

# Understanding sustainable fashion consumption through the lens of the Theory of Planned Behavior

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Environmental issues and climate change require consumers to shift their habits towards more sustainable consumption behaviors. Recently, the negative environmental impact of the fashion industries has garnered increasingly attention. Hence, we conducted an exploratory study aiming at understanding which determinants and barriers shape consumers' sustainable fashion consumption. Additionally, we intended to make a cross-country comparison between Italy and Germany to check for similarities and differences in what motivates (or prevents) consumers to buy organic garments. We adopted the Theory of Planned Behavior (TPB) as a theoretical framework to investigate the main drivers behind the decision to buy sustainable apparel. Besides the three main determinants of behavior suggested by TPB (i.e., attitudes, subjective norms, and perceived behavioral control), we extended the framework by incorporating the role of personal norms, consumers' sustainable fashion awareness, climate change worry and connectedness to nature. Cross-sectional data stemming from a representative sample of Italian consumers (N = 1,002) are used to perform a Structural Equation Model. Findings suggest that various determinants seem to play a key role in sustainable fashion consumption, such as attitudes, (subjective and personal) norms, perceived behavioral control, climate change worry, and connectedness to nature. Conversely, awareness of the environmental impact of the fashion industry does not appear to be a significant prerequisite for sustainable fashion consumption. After the data collection for the German sample is completed, a multigroup path analysis will be performed. This will enable us to understand whether these psychological determinants of sustainable fashion consumption are moderated by cultural influences.

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Yes

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