel.</p> <p>H3: Perceived status will mediate the relationship between apparel greenness and purchase intention.</p> <p>H4: The brand label will moderate the relationship such that consumers will accord higher perceived status to an influencer wearing a luxury label compared to a non-luxury label, but only in the organic apparel condition; conversely, there will be no difference between a luxury versus non-luxury label in the nonorganic apparel condition.</p> <p>H5: Brand authenticity will moderate the relationship such that consumers will accord higher perceived status to an influencer wearing a highly authentic brand compared to a less authentic brand in the organic apparel condition (there will be no difference between a highly versus a less authentic brand in the nonorganic apparel condition).</p> <p>Key Concepts: = Sustainability = Social media = Organic apparel = Status = Influencer = Green marketing</p>	<p>enhancing their social status and purchase intention. This green signalling effect is robust across different brand labels and levels of authenticity. Perceived status mediates the relationship between apparel greenness and purchase intention, meaning higher perceived status leads to greater purchase intention. The study suggests that brands should promote organic apparel as a luxurious yet sustainable fashion item, providing transparent information about their sustainable practices to justify higher costs. These findings offer valuable insights for brands and marketers aiming to promote sustainable products effectively.</p>
14	Jacobson, J., & Harrison, B. (2022)	<p>RQ1: What are sustainable fashion social media influencers' social media practices and monetisation strategies?</p> <p>Key Concepts: = Sustainable fashion = Social media marketing = Fashion Marketing = Influencer marketing</p>	<p>The study reveals significant diversity among sustainable fashion social media influencers, identifying three types: sustainable lifestyle influencers, sustainability influencers, and thrifting influencers. Each type faces unique challenges in balancing its commitment to sustainability with the need for financial compensation, a process termed "content creation calibration." Sustainable lifestyle influencers have more flexibility but struggle to balance sustainable and</p>

			<p>non-sustainable content. Sustainability influencers, committed to ethical values, often avoid traditional brand partnerships and create products to generate income. Thrifting influencers who focus on thrift fashion face difficulties in securing monetary compensation due to the nature of thrift stores. As brands invest more in sustainability, there will be increased opportunities for these influencers to engage in influencer marketing, provided brands understand their unique challenges and motivations.</p>
15	<p>Kaivonen, I., Mesiranta, N., & Närvänen, E. (2024)</p>	<p>RQ1: How do sustainable fashion influencers (SFIs) conduct social-symbolic work to transform their followers' fashion consumption patterns towards more sustainable practices?</p> <p>Key Concepts: = Sustainable fashion = Social media influencer = Institutional theory</p>	<p>The study found that sustainable fashion influencers (SFIs) are crucial in driving institutional and cultural change towards sustainable fashion consumption. They engage in identity work by sharing personal journeys and balancing their roles as influencers and sustainable consumers. SFIs perform community work by strengthening relationships within the sustainable fashion community and attracting new members. They also conduct practice work by changing perceptions of secondhand fashion, promoting skills for maintaining and upcycling clothes, and sharing practical tips for sustainable consumption. These efforts highlight the significant impact of SFIs in promoting sustainable fashion practices through social media.</p>
16	<p>Kapoor, P. S., Tagore, A., & Dua, S. (2023)</p>	<p>RQ1: How does the sponsorship status (sponsored vs. non-sponsored) of social media influencer posts influence consumers' intentions to purchase sustainable fashion brands?</p> <p>RQ2: What is the mediating role of message authenticity in the relationship between sponsorship status and purchase intention?</p>	<p>The study found that sponsored posts by social media influencers significantly increase consumer engagement, with verified status also positively impacting engagement. Sponsored posts influence consumers' purchase</p>

		<p>RQ3: How does the benefits association (self-benefit vs. other-benefit) of Social media influencer-generated posts moderate the effects of sponsorship status on consumer outcomes?</p> <p>H1: Social media influencer posts significantly affect the intention to purchase, such that nonsponsored posts lead to a higher intention to purchase than sponsored posts.</p> <p>H2: Message authenticity mediates the effect of Social media influencer posts on purchase intention, such that non-sponsored posts lead to higher message authenticity than sponsored posts.</p> <p>H3: Benefit association moderates the effect of sponsorship such that for sponsored Social media influencer posts, benefitting messages result in higher (a) message authenticity and (b) purchase intention.</p> <p>Key Concepts: = Social media influencer = Sustainability communication = Sustainable fashion = Message appeal</p>	<p>intentions for sustainable fashion brands but are often perceived as advertisements, affecting their persuasiveness. Authentic messages mediate the relationship between sponsorship status and purchase intentions, leading to higher purchase intentions. Additionally, self-benefit messages are more persuasive in encouraging sustainable choices than other messages. These findings highlight the importance of considering sponsorship status, message authenticity, and benefits association in crafting effective Social media influencer campaigns for promoting sustainable fashion brands.</p>
17	Kong, H. M., Witmaier, A., & Ko, E. (2021)	<p>RQ1: How do cultural, economic, environmental, and social sustainability claims on social media affect brand attitudes, electronic word-of-mouth (eWOM), and purchase intentions regarding luxury and non-luxury fashion brands among South Korean and German consumers?</p> <p>H1: Consumer perceptions of brand efforts for sustainability will positively influence a) brand attitudes, b) eWOM, and c) purchase intentions.</p> <p>H2: Brand attitude more strongly mediates the effect of sustainability perception for purchase intention rather than eWOM.</p> <p>H3: Sustainability perception has a more substantial impact on brand attitude and consumer behaviour for non-luxury rather than luxury brands.</p> <p>H4: Trust negatively moderates the relationship between sustainability perception and brand attitude.</p> <p>H5: Marketing claims focused on environmental sustainability rather than economic, social, and cultural sustainability will more strongly influence a) brand attitudes, b) eWOM, and c) purchase intentions.</p>	<p>The study found that perceived sustainability positively influences brand attitude, but increased sustainability perceptions can lead to more unfavourable attitudes for consumers with high trust levels. Trust strongly affects brand evaluation, while sustainability perception plays a minor role in encouraging social media sharing. Non-luxury brands benefit more from increased sustainability perceptions regarding purchase intentions, while luxury brands benefit more from economic and social sustainability information for electronic word-of-mouth (eWOM). In South Korea, sustainability perception did not significantly affect brand evaluations, and luxury brands risk diluting brand attitudes when advertising economic sustainability. Overall, sustainability claims positively influence brand evaluations,</p>

		<p>H6: Sustainability perceptions about luxury and non-luxury brands will be more persuasive for individualistic German consumers than collectivist South Korean consumers.</p> <p>Key Concepts: = Social media communication = Sustainability = Luxury brands</p>	<p>but trust and brand luxury moderate these effects, highlighting the importance of considering cultural, economic, environmental, and social factors in social media marketing strategies for sustainable fashion brands.</p>
18	Salem, S. F., & Alanadoly, A. B. (2021)	<p>RQ1: How do the Big Five personality traits influence social media activities related to sustainable fashion?</p> <p>RQ2: How do social media activities impact eco-friendly behaviour and environmental concerns for fashion production?</p> <p>RQ3: How do eco-friendly behaviour and environmental concerns for fashion production influence word-of-mouth (WOM) towards sustainable fashion?</p> <p>H1: Individuals with high agreeableness (Agr) positively related to social media activities (SM).</p> <p>H2: Individuals with high levels of conscientiousness (Con) are negatively related to social media activities (SM).</p> <p>H3: Individuals with high levels of extraversion (Ext) positively related to social media activities (SM).</p> <p>H4: Individuals with high levels of openness to experience (Ope) are related to social media activities (SM).</p> <p>H5: Individuals with high levels of neuroticism (Neu) are related to social media activities (SM).</p> <p>H6a: Individuals with high social media activities (SM) are positively concerned about eco-friendly behaviours (Ecof).</p> <p>H6b: Individuals with high social media activities (SM) are positively concerned about environmental and sustainable fashion (Envf).</p> <p>H7: Individuals concerned about eco-friendly behaviours (Ecof) will use WOM positively to spread information about sustainable fashion.</p> <p>H8: Individuals with high concern for environmental and sustainable fashion (Envf) will use WOM positively to spread information about sustainable fashion.</p> <p>Key Concepts: = Big Five personality traits = Social media = Word-of-mouth</p>	<p>The study found that agreeableness, extraversion, and openness to experience are positively associated with social media activities, while conscientiousness and neuroticism are not. Social media activities strongly correlate with eco-friendly behaviour and environmental concerns for fashion production. Additionally, individuals concerned about the environment are more likely to use word-of-mouth (WOM) to promote sustainable fashion. These findings suggest that fashion companies can leverage social media and WOM to encourage eco-friendly practices and enhance brand loyalty by understanding the personality traits of their target audience.</p>

