
Research of Behavioral Context of Trends in Conscious Consumption of Fashion Industry Goods

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Abstract

The main purpose of the study conducted in the article is to study the nature of Ukrainian consumption of fashion industry goods for “consciousness” and to determine the present and prospect trends of development. To achieve this goal, the next tasks were set: to analyze literary sources to reveal the topic of conscious consumption; to study the general world trends of conscious consumption in the category of clothing – from the point of view regarding how does phenomenon of conscious consumption is disseminated, and regarding to dissemination of information about this fact; to conduct a qualitative survey of a representative sample of consumers for their behavior in the field of fashion industry products consumption; to draw conclusions

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about the state and prospects of conscious fashion in the domestic market. The study of literature sources and approaches to solving the problem of the detrimental impact of the fashion industry, in particular the fast fashion sector, showed the need to promote this problem and the insufficient awareness of Ukrainians in conscious consumption field. The urgency of solving this scientific problem is that the purchasing behavior and habits of Ukrainians in the field of goods of the fashion industry is somewhat different from the behavior of European consumers, which is due to the impact of the hard trade deficit during the Soviet Union times. To achieve the goals of the article, normative documents of both international level and internally adapted materials were processed. Empirical methods have been used to describe the general problems of the harmful impact of the fashion industry on the environment and approaches to its solution. The own marketing sociological survey about the conscious consumption of fashion industry goods by Ukrainians was conducted using digital tools. Theoretical research methods such as analysis, generalization, explanation and classification are used. The results of the study may be valuable for top managers of domestic and international fashion companies in restructuring their business strategy and marketing strategy to a more environmentally and socially oriented – respondents demonstrated a willingness to pay more for recycled clothing and willingness to properly dispose of clothing – and these are, in fact, specific recommendations for the development of new collections and ideas for new environmental programs and communication plans. Thus, the willingness of consumers to practice environmental approaches in consumer behavior confirms the need to promote this study among the public and stakeholders in order to raise awareness in the conscious consumption field.

Keywords: Fashion industry, fast fashion, environmental problems, climate changes, conscious consumption, conscious fashion, environment, sustainable development.

Introduction

UN Secretary General Antonio Guterres in July 2019 at the annual G7 summit announced a state of emergency with the planet's climate. The United Nations World Meteorological Organization reports the 5 hottest years (2015–2019) and record high concentrations of CO₂ in the atmosphere. 179 billion tons of ice melted in Greenland, fires from the Arctic to Alaska and the Amazon, in Australia, destroying vital forests (Radzikhovska, 2019).

Such climate change is explained by the fact that over the past 50 years, the world's population has doubled, and according to forecasts in 2050 – will be more than 9 billion people. Population growth, as well as living standards, will increase the demand for food, clothing, energy, water and other resources, which will put additional strain on the environment and atmosphere. Along with the growth of consumption, the volume of waste (from food to high-tech waste) has increased rapidly. In 2000, the world generated 3 million tons of waste per day, and according to forecasts in 2100, this indicator will be 12 million tons (Dzhuniper, 2019).

The overall call for action to address the above issues is the UN's 17 Global Sustainable Development Goals by 2030, which highlight new areas such as climate change, innovation, responsible consumption, the Sustainable Development Partnership, and more. The goals contain clear benchmarks and targets that all countries must implement in accordance with their own priorities and the world's environmental problems in general. Achieving economic growth and sustainable development requires immediate reduction of environmental impact through changes in the production and consumption of goods and resources (UNDP, 2015).

Clothing production is the biggest polluter of the environment after oil. The textile industry consumes 132 million tons of coal and 6 to 9 billion liters of water annually, and 60 of the more than 100 billion items of clothing produced annually are discarded by people within 12 months of purchase (Chervinska, 2019). The textile industry uses more than 8,000 chemicals, many of which are highly toxic to humans and the environment (Saritosun, 2019). This negatively affects the environment much more than many imagine.

The fashion industry, constantly dictating new fashion trends, current prints and styles, introduced the concept of “fast fashion”. Fast fashion focuses on speed and low cost, in order to constantly present new collections. Producing a lot of cheap product, the mass market makes clothes “disposable”. This poses a threat to the environment, as the pressure on manufacturers by reducing the cost and time required to obtain the final product from design to shop means that environmental risks will not be taken into account. As a result of “fast fashion”, one truck with clothes sending to the landfill in the world every second. By 2030, global clothing use will increase by 63%, which means an increase in water consumption by 50% and an increase in CO₂ emissions by 63% (Chervinska, 2018).