		= Sustainable Fashion	
19	Son, J., Nam, C., & Diddi, S. (2022)	<p>RQ1: How do perceived information and emotions related to sustainability practice messages influence consumers' attitudes toward these messages?</p> <p>RQ2: How do these attitudes affect social interaction with other consumers on social media?</p> <p>H1: Perceived information significantly influences (a) attitude and (b) social interaction.</p> <p>H2: Perceived positive emotion significantly influences (a) attitude and (b) social interaction.</p> <p>H3: Perceived negative emotion significantly influences (a) attitude and (b) social interaction.</p> <p>H4: Attitude has a significant influence on social interaction.</p> <p>Key Concepts: = Social media = Sustainability practices = Sustainable fashion</p>	<p>The study found that perceived information does not significantly influence attitudes toward sustainability practice messages but positively impacts social interaction. Positive emotions significantly influence attitudes but not social interaction, while negative emotions negatively influence attitudes and positively impact social interaction. Additionally, attitudes toward sustainability practice messages significantly influence social interaction. These findings suggest that positive and negative emotions are crucial in shaping attitudes and social interactions related to sustainable apparel messages on social media.</p>
20	Testa, D. S., Bakhshian, S., & Eike, R. (2021)	<p>RQ1: What messaging practices are utilised by fashion brands to engage with consumers?</p> <p>RQ2: What messaging practices are utilised by fashion brands to engage consumers with sustainability?</p> <p>RQ3: How are consumers engaging with sustainable messages from fashion brands?</p> <p>Key Concepts: = Sustainability = Social media = Consumer engagement</p>	<p>The study found that different strategies are effective for engaging consumers with sustainable fashion brands on Instagram. Fashion was the most prevalent theme, but Lifestyle posts received the highest engagement for sustainable fashion brands (SFB), with Environmental Sustainability also showing high engagement. Single photo posts garnered the most engagement across all brand types, while videos were particularly effective for sustainable messages. Consumers responded more to new, exciting posts outside their zone of familiarity. Brands like Eileen Fisher and Reformation had the highest engagement among SFBs, focusing on Fashion and Lifestyle, while Alo Yoga and Re/Done led among sustainably aware brands (SAB) with themes around Fashion, Lifestyle, and Social</p>

			Sustainability. These findings suggest that brands should focus on aesthetically pleasing and exciting posts, use single photo or video formats, and present sustainable messages uniquely to maximise engagement.
21	Vladimirova, K., Henninger, C. E., Alosaimi, S. I., Brydges, T., Choopan, H., Hanlon, M., Iran, S., McCormick, H., & Zhou, S. (2024)	<p>RQ1: Who and in which ways can influence consumers on social media to engage with more sustainable fashion consumption practices?</p> <p>Key Concepts: = Social media = Sustainable fashion = Fashion industry = Influencer</p>	The study found that social media (SM) has a dual role in fashion consumption, encouraging overconsumption and promoting sustainable alternatives. SM influences sustainable fashion through publicity, transparency, education, engagement, and trust. Brands use SM marketing strategies to engage consumers, with sustainable brands receiving less engagement on sustainability posts than mainstream brands. Positive electronic word of mouth (eWOM) and user-generated content (UGC) improve brand image and sales. Influencers significantly impact purchasing behaviour, with trustworthiness and attractiveness enhancing followers' intentions to buy sustainable products. SM also serves as a platform for activism, promoting sufficiency and minimalism. Most studies focus on the Global North, highlighting a need for more research in the Global South. There is a lack of research on non-brand-related communications, NGO roles, and traditional media's influence on sustainable fashion consumption.

An outline of the key theoretical models analysed in the reviewed literature is presented in Table 12, drawn from the SLR database. Highlighting the commonness of critical concepts, central themes, and literature volume, the table offers valuable insight. The term commonness denotes how often particular concepts appear across the reviewed literature. Critical points, key concepts, or keywords connect and define the articles. Table 11 presents the total number of literature sources.

The analysis uncovers prominent vital concepts that could be relevant to the study, correlating the frequency, key concepts, and number of literature sources with the 21 articles reviewed. Key concepts with the highest mentions are “social media” (9 articles), “sustainable fashion” (8 articles), “sustainability” (4 articles), “purchase intention” (3 articles), followed by “fast fashion” (2 articles), “social media influencer” (2 articles), “influencer” (2 articles), and “influencer marketing” (2 articles). The other 43 key concepts appear less periodically but still hold significant importance. The common occurrence of fundamental concept focal points is a strong connection between scrutinising social media platforms and renewable consumption efforts within the fashion industry.

TABLE 12: Main Theoretical Models Examined in the Reviewed Literature

Frequency	Key Concepts	No. of Literature	Frequency	Key Concepts	No. of Literature
1	Ascribed responsibility	(1)	1	Microfibre pollution	(6)
1	Big Five personality traits	(18)	1	Non-luxury fashion marketing	(10)
1	Consumer behaviour	(7)	1	Organic apparel	(13)
1	Consumer engagement	(20)	1	Perceived consumer effectiveness	(2)
1	Consumer perspective	(6)	1	Purchase behaviour	(5)
1	Consumers	(4)	3	Purchase intention	(2), (3), (5)
1	Consumption values	(1)	1	SMEs	(10)
1	Customer behavioural engagement	(10)	9	Social media	(8), (9), (10), (11), (13), (18), (19), (20), (21)
1	Customer relationship management	(8)	1	Social media communication	(17)
1	Customer retention orientation	(8)	2	Social media influencer	(15), (16)
1	Environmental activism	(3)	1	Social media marketing	(14)
2	Fast fashion	(11), (12)	1	Status	(13)
1	Fashion	(9)	1	Sustainable apparel	(11)
1	Fashion industry	(21)	1	Sustainable clothing	(2)
1	Fashion influencers	(12)	8	Sustainable fashion	(3), (7), (12), (14), (15), (16), (19), (21)
1	Fashion Marketing	(14)	1	Sustainable knowledge	(6)
1	Flow experience	(1)	1	Sustainable luxury brand	(1)
1	Generation Z	(5)	4	Sustainability	(4), (13), (17), (20)
1	Green apparel	(5)	1	Sustainability communication	(16)
1	Green marketing	(13)	1	Sustainability practices	(19)
1	Green psychological benefits	(5)	1	Technology	(9)
1	Institutional theory	(15)	1	Theory of planned behaviour	(11)
2	Influencer	(13), (21)	1	Voluntary simplicity	(3)
2	Influencer marketing	(12), (14)	1	Word-of-mouth	(18)
1	Luxury brands	(17)	1	Young consumers	(10)
1	Message appeal	(16)			

FIGURE 3: Finding Summary

FINDING SECTION	PRIMARY THEME	SUB-THEME
4.2	Social Media Platforms and Sustainable Fashion Consumption	<ul style="list-style-type: none">- Positive and Negative Effects,- The Role of Information Sharing,- Platform-Specific Dynamics,- The Influence of Social Media Personalities
4.3	Social Media Marketing Strategies Used by Fashion Brands	<ul style="list-style-type: none">- Social Media Marketing Features- The Significance of User-Generated Content- The Influence of Social Media Personalities- Purchasing Impacts
4.4	Non-branded Fashion Messaging and Its Influence on Consumer Behaviour	<ul style="list-style-type: none">- Consumer-Driven Movements- Green Marketing- The Impact of Influencers and Celebrities

4.2: Users of Social Media and Sustainable Fashion Consumption

Twenty-one works of literature selected from databases hold a significant portion of the analysis that concentrates on the role of social media users in shaping consumer behaviour related to sustainable fashion consumption. Targeting digital media, particularly social media, has the potential to steer consumers toward ethical fashion choices and practices, even though general media also impacts consumer behaviour. Conversely, consumers overindulge and over-purchase sustainable pieces from fashion BPS (Aggarwal et al., 2024). Examining social media influencers reveals that sustainable consumption intentions can yield both advantageous and adverse effects on consumers' ethical behaviour in the fashion sector. The eight primary functions of social media platforms are public exposure, willingness to be open, knowledge, engagement, customer relationship management, online gathering interaction, trustworthiness, and empowerment—driving possible impact on fashion consumption around sustainability (Vladimirova et al., 2023). A fundamental way social media impacts consumer behaviour is by allowing for information sharing and fostering dialogue on sustainability topics among users (Vladimirova et al., 2023). Using social media to drive sustainable consumption in the fashion world primarily aims to motivate customers to choose sustainable items from conscientious fashion BPS. Engaging with less-informed consumers by disseminating sustainability insights and information enhances awareness and encourages interaction across various demographic segments (Aggarwal et al., 2024; Vladimirova et al., 2023).

Networks commonly known as Facebook, Instagram, and TikTok make up the social media landscape, each conveying sustainability in its distinct manner. To attract consumers to sustainable fashion, content from social media must convey valuable insights. In contrast, similar messages may be shared on different platforms, which are moulded through distinct styles, designs, and copywriting (Lee & Fiore, 2023; Senanu et al., 2023; Weller, 2016). Hashtags like TikTok are broadly used on social media, whereas hashtags are not as commonly associated on Facebook. Adding more hashtags to social media posts, such as the TikTok platform, can enhance awareness and engagement, whereas distributing detailed sustainability content on social media platforms such as Instagram fosters an exclusive connection that may not have the same impact on social media platforms such as TikTok ((Yeeun) Huh & Kim, 2024; Rütelionè & Bhutto; Trunfio & Rossi, 2021). TikTok mainly claims to develop audiences, especially Generation Z, while the social media platform Facebook draws in users from a mass spectrum of age groups ((Yeeun) Huh & Kim, 2024; Rütelionè & Bhutto, 2024; Senanu et al., 2023). Highlighting the specific rate each social media platform bears to driving a consequential concussion requires forbearing how social media should operate. To encourage sustainable consumption in the fashion industry, social media platforms leverage the considerable reputation of influencers and celebrities, offering a powerful means to shape consumer behaviour (Haines et al., 2023; Jacobson & Harrison, 2021; Kaivonen et al., 2024; Kapoor et al., 2022).

4.3: Social Media Fashion BPS-Related Communication Strategies

Recognised as a critical theme in the literature review and across the 21 articles, SMMA provides a practical approach for fashion brands to target consumers, focusing on social media users. The components of SMMA consist of Entertainment, Customisation, Interaction, Trendiness, and Electronic Word-of-Mouth (Banerji & Singh, 2024; Ibrahim, 2021; Ibrahim et al., 2020; Panigyrakis et al., 2019; Son et al., 2022). By advancing considerable customer engagement, SMMA enables the exploration of different factors influencing social media's sustainable fashion consumption. This examines how the platforms and the activities influence consumer behaviour. This strategy delves into brand communication approaches, especially in direct consumer interactions.

Engaging with social media communities and uninterrupted brand-to-consumer communication, nurturing consumer attitudes, and aiding loyalty. Well-executed social media communication aids consumers in reinforcing proper self-image (Khamis et al., 2016; Yang et al., 2024). Leveraging social media channels to engage with consumers elevates engagement compared to traditional direct brand communication. The power of electronic word-of-mouth and user-generated content often catalyses this level of engagement (Panigyrakis et al., 2019; Salem & Alanadoly, 2020; Santos, 2021; See-To & Ho, 2014). People with

extroverted personalities and a willingness to embrace new experiences often share electronic word-of-mouth about sustainable fashion (Salem & Alanadoly, 2020). Heightened engagement, characterised by high-quality posts and influencer-driven inspiration, usually results from user-generated content driven by social responsibility, personal expression, and a sense of community connection (Santos, 2021). Electronic word-of-mouth and user-generated content heavily sway audience engagement in social media marketing.

Social media marketing has an element that can become quite crucial at times; social media influencers significantly impact target audiences or demographic consumption behaviours. The influence or impact can occur when genuine and persuasive methods are applied, making social media influencers believe in creating more for brands and be recognised for those actions (Jacobson & Harrison, 2021). Recognising and sharing those values to promote sustainability will generate more excellent value and make social media influencers' influence unbeatable (Jacobson & Harrison, 2021). For social media influencers to create any influencing power, there needs to be a creation of trustworthiness and appeal in any BPS; this will strengthen BPS reimbursement and encourage purchase intentions (Antunes et al., 2023; Campos et al., 2022). The influence of vanity on consumer behaviour and associated ethical concerns are widely acknowledged. Influencers contribute to increasing purchasing intentions for general and sustainable fashion, with research highlighting the role of social media vloggers in shaping worthwhile sightings of sustainable fashion BPS (Antunes et al., 2023; Campos et al., 2022; de Lenne & Vandenbosch, 2017; Han et al., 2024; Rütelionè & Bhutto, 2024).

4.4: Non-BPS Social Media Fashion Messaging

Discussions around fashion communication, minimalism, sufficiency, and anti-consumption have surged on non-branded or non-BPS social media, fueling consumer-led movements promoting smatter consumption magnitude (Aggarwal et al., 2024). Female-led influencers spearhead the Zero Waste movement, encouraging reduced consumption to limit waste (Vladimirova et al., 2023; Yan et al., 2020). Phrases like “green marketing,” “green influencers,” and “organic apparel” emphasise the pivotal character influencers have in fostering activism and societal transformation ((Yeeun) Huh & Kim, 2024; de Lenne & Vandenbosch, 2017; Kang & Kim, 2017; Rütelionè & Bhutto, 2024; Son et al., 2022). During almost ten years of social media-driven sustainable fashion advocacy, critics have pointed out the delayed integration of sustainability and climate equity into messaging strategies.

Celebrities and influencers promote sustainable living through non-branded products or services like social media fashion messaging. With the vast social media reach, attention is drawn to fashion

sustainability issues. While celebrities can be strong exponents, numerous sustainable fashion influencers lack celebrity ranks (Kapoor et al., 2022). Research discloses that "pioneers, " discoverers, consider personal well-being and style vital in uniting the separation around fashion and sustainability (Kong et al., 2021). For reasonable and inventive motives, consumers gravitate toward collaborative consumption, like closet sharing, while aiming to amplify the social media presence (Son et al., 2022).

4.5: Sustainable Consumption Practices Frameworks and Social Media Platforms Elements

Section 4.5 delves into the relationship between social media platforms and sustainable consumption practices constructs found in the 21 analysed studies, evaluating the adequacy, highlighting gaps, and recommending directions for upcoming research.

To grasp the connection around sustainable consumption practices and social media platforms in fashion, there are key primary factors to analyse the 21 pieces of literature screened and included in the SLR—the examination aimed to pinpoint influences affecting social media consumers' adoption of added sustainable fashion consumption behaviours. In the study, details and insights from individual literature pieces from selected databases help address gaps and bring information and insights together, strengthening the focus on the research question. To have a profound apprehension of fashion industry knowledge, current literature illustrates how information or insights can bridge gaps, causing an impact/influence. Findings on sustainable consumption practices and social media platforms within the industry serve as the empirical basis for conclusions and implications.

There was an emphasis on social media-driven sustainable behaviours around the articles selected and reviewed and how multiple topics were covered from the selected literature. However, some studies delved into related themes, including the customer journey. The analysis provided information and data on how social media-driven sustainable fashion marketing affects consumer intentions and purchasing behaviours (Antunes et al., 2023; Campos et al., 2022). The findings revealed a relatedness allying sustainable fashion and luxury brands, indicating that impactful, sustainable marketing is frequently associated with luxury fashion brands (Aggarwal et al., 2024; Kong et al., 2021; Senanu et al., 2023). The research explored aspects such as the impact of sustainability communication and target demographics traits, focusing on the roles in fostering sustainable consumption behaviours in consumers (Kong et al., 2021; Shao, 2023; Testa et al., 2021). The spotlight was on a younger demographic, with a distinct emphasis on Generation Z ((Yeeun) Huh & Kim, 2024; Antunes et al., 2023; Rütelionè & Bhutto, 2024; Tirocchi, 2024). The most cited conceptual framework was TPB (theory of planned behaviour), which is a

conceptual framework investigating the links between sustainable consumption practices and social media platforms (Senanu et al., 2023).

Exploring the link among critical frameworks, elements, or concepts in this study helps pinpoint potential gaps and construct a framework to tackle the research question while guiding future research toward areas that may need further exploration.

CHAPTER 5: Discussion

Using an SLR, this study explored the role of social media platforms in developing consumer adoption of sustainable consumption within the fashion industry. The indicated chapter introduces the main research question aligned with the objective.

RQ: How do various forms of influence impact social media consumers in adopting more sustainable fashion consumption practices?

Adherence to settled obligation and maintaining study precision was achieved by employing the “Preferred Reporting Items for Systematic Reviews and Meta-Analyses” (PRISMA) criteria (**FIGURE 2: PRISMA Flowchart**), which covered keywords, subject relevance, timeframe, language, article quality, and methodology (Stovold et al., 2014). An initial number of 769 articles and 21 empirical studies that adhered to the inclusion criteria were constructed through a meticulous election operation. Following a detailed review, the selected studies or operations were considered suitable for inclusion in the serial search to explore the exchange between social media platforms and sustainable consumption practices within the fashion sector (**Table 10: Finalised Selected Social Media and Sustainable Fashion Literature (All Journal Articles)**).

5.1: Systematic Literature Method Review

The methodological framework outlined in this chapter is fundamental to grasping the structure of the systematic literature review approach. The SLR method could be a structured framework for comprehensively compiling and analysing current research (Okoli & Schabram, 2010). During the methodology, a transparent and logical approach was applied, which helps to ensure bias is reduced or even entirely removed and ultimately strengthens the credibility of the findings for this current study. The approach supports an extensive review of the literature while identifying gaps and suggesting avenues for future research (Okoli & Schabram, 2010). Establishing the credibility of the evidence is essential to uphold the validity of the conclusions (Okoli & Schabram, 2010). Choosing robust studies ensures the review is enlightened in trustworthy and valid research. The authenticity of the outcomes was guaranteed by carefully assessing the methodology and findings of each article presented (Okoli & Schabram, 2010).

A key focus of the review was to deliver an impartial summary of the findings, ensuring a fair representation of the literature and passing selective data presentations that could introduce bias (Okoli & Schabram, 2010). Impartiality reinforces the review's credibility and guarantees a fair depiction of the field. Adhering to the PRISMA “Preferred Reporting Items for Systematic Reviews and Meta-Analyses” focused on the structured approach and PRISMA, leading to the guidelines for the structured and

transparent review framework (Stovold et al., 2014). As a roadmap for the review, this framework supported every phase, from planning and implementation to presenting results (Stovold et al., 2014). PRISMA method maintained a high standard of rigour and facilitated a transparent and emulated methodology. Focusing on database selection and selecting the appropriate databases was a critical factor in achieving a full review of the literature. Databases with protracted peer-reviewed articles relevant to the field were arranged during selection (Rethlefsen et al., 2021). For a large variety of literature resources, selecting an option where strategic entry needs to be provided is essential to broadening the reach of the review.

A systematic and thought-out approach is applied during the screening and evaluation process to ensure a smooth, effective identification of each relevant article used. A dual-review system was adopted to diminish intolerance of favouritism, involving independent evaluations by two reviewers for article inclusion (Rethlefsen et al., 2021). Exceedingly relevant resources or scholarships could be incorporated into this research's analysis or process by meticulous interpretation alone. Known as the recency of data, it is essential to utilise the most current data that was perceived, given the dynamic progression of the field (Rethlefsen et al., 2021; Stovold et al., 2014). To ensure the findings remain relevant to modern discussions in the field, recent or current studies were prioritised to understand the current ranking of research. Moving forward to the keyword and search strategy, a well-designed keyword and search strategy is employed to include a broad segment of relevant terms, ensuring a thorough collection of articles (Stovold et al., 2014). Employing general and precise keywords allowed for a detailed literature inspection, resulting in the discovery of multi-diverse, informative studies. Article identification followed the predefined inclusion and exclusion rules to warrant consistency and relevance. Articles meeting strong standards were considered in the final analysis by carefully filtering systematically (Rethlefsen et al., 2021; Stovold et al., 2014). Explicit inclusion and exclusion criteria were fundamental in keeping the review targeted and relevant. By setting precise criteria, the chosen studies were guaranteed to be significant and of superior methodological essence. The selection process is based on peer-reviewed scholarships plus the importance of upholding the potency of research outcomes. As a vital quality oversight measurement, peer review ensures that research is thoroughly examined by researchers or philosophers in a similar discipline (Rethlefsen et al., 2021; Stovold et al., 2014). The reliability of the systematic review is significantly strengthened by focusing on peer-reviewed sources.

The systematic approach makes an informative examination around techniques used during the literature review measure possible, emphasising the significance of particular aspects in constructing a credible and robust inquiry.

5.2: Finding Analysis & Frameworks

To deliver a detailed examination of the exchange between social media practices and sustainable consumption practices in the fashion industry, the portion consolidates the outcomes of the SLR. Enhanced comprehension of social media's impact on sustainable fashion consumption, conversing strategy strength, and long-term consumer behaviour dynamics is achieved by analysing the primary grouping from the literature.

5.2.1. Social Media and Sustainable Fashion Consumption

As the findings propose, social media exerts a powerful influence on sustainable fashion habits, driving user acts in both constructive and harmful directions. Research has shown that social media platforms can share information and build community by inspiring consumers to adopt ethical fashion behaviours (Aggarwal et al., 2024; Vladimirova et al., 2023). This contradiction prompts essential questions regarding the true impact of the platforms on promoting authentic sustainable consumption.

“Eight core roles of social media in shaping sustainable consumption practices were highlighted in the literature: publicity, transparency, education, engagement, customer relations, social interaction, trust, and empowerment” (Vladimirova et al., 2023). The functions emphasise the potential of social media to act as a dominant platform for expanding awareness and recognition of sustainability concerns and guiding knowledgeable consumer outcomes. With affluent optical content, platforms like Instagram help discipline users on sustainable fashion, while Facebook's community-driven features promote conversations that strengthen trust and magnify users (Lee & Fiore, 2023; Senanu et al., 2023; Weller, 2016; Vladimirova et al., 2023). The reviewed information demonstrates that sustainability writing is customised for each platform, sharpening the must-have of a solid subject matter method (Santos, 2021). social media platform, known as TikTok, has a hashtag-centric approach that enhances interaction and engagement among younger demographics, surprisingly Gen Z, who prefer engaging, perceptibly appealing posts or stories ((Yeeun) Huh & Kim, 2024; Rütelioné & Bhutto, 2024; Senanu et al., 2023). Unlike other platforms, Instagram's content narrative method tools facilitate a richer consideration of sustainability, offering a distinctive connection with divergent audiences ((Yeeun) Huh & Kim, 2024; Aggarwal et al., 2024; Rütelioné & Bhutto; Trunfio & Rossi, 2021; Vladimirova et al., 2023). Holding on to social media platform-specific refinements is a primary matter for organisations with BPS looking into strapping social media's potential movement to guide sustainable consumption.

5.2.2. Fashion BPS Communication Strategies

As demonstrated by the findings section, SMMA proves to be central to developing impactful communication strategies in the fashion sector. Entertainment, Customisation, Interaction, Trendiness, and Electronic Word-of-Mouth, the core pillars of SMMA, were identified as critical for imprisoning the notice concerning social media users (Banerji & Singh, 2024; Ibrahim, 2021; Ibrahim et al., 2020; Panigyrakis et al., 2019; Son et al., 2022). By fostering engagement through audiences, these elements help organisations more efficiently address and adapt to the intricacies of consumer behaviour.

Organisations can shape favourable consumer perceptions and encourage long-term loyalty through unambiguous interaction with social media communities (Khamis et al., 2016; Yang et al., 2024). Engagement is greatly amplified through electronic word-of-mouth and user-generated content, which could be essential in fostering trusting qualities plus the feeling of authenticity (Panigyrakis et al., 2019; Salem & Alanadoly, 2020; Santos, 2021; See-To & Ho, 2014). A marketing pathway centred on community engagement is essential, as those willing to embrace new experiences are often high-functioning participants in electronic word-of-mouth about sustainable fashion (Salem & Alanadoly, 2020).

Studies reveal that social media influencers advocate for BPSs and sustainability resourcefulness in an understandable, matchable, and authentic way, deepening the substantial impact on shaping consumer actions (Jacobson & Harrison, 2021). Trustworthiness intensifies the proper effect, increasing satisfaction towards brands and influencing consumers' purchase intentions (Antunes et al., 2023; Campos et al., 2022). Thoughtful attention is required for ethical concerns surrounding influencer marketing, especially the probable deception of consumers through pretension benchmarks. Influencers play a crucial position in fostering eco-friendly consumer choices, as evidence suggests significant improvements in the perceptions of sustainable fashion (Antunes et al., 2023; Campos et al., 2022; de Lenne & Vandenbosch, 2017; Han et al., 2024; Rütelioné & Bhutto, 2024).

5.2.3. Non-BPS Fashion Communication

Social media's increasing focus on non-branded or non-BPS fashion communication marks a pivotal transformation in addressing and advocating sustainability. Promoting more restrained consumption practices aligns with consumer-driven movements focusing on minimalism, sufficiency, and reducing consumption (Aggarwal et al., 2024). The power of social media in driving activism, such as social change and encouraging sustainable lifestyles, which will create a positive space, is evident through influencer-led evolution like Zero Waste (Vladimirova et al., 2023; Yan et al., 2020).

By tapping into the broad capacity of influencers and celebrities, as well as non-branded products and even services, communication strategies effectively spotlight sustainability controversies in fashion. Many famous people in social places are not traditional celebrities, yet celebrity endorsements remain a potent tool for spreading directive influence. By coupling fashion and environmental heedfulness, the "pioneers" known as "famous people" or "celebrities" advertise sustainability by focusing on personal styling and the well-being of lifestyle (Kapoor et al., 2022; Kong et al., 2021; Son et al., 2022). Consumers seeking innovative and budget-friendly sustainable fashion are increasingly turning to practices like collaborative consumption, including clothes sharing from individual consumers' closets.

5.2.4. Consumer Behaviour

Looking into the broad impact of social media marketing requires gaining insight into consumer behaviour toward fashion that's sustainable. Online celebrities contribute a climacteric part in shaping consumer behaviour, as the findings section reveals, with any kind of endorsement primarily increasing the intention to purchase (Antunes et al., 2023; Campos et al., 2022; Khuong An et al., 2024; Salem & Alanadoly, 2020). Audiences or consumers resonate with the authenticity and relatability of social media influencers, amplifying the impact of sustainability advocacy (Park et al., 2021; Rütelioné & Bhutto, 2024; Tirocchi, 2024).

Integrating social media platform elements with a sustainable consumption practice framework demonstrates that well-executed sustainability correspondences precisely impact consumer behaviour actions and intentions. The research areas highlighted how social media marketing strategies weigh consumer attitudes and popularise sustainable consumption habits, using the TPB as a treasurable structure (de Lenne & Vandenbosch, 2017).

5.3: PART ONE: Digital Social Change Impacts

Gaining clarity on how social media vessels influence towards consumers to embrace more vigorous sustainable fashion habits is achieved by understanding the rapport between social media advances and sustainable fashion consumption. Particular generations are notably altered by social media, which strongly contours consumer behaviour. Buyers in the digital landscape vigorously engage with and contribute to BPS across diverse social media channels, going beyond mere consumption (Kong et al., 2021; Senanu et al., 2023; Testa et al., 2021). With tools for fast evaluation from consumers and data allocating distribution, social media platforms create an interactive space that encourages adopting sustainable fashion consumption practices online (Yang et al., 2024).

Social media contributes significantly to shaping strong sustainability practices within the fashion industry, a vital component of the digital world. Consumers use social media platforms to contribute intelligence, experiences, and suggestions, shaping one another's views on sustainable BPS and broadening a culture centred around sustainability (Aggarwal et al., 2024; Asterhan & Bouton, 2017; Rütelionė & Bhutto, 2024). Conclusive approaches to green BPSs are adequately constructed through electronic word-of-mouth, which drives consumer adoption (Ibrahim, 2021; Salem & Alanadoly, 2020).

To boost eco-friendly performance, social media sustainability supporters leverage assorted patterns of significance, such as minority, informational, and normative social influence (Haines et al., 2023; Wood et al., 1994). By forming a sensibility of community and striving for effective, sustainable practices, the supporters drive others to embrace related behaviours. As consumer awareness of fast fashion's environmental impact grows, the effect of social media becomes even more pronounced. By educating and guiding users such as consumers, social media reassures sustainable options and permits individuals to drive adjustment (Vladimirova et al., 2023; Wang et al., 2019). Promoting the adoption of sustainable practices among individual consumers through this engagement also stresses that BPSs should enforce extra sustainable measures to align with consumer expectations.

Peer recommendations, informational cues, and social pressures serve as powerful influences that shape social media consumers' maintenance of sustainable fashion consumption practices (Aggarwal et al., 2024; Asterhan & Bouton, 2017; Haines et al., 2023; Ibrahim, 2021; Rütelionė & Bhutto, 2024; Wang et al., 2019; Vladimirova et al., 2023; Wood et al., 1994). By tapping into these influences, social media guides consumer behaviour and creates a community that promotes sustainability in the fashion sector.

5.4: PART TWO: Influencer Influence Impacts

Unlike everyday users, social media influencers can discover a significant impact, composing BPS correlations and trends in ways others cannot. Comparably, celebrities depend on expertise to enhance collaborations with BPS. Integrating social media influencers into the sustainable fashion space gives rise to a new wave of sustainable fashion influencers. By supportive, sustainable fashion choices as a style of living shift, fashion industry influencers outline consumer ways of acting and observation recognition, particularly impacting followers' sense of self and identity, commonly known as self-perception (Khamis et al., 2016; Son et al., 2022). Through influence on social media, sustainable fashion countenances are instrumental in driving eco-conscious consumption behaviours or ways of acting from a consumer or an organisation. Authenticity is at the core of sustainable fashion influencers, both micro and macro, as there's an advocate for practices such as garment substitutes, clothing rentals, and second-hand shopping

to encourage sustainable choices (Antunes et al., 2023; Haines et al., 2023; Jacobson & Harrison, 2021; Park et al., 2021; Shrivastava et al., 2021; Tirocchi, 2024; Vladimirova et al., 2023).

By collaborating with sustainable BPS, social media influencers endorse to extensive audiences, using platforms to highlight the way of green living, which can often emphasise sustainable living (Jacobson & Harrison, 2021; Kaivonen et al., 2024; Park et al., 2021; Tirocchi, 2024). With smaller audiences but surpassing engagement and awareness rates, smaller online content creators could be distinguished as trustworthy, authentic plus, accessible or relatable to specific followers (Park et al., 2021). With extensive audiences, macro content creators (such as influencers) detain significant sway, enabling them to build repercussions and drive sustainable practices effectively (Ashley & Tuten, 2014; Asterhan & Bouton, 2017; Saquete et al., 2022). The interest in following someone highlights the influence, and the quality of demographic reach shapes the status of an social media influencer. A key aspect of influencers' impact on social media consumers lies in the ability to shape self-perception. Consumers experience increased self-perception when close beliefs and values match the messages influencers convey on social media (Jacobson & Harrison, 2021; Santos, 2021). The partnership between influencers and sustainable lifestyle BPS motivates consumers to make sustainable fashion choices, enhancing awareness and promoting a transition to eco-conscious living.

Features of SMMA known as entertainment, customisation, interaction, trendiness, and electronic word-of-mouth—are analysed in the study for a critical personification in conditioning consumer attitudes and behaviours (Banerji & Singh, 2024; Ibrahim, 2021; Ibrahim et al., 2020; Panigyrakis et al., 2019; Son et al., 2022). The findings emphasise SMMA as a robust framework for promoting higher adoption of sustainable fashion amid social media targets. The pressure of sustainable fashion influencers enormously boosts social media consumers to adopt sustainable consumption practices. Customisation and interaction are the central activities within the SMMA framework that facilitate a strong effect. By enabling consumers to personalise an engagement and align with sustainable BPS behaviours, online creators release a deciding role in customisation, executing the attitudes of social media users (Kang & Kim, 2017; Panigyrakis et al., 2019; Son et al., 2022).

For customisation to succeed within the SMMA framework, social media consumers must hold sustainability morals and ethics aligned with the fashion industry, enabling more robust and enhanced bonds between users and sustainable BPS (Kang & Kim, 2017; Panigyrakis et al., 2019; Son et al., 2022). Fostering meaningful exchanges between social media users to assist sustainable practices, interaction—centred on micro-influencers and overall authenticity—is a vital component of the SMMA framework (Banerji & Singh, 2024; Panigyrakis et al., 2019; Testa et al., 2021). When sustainable BPS

facilitates meaningful consumer debates, social proof and peer influence strengthen, naturalising behaviour shifts and driving variations through social influencers. By forming a sustainability-driven community, expressive, confident behaviours can be strengthened, adequately inspiring consumers from social media to enlist in further sustainable fashion consumption practices.

5.5: PART THREE: Engagement Impacts

Driving social media consumers toward extra sustainable fashion consumption behaviours or acts involves focusing on engagement and exploring how communities are influenced in various ways. Sustainably, consumer engagement is heavily swayed by the dynamics within different styles of communities. Sustainable fashion BPS can inspire consumers to partake in meaningful exchanges and energies centred on sustainability by cultivating a solid feeling of community (Kuvykaitė & Tarutė, 2015). Associating with any community can advance mutual experiences, encouraging more outstanding consumer commitment to sustainable fashion (Vivek et al., 2012). Whether from consumers or BPS, engagement is a multifaceted factor encompassing cognitive, emotional, and behavioural elements (Ma et al., 2022; Son et al., 2022). Each multifaceted aspect distinctly forms how consumers interconnect with BPS and carry greener fashion habits.

Cognitive engagement pertains to how consumers analyse and understand sustainability-related information. Enhancing consumer understanding of sustainability matters, boosting awareness and recognition, and developing or forming attitude manners toward eco-friendly fashion are potent outcomes of educational content (Dolan et al., 2019; Ma et al., 2022; Son et al., 2022; Stepaniuk, 2015). By giving beneficial and worthy insights, BPS can enable consumers to generate abreast decisions, increasing the adoption of sustainable practices. Through emotional engagement, sustainable fashion brands can establish meaningful reputations with consumers. Narrative social media content and shared values and beliefs help form bonds, encouraging a more substantial pledge towards sustainability (Dolan et al., 2019; Ma et al., 2022; Rūteliūnė & Bhutto, 2024; Stepaniuk, 2015). Attachments towards a sustainability-focused community or environment can inspire consumers to match behaviours with personal values, making consumers more likely to embrace sustainable consumption (Dolan et al., 2019; Ma et al., 2022; Stepaniuk, 2015). Behavioural engagement is characterised by measurable consumer actions, parallel sharing content, commenting or liking on social media platforms (Dolan et al., 2019; Haines et al., 2023; Ma et al., 2022; Stepaniuk, 2015). Live consumer engagement with sustainable fashion social media posts or information can reinforce recognition or awareness and help the culture of sustainability within certain social circles. Peer domination and similar experiences amplify a ripple effect, motivating others to scrutinise sustainable formalities.

To unlock the future of consumer engagement, the sustainable fashion industry could set strategies centred on community-building and creating captivating content, all related to a strategic focus on engagement (Ji et al., 2021). BPS, which focuses on the multifaceted aspects of engagement, can build stronger relationships with audiences and inspire practices around eco-friendly fashion. A deep understanding of visible actions and psychological influences is critical to fostering consumer engagement, which ultimately explains observable behaviours and underlying psychological factors (Dolan et al., 2019; Ma et al., 2022). Although likes and shares offer measurable insights, cognitive and emotional reactions foster more meaningful engagement (Stepaniuk, 2015; Yang et al., 2024). By acknowledging and applying psychological insights, BPS can always customise information in social media and intercommunication to match consumers true beliefs and values, cherishing sustainable practices (Aggarwal et al., 2024; Dolan et al., 2019; Ji et al., 2021; Ma et al., 2022; Stepaniuk, 2015; Yang et al., 2024).

Compelling information in social media boosts cognitive awareness of sustainability contention topics, while emotional bonds formed through storytelling and community strengthen dedication to sustainable practices (Dolan et al., 2019; Ji et al., 2021; Ma et al., 2022; Stepaniuk, 2015; Yang et al., 2024). Observable behaviours will help amplify awareness and create peer influence, and individuals motivate people to enforce eco-friendly habits by sharing and liking sustainable information through social media tools (Dolan et al., 2019; Jacobson & Harrison, 2021; Ma et al., 2022). By using different influences, BPSs can engage consumers and motivate sustainable behaviours in the digital fashion sector.

As an indispensable foundation of the SMMA framework, entertainment and trendiness significantly impact how consumers merge on social media (Banerji & Singh, 2024; Ibrahim et al., 2020; Panigyrakis et al., 2019). Communities enclosed by the digital fashion industry and the explicit range of consumer experiences reflect this engagement. Captivating consumers while fostering practical associations with sustainable fashion practices, friendly and pleasing posts or stories are the cornerstone of entertainment, even if made by brands or organisations (Ibrahim et al., 2020; Senanu et al., 2023; Son et al., 2022). Consumers are more likely to join and select specific sustainable behaviours when social media content provides entertainment purposes and forces sustainability. Featuring cutting-edge trends sustainably further amplifies engagement through trendiness. Sharing news about sustainable fashion is essential, as consumers tend to supplant and enforce trending practices (Banerji & Singh, 2024; Panigyrakis et al., 2019). In the digital fashion industry, engagement creates spaces for consumers to connect, share insights, and exchange experiences. Social media consumers are significantly persuaded by SMMA elements like entertainment and trendiness, which help drive the adoption of more sustainable fashion practices.

Target customer's ability to recognise and recall a brand, known as brand awareness, significantly affects decision-making for goods or services that the brand represents (Aggarwal et al., 2024; Ashley & Tuten, 2014; Macdonald & Sharp, 2000). Social media is essential for creating and enduring brand awareness in a cutthroat atmosphere, enabling organisations with BPS to collaborate with consumers reciprocally and economically. Social media provides a platform for sustainable BPS to increase recognition or awareness about eco-friendly alternatives, driving engagement and helping form consumer buying choices (Febrian et al., 2022; Yang et al., 2024). Through heightened awareness, the qualities of brands assist consumers in shattering challenges to implementing sustainable actions or behaviours. Lasting consumer-brand connections are cultivated through relationship marketing, which depends on trust and loyalty. Perceptions of the brand's reliability and consistent performance drive the evolution of trust over time (Ashley & Tuten, 2014; Kang & Kim, 2017). Trust is amplified through peer-to-peer communication, as personal endorsements often carry more weight with consumers than traditional brand news (Aggarwal et al., 2024; Habibi et al., 2014). Lasting success hinges on establishing brand loyalty, as community involvement fosters engagement, promotes conclusive brand attention, and encourages repetition of purchases (Antunes et al., 2023; Campos et al., 2022; Rūtelionė & Bhutto, 2024; Vivek et al., 2012). Trust and loyalty grow from hopeful interactions, inspiring users to immerse with brands and support sustainable fashion. Properly managing these elements allows brands to strengthen relationships and encourage sustainable practices.

5.6: Theoretical and Managerial Contribution/Implications

Theoretical insights into sustainable consumption practices are substantially advanced by this research, which examines the impact of social media on consumer behaviour within the fashion industry. By integrating the contemporary role of digital platforms in shaping consumption patterns, some necessary extensions are added or provided to existing theories of consumer behaviour and sustainable marketing. Social media has evolved from a personal engagement tool to a dominant marketing platform, and it has become a key driver in influencing consumer purchasing decisions, notably those linked to sustainability. The research emphasises how social media shapes buying habits and forms a deeper partnership between organisations, brands and consumers based on shared values of sustainability or green purchasing. Furthermore, by summing up the influence of social media influencers and digital marketing strategies, the study helps cleanse theoretical frameworks related to sustainable consumption, donating a perspective on how digital techniques and styles can stimulate responsible consumer practices. Through an in-depth exploration of digital channels in the fashion sector, this research aims to demonstrate how these platforms can assist in accelerating the shift towards more sustainable consumer habits, developing a

positive impact on society. The emphasis on the fashion industry is particularly pertinent due to its involvement in pressing environmental and ethical matters, including the fast fashion phenomenon and possible need relating to transparency neighbouring supply chains, which continue to worry consumers and industry professionals.

From a managerial stance, the current research delivers invaluable apprehension bordering fashion industry organisations seeking to harness the capability of social media to advertise sustainable products and practices. Decision makers or organisational managers halt extra effectiveness around adapting marketing strategies to target niche consumer segments, ensuring sustainable messages relate to the right audiences by understanding how social media platforms affect consumer behaviour. Regarding the contribution to practical guidance for organisations and businesses, the research helps all segments engage the growing associates of environmentally-conscious consumers, whose buying choices are increasingly driven by social media trends and online content. Additionally, by focusing on the position of social media influencers, the research highlights the importance of collaborations with key opinion leaders to amplify sustainability messages. Fashion brands can utilise influencers as promotional tools and credible spokespeople, helping to build trust and reinforce the commitment to sustainability. By demonstrating how engaging with influencers and transporting consistent sustainability portrayal can formulate long-term consumer relationships, the research guides organisations in leveraging social media's potential to boost brand loyalty.

From a practical standpoint, there are several actionable insights for fashion organisations and businesses aiming to align their social media strategies with sustainable consumption practices. Collaborating with authentic, sustainability-focused influencers can strengthen brand partnerships and reinforce the promotion of ethical and sustainable values. This approach can enhance consumer trust and increase the perceived authenticity of a brand's sustainability messaging. Additionally, tailoring content to suit the unique features and audiences of different social media platforms allows for more effective targeting and engagement with specific consumer segments. Lastly, incorporating social media analytics tools, such as feedback features, polls, and engagement metrics, enables businesses to measure the impact of their sustainability content. The insights gathered can inform future marketing strategies, ensuring they remain aligned with consumer expectations and continue to promote the brand's sustainability focus.

Furthermore, the growing connotation of sustainability in composing purchasing decisions means that decision-makers must align the products, services, and marketing strategies with consumers' heightened environmental awareness and expectations. With the evolution of digital platforms, fashion companies

must quickly adapt social media strategies, establishing relevance and being in tune with the thriving demand from environmentally aware consumers. By taking this step, leaders or decision makers in higher positions can uplift the marketing positioning, enhance consumer loyalty, and drive positive social change towards sustainable fashion.

The implications for the fashion industry are far-reaching, affecting both marketing approaches and broader organisational and operational changes that can help achieve long-term sustainability goals. For instance, organisations can reexamine primary supply chains, production processes, and environmental impact, confirming these elements align with the sustainability messages shared on social media. Higher decision-makers within an organisation must notice sustainability not purely as a marketing strategy but as an essential element of the organisation's or brand's identity, knitted into every facet of the fashion business. The research emphasises the need to record the success of sustainability campaigns using data-driven insights, which can inform strategy adjustments and confirm that the initiatives are making a tangible impact on consumer behaviour. Data insights can be gathered through feedback provided to the organisation (Liao et al., 2017). By taking this approach, fashion brands can establish an ecosystem where sustainability is promoted through social media and consistently reflected in routine everyday business practices. This strategy will guide the fashion industry in discovering the right balance between profit/cost and environmental responsibility, donating to an exceeding sustainable time for businesses, organisations and consumers.

CHAPTER 6: Conclusion, Limitations & Future Study Research

To conclude, the Systematic Literature Review (SLR) significantly contributed to identifying the research gap and addressing the proposed question. The PRISMA method identified 21 relevant scholarly sources on social media, consumer influence, and sustainable fashion practices. The screening process guided by the SLR ensured the selection of these 21 databases. The proposed research question was: How do various forms of influence impact social media consumers adopting more sustainable fashion consumption practices? This question emerged from a significant gap, as most existing research focuses on traditional media and marketing's role in consumer adoption of sustainable practices within the fashion industry (Vladimirova et al., 2023). Despite extensive studies on traditional influence, limited attention has been given to how “online” influence via social media affects consumer adoption of sustainable consumption practices in the fashion industry (Vladimirova et al., 2023).

Organisations need more comprehensive data on BPS. Current research highlights certain brands and a few products but overlooks sustainable services. Since social media functions as a service platform and an intangible asset, discussions on carbon-neutral impacts in the fashion industry, especially regarding sustainable consumption practices, were minimal. The unethical aspects of fast fashion were briefly addressed, but further insight is needed into how negative influences originating from social media platforms can shape consumption adoption.

This dissertation explores the decisive factors of social media personalities on greener fashion, considering celebrity and non-celebrity influencers and emphasising the differences in the levels of impact compared to mainstream celebrities (Hess et al., 2022). Online influence, mainly through content like social media stories and posts, has proven to be the most impactful on consumers. When users like, comment, or share these posts, it provides valuable consumer awareness and engagement feedback, shedding light on how such interactions impact consumers and their behaviours surrounding sustainable fashion marketing (Dolan et al., 2019; Haines et al., 2023; Lee et al., 2017; Ma et al., 2022; Santos, 2021; Stepaniuk, 2015; Tenenboim, 2022). This, in turn, helps to accept the way social media platforms influence consumers' adoption of more sustainable consumption practices within the fashion industry, particularly regarding fashion brands, products, and services (BPS). Online influence can shape consumers' perceptions, ultimately affecting the choice of eco-friendly BPS (Khamis et al., 2016; Yang et al., 2024).

The study found that the key functionalities of social media platforms—such as liking, commenting, and sharing—are essential in understanding consumer behaviour (Dolan et al., 2019; Haines et al., 2023; Lee et al., 2017; Ma et al., 2022) These features provide insights into digital engagement, helping to determine

which approaches are successful and which are not. Advertising or campaigning for sustainability on social media can lead to both beneficial and harmful outcomes for organisations. Positive results are seen when an organisation knows its target audience well, while harmful consequences occur when campaigns are misaligned with audience expectations, wasting time, money, and effort (Aggarwal et al., 2024; Vladimirova et al., 2023). Data from social media platforms are valuable only when there is engagement with an organisation's pages related to BPS. Social media platforms provide both minor and significant functionalities. Minor functionalities, like consumer interactions with posts or stories, offer insights to organisations, whereas major functionalities, such as page likes or purchases resulting from campaigns, have a more substantial effect. The features of social media networking applications supply an influential factor in shaping consumers' sustainable fashion consumption behaviours.

Additional factors influencing consumer behaviour include impulse purchases from digital appearances, with the involvement of broadcasters, online spectators, platforms, and live-streaming interactions, all contributing to the overall impact of digital platforms (Shao, 2023). Consumers' shift toward eco-friendly is driven by multiple influencing aspects, including the functionalities of social media platforms, with a significant impact coming from the engaged digital communities within these platforms. Communities with shared interests and behaviours are easily formed on social media through groups and pages, with consumers demonstrating a complex mix of cognitive, emotional, and behavioural aspects (Ma et al., 2022; Son et al., 2022). Through interaction with BPS, consumers develop sustainable fashion habits, each influenced by cognitive, emotional, and behavioural factors.

6.1: Limitations and Future Study Research

The influence of social media on consumer behaviour is well-established. Yet, little attention has been given to how influencer content impacts self-discrepancy experiences and the resulting emotional responses, both positive and negative. Expanding research on sustainable practices may be essential as the fashion industry must embrace circular business models, fair labour standards, and eco-conscious materials to reduce environmental impact and meet the growing demand for sustainability from environmentally aware consumers. Methodologically, the study's dependence on 5-6 primary databases may neglect important data from alternative sources, including print formats, that could enhance the comparative analysis.

The SLR method, emphasising both quantitative and qualitative studies, was used for this dissertation. Prominent frameworks discussed include the theory of planned behaviour, social media marketing activities, social media platform characteristics, and the sustainable consumption practice framework.

However, the SLR method has limitations, primarily due to its reliance on existing studies and secondary data. Because this approach is based entirely on previously published literature, it does not capture real-time consumer behaviour, emerging trends, or the evolving nature of sustainable consumption practices influenced by social media platforms. As mentioned earlier, only secondary data was collected for this study, which further limits the depth and immediacy of the insights. In contrast, primary data collection methods—such as interviews or surveys—can provide firsthand, context-specific information that may reveal new or nuanced perspectives. The absence of such data means that existing research's scope, quality, and possible biases inherently shape the review's findings. Additionally, given that social media is a rapidly evolving phenomenon, relying solely on secondary sources may overlook newer developments or alternative viewpoints, affecting the comprehensiveness and objectivity of the conclusions drawn.

Influencer marketing and social media influencer theories emerged as the primary theories aligned with the proposed research question. However, other frameworks, including the SOR framework for sustainability and the Emotion-Attitude-Social Interaction Framework, could have been utilised to delve into social influence theory and its relevance to sustainable fashion and social media. Among the theories suggested for deeper investigation were the Dispositional Traits Theory, which addresses meteorological issues and a glimpse of buyer potency sustainably, and the voluntary simplicity theory, which explores the role of environmental activism. Theories like asymmetric predictive case-based theory, Barriers to sustainable action theory, and commitment theory were relevant to sustainable fashion, and a given offer made the potential for analysing the diverse influences impacting social media consumers' sustainable fashion consumption behaviours. Key social media-related theories that were not included are the customer relationship management theory, the technology acceptance model emphasising motivational theory, and the exclusively empirical review theory. Excluded from the discussion were costly signalling, institutional, cultural dimensions, and personality traits theories, which appeared to lack everyday relevance to the key themes of this study's research.

Although the database literature included a range of frameworks and theories, this research utilised the most prevalent and repeatedly mentioned in the screened sources. The scope of frameworks and theories was kept intentionally broad to facilitate the consideration of multiple perspectives. The unused frameworks and theories serve as a foundation for future studies to investigate further. Research should focus on how various demographics, particularly Generation Z, engage with sustainable fashion content on social media.

Researching the efficiency of communication approaches across platforms can provide crucial insights for enhancing social media marketing efforts toward sustainability. Improving the understanding of the multifaceted connection between social media and sustainable fashion consumption can be achieved by synthesising these findings into a structured framework. Informing academic debates and offering actionable insights, this framework supports fashion brands in ethically and effectively connecting with consumers in the evolving sphere of sustainable consumption.

CHAPTER 7: References

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APPENDIX

TABLE 9: Selected 29 Social Media and Sustainable Fashion Literature using PRISMA (All Journal Articles)

	Selected Literature Area	Authors, Year	Title	Method	Publication Area	Theoretical Framework	Key Concepts
1	Sustainable Fashion	Aggarwal, E., Singh, A. B., & Misra, R. (2024)	Does consumption values and ascribed responsibility predict attitudes towards sustainable luxury brands	Survey (mixed method approach). Structured questionnaires and a quantitative analysis in STUDY1. STUDY 2 included qualitative responses.	Journal of Consumer Marketing	S-O-R framework Sustainability	Consumption values Flow experience Ascribed responsibility Sustainable luxury brands
2	Sustainable Fashion	Antunes, S. S., Bairrada, C. M., & Garrido, S. (2023)	The influence of dispositional traits on Generation Z's intention to purchase sustainable clothing	Survey (hypothesis testing).	Journal of Fashion Marketing and Management: An International Journal	Dispositional Traits Theory Environmental Concern and Perceived Consumer Effectiveness (PCE)	Purchase intention Perceived consumer effectiveness Sustainable clothing
3	Sustainable Fashion	Campos, P. d. O., Lima, A. A. L. d. S., Costa, C. S. R., & Costa, M. F. d. (2023)	The influence of voluntary simplicity and environmental activism on sustainable fashion purchase intention	Survey (Structural equation modelling).	Journal of Fashion Marketing and Management: An International Journal	Voluntary Simplicity Theory Environmental Activism	Voluntary simplicity Environmental activism Purchase intention Sustainable fashion
4	Sustainable Fashion & Social Media	de Lenne, O., & Vandenberg, L. (2017)	Media and sustainable apparel buying intention	Survey (cross-sectional survey method).	Journal of Fashion Marketing and Management: An International Journal	Theory of Planned Behavior (TPB)	Fast fashion Social media Theory of planned behaviour Sustainable apparel
5	Sustainable Fashion & Social Media	Haines, S., Fares, O. H., Mohan, M., & Lee, S. H. (2023)	Social media fashion influencer eWOM communications: understanding the trajectory of sustainable fashion conversations on YouTube fashion haul videos	Conceptual	Journal of Fashion Marketing and Management: An International Journal	Electronic Word-of-Mouth (eWOM)	Sustainable fashion Fast fashion Fashion influencers Influencer marketing YouTube (eWOM)
6	Sustainable Fashion	Han, J., Woodside, A. G., & Ko, E. (2024)	Does consumer knowledge about sustainable-fashion impact	Survey	Asia Pacific Journal of Marketing and Logistics	Asymmetric Predictive Case-Based Theory	Consumers Sustainability

			intention-to-buy?				
7	Sustainable Fashion & Social Media	Huh, J., & Kim, N. L. (2024)	Green as the new status symbol: Examining green signaling effects among Gen Z and Millennial consumers	Conceptual	Journal of Fashion Marketing and Management: An International Journal	Costly Signaling Theory	Sustainability Social media Organic apparel Status Influencer Green marketing
8	Sustainable Fashion & Social Media	Jacobson, J., & Harrison, B. (2022)	Sustainable fashion social media influencers and content creation calibration	Conceptual	International Journal of Advertising	Influencer Marketing Theory Content Creation Calibration	Sustainable fashion Social media marketing Fashion marketing Influencer marketing
9	Sustainable Fashion & Social Media	Kaivonen, I., Mesiranta, N., & Närviäinen, E. (2024)	"I Do What I Do to Drive Change": The Social-Symbolic Work of Sustainable Fashion Influencers	Conceptual	Fashion Theory	Social-Symbolic Work Institutional Theory	Sustainable fashion Social media influencer Institutional theory
10	Social Media	Kang, J.-Y. M., & Kim, J. (2017)	Online customer relationship marketing tactics through social media and perceived customer retention orientation of the green retailer	Survey (Structural equation modelling)	Journal of Fashion Marketing and Management: An International Journal	Customer Relationship Management (CRM) Theory	Social media Customer relationship management Customer retention orientation
11	Sustainable Fashion & Social Media	Kapoor, P. S., Tagore, A., & Dua, S. (2023)	Social Media Influencer Promoted Sustainable Fashion: Effects of Sponsorship and Benefit Association	Conceptual (Mixed Method Approach)	Journal of Promotion Management	Social Media Influencer Theory Benefit Association Theory	Social media influencer Sustainability communication Sustainable fashion Message appeal
12	Sustainable Fashion & Social Media	Kautish, P., & Khare, A. (2022)	Antecedents of sustainable fashion apparel purchase behavior	Survey (Face-to-Face)	Journal of Consumer Marketing	Social Identity Theory Green Consumption Theory	Social media Sustainable apparel Peer influence

							Green apparel knowledge
13	Sustainable Fashion	Khare, A., & Kautish, P. (2021)	Cosmopolitanism, self-identity, online communities and green apparel perception	Survey (Face-to-Face)	Marketing Intelligence & Planning	Social Identity Theory Green Consumer Consumption Theory	Green apparel Green Knowledge Online communities
14	Sustainable Fashion & Social Media	Kong, H. M., Witmaier, A., & Ko, E. (2021)	Sustainability and social media communication: How consumers respond to marketing efforts of luxury and non-luxury fashion brands	Conceptual (Cross-Cultural)	Journal of Business Research	Cultural Dimensions Theory Mediation Brand Attitude Model (eWOM)	Social media communication Sustainability Luxury brands
15	Social Media	Lee, A., & Fiore, A. M. (2024)	Factors affecting social media usage by market mavens for fashion-related information provision	Survey (Online)	Journal of Fashion Marketing and Management: An International Journal	Technology Acceptance Model (TAM) Motivational Theory	Social media Fashion Technology
16	Sustainable Fashion	Muposhi, A., & Chuchu, T. (2022)	Influencing millennials to embrace sustainable fashion in an emerging market: a modified brand avoidance model perspective	Survey (Web-Based Online)	Journal of Fashion Marketing and Management: An International Journal	Modified Brand Avoidance Model	Sustainable fashion avoidance Materialism
17	Social Media	Naeem, M., & Ozuem, W. (2022)	Understanding the different types of UGC participants and social context for fashion brands: insights from social media platforms	Conceptual	Qualitative Market Research: An International Journal	Social Constructivism Ontological Relativism	User-generated content Creators Collectors/consumers
18	Sustainable Fashion	Periyasamy, A. P., & Periyasami, S. (2023)	Rise of digital fashion and metaverse: influence on sustainability	Conceptual	Digital Economy and Sustainable Development	Metaverse Technology Sustainability Challenges in Fashion	Sustainable fashion Fast fashion Blockchain
19	Social Media	Quelhas-Brito, P., Brandão, A., Gadekar, M., & Castelo-Branco, S. (2020)	Diffusing fashion information by social media fashion influencers: understanding antecedents and consequences	Survey (mixed method approach).	Journal of Fashion Marketing and Management: An International Journal	Social Media Fashion Influencers (SMFIs)	Fashion influencers Fashion consumers Parasocial relationship

20	Social Media	Rosário, A. T., & da Silva, J. M. (2023)	Social Media Influencers in Fashion: Challenges and Opportunities	Conceptual	Social Media and Online Consumer Decision Making in the Fashion Industry	Social Media Fashion Influencers (SMFIs)	Fashion influencers Influencer marketing Social media influence
21	Sustainable Fashion	Rütelloné, A., & Bhutto, M. Y. (2024)	Exploring the psychological benefits of green apparel and its influence on attitude, intention and behavior among Generation Z: a serial multiple mediation study applying the stimulus-organism-response model	Survey	Journal of Fashion Marketing and Management: An International Journal	Stimulus-Organism-Response (S-O-R) Model	Green apparel Generation Z Green psychological benefits Purchase intention Purchase behavior
22	Sustainable Fashion & Social Media	Salem, S. F., & Alanadoly, A. B. (2021)	Personality traits and social media as drivers of word-of-mouth towards sustainable fashion	Survey (Structural Equation Modeling (PLS-SEM)).	Journal of Fashion Marketing and Management: An International Journal	Personality Traits theory	Big five personality traits Social media Word-of-mouth Sustainability Fashion
23	Social Media	Senanu, B., Anning-Dorson, T., & Tackie, N. N. (2023)	Social media insights for non-luxury fashion SMEs in emerging markets: evidence from young consumers	Survey (Structural Equation Modeling).	Journal of Fashion Marketing and Management: An International Journal	Empirical Review Theory	Young consumers Social media insights SMEs Non-luxury fashion marketing Customer behavioural engagement
24	Sustainable Fashion & Social Media	Son, J., Nam, C., & Diddi, S. (2022)	Emotion or Information: What Makes Consumers Communicate about Sustainable Apparel Products on Social Media?	Survey	Sustainability	Emotion-Attitude-Social Interaction Framework Social Influence Theory	Social media Sustainability practices Sustainable fashion
25	Sustainable Fashion & Social Media	Testa, D. S., Bakhshian, S., & Eike, R. (2021)	Engaging consumers with sustainable fashion on Instagram	Conceptual	Journal of Fashion Marketing and Management:	Consumer Engagement Theory	Sustainability Social media Consumer

					An International Journal		engagement Instagram
26	Sustainable Fashion & Social Media	Vladimirova, K., Henninger, C. E., Alosaimi, S. I., Brydges, T., Choopani, H., Hanlon, M., Iran, S., McCormick, H., & Zhou, S. (2024)	Exploring the influence of social media on sustainable fashion consumption: A systematic literature review and future research agenda	Conceptual	Journal of Global Fashion Marketing	Social Media Influence Theory Sustainability Theory Consumer Behaviour Theory	Social media Sustainable fashion consumption Fashion industry Influencer
27	Sustainable Fashion	Yan, S., Henninger, C. E., Jones, C., & McCormick, H. (2020)	Sustainable knowledge from consumer perspective addressing microfibre pollution	Conceptual	Journal of Fashion Marketing and Management: An International Journal	Barriers to Sustainable Action Theory	Sustainable knowledge Microfibre pollution Consumer perspective
28	Sustainable Fashion	Yang, Y., Chen, M., & Meng, H. (2024)	The drivers of sharing willingness regarding sustainable fashion brand image based on commitment theory	Conceptual	Asia Pacific Journal of Marketing and Logistics	Commitment Theory	Sustainable fashion Consumer behaviour
29	Social Media	Youn, S.-y., & Cho, E. (2022)	CSR ads matter to luxury fashion brands: a construal level approach to understand Gen Z consumers' eWOM on social media	Conceptual	Journal of Fashion Marketing and Management: An International Journal	Construal Level Theory (CLT)	CSR Trust eWOM