The French Institute of Fashion has presented the Paris Good Fashion initiative, whose committee members will focus on three areas: creating

a circular economy model, openness of suppliers, and work to ensure the sustainability of processes such as distribution, energy consumption and communications (VOGUE, 2019).

That is why the main trends and actions that should be embodied in the global fashion industry are awareness and sustainability in brand development. Moreover, if a fashion company does not support environmental and social standards and initiatives, it risks being negatively perceived by consumers. After all, as people become more aware of the level of damage caused to the environment by their buying behavior, humanity begins to look for new and effective ways to protect the environment (Responsible future, 2019).

Literature Review

The problems of increasing pollution and damage to the environment caused by human purchasing behavior are still not considered an environmental hazard due to lack of knowledge and awareness among the population. However, the authors (Hussain et al. 2020) conducted a study of the role of environmental awareness of consumers in deciding to purchase goods.

According to the Pulse of the Fashion Industry report for 2017, by 2030, global consumption of fashion industry products will grow by 63%, which means an equivalent increase in CO₂ emissions, an increase in water consumption by 50%, and an increase in waste by 62% (Saritosun, 2019).

The influence of fashion on consumer behavior has been studied in detail in (Terzian et al. 2016), who note that “fashion includes three phases through which it, in one way or another, affects consumer behavior: the production of fashionable things, their consumption, and also the dissemination of fashion objects and standards of conduct. Each of them represents a certain value, however, the latter has the greatest impact on consumers”.

The importance of taking into account the trend of conscious consumption when building a business model that would minimize the long-term negative human impact on the environment, ensuring the environmental responsibility of business is disclosed in (Deinega et al. 2020).

European research conducted by Deloitte shows that the largest purchasing group today are the Y and Z generations (active Internet users) who are concerned about the environment. 42% of them started/expanded relationships with manufacturers whose products are not harmful to the environment, and 37% finished/reduced relationships with companies whose activities have a negative impact (Ageienkova, 2019).

When generations Y and Z reach their full solvency, then the structure of demand in the markets for goods and services will change in the direction of conscious consumption. These young people/children will set the trend for conscious consumption, eco-orientation and minimalism, stimulating the business environment to improve product quality, recycle unsold leftovers, use environmentally friendly materials and technologies, be socially responsible and climate-neutral (Nehoda, 2019).

Previous research on the importance of implementing environmental practices and the role of the environment in the 15–24 age group (Generations Y and Z) showed the lowest percentage of support (80%) compared to other age groups (96%). The obvious importance of in-depth study of the experience of European practices in the field of environmental behavior is confirmed by 71.4% of Ukrainian citizens, and every fifth Ukrainian believes that solving environmental problems should be carried out jointly with the EU (BOELL, 2019).

Despite the understanding of a large number of international companies of the importance of socio-ethical marketing and the active use of its concepts, in Ukraine, environmental initiatives have not yet become a general rule in doing business, as conscious consumption for consumers has not become the rule. We are seeing a certain increase in the population's interest in sorting solid waste, but the amount of mixed waste in landfills is growing, and some recycling companies complain about the lack of raw materials (Mashchak, 2020). Conscious fashion is probably the stage of development of eco-consciousness of society, which comes after the establishment of a waste sorting system, which is why this topic is not sufficiently covered both in terms of economic feasibility for domestic entrepreneurship and in terms of studying consumer behavior when choosing clothes and their belonging to “shopaholics” or to conscious consumers, and also whether this conscious consumption is really conscious (when he has the opportunity, but does not buy too much) or forced (if he had the opportunity, he would buy clothes much more often)? Thus, our study is designed to shed light on the issue of conscious consumption of fashion industry goods by Ukrainians and to determine its status and prospects.

Methodology and Research Methods

If we do not fully implement the strategic directions of Ukraine's development in the process of global economic, political and socio-cultural integration and unification, which provides for a complete restructuring of

Table 1 Respondents' profile

Gender	Quantity	%
Female	291	90,4
Male	31	9,6
Age		
16–25	78	24,2
26–35	170	52,8
36–50	65	20,2
51 і більше	9	2,7
Employment		
Employee	126	39,1
Entrepreneur	47	14,6
Student	36	10,9
Temporarily out of work	31	9,6
Business owners	18	5,6
Other	64	20,2

Source: Developed by the authors.

the national economy and public consciousness according to the principles of environmental friendliness, energy saving and more conscious consumption in the context of the Association Agreement between Ukraine and the European Union and will lead to the isolation of Ukrainian business and the inaccessibility of international markets. The largest issue remains the deterioration of the climatic situation and the acceleration of its achievement to a critical level due to low consciousness and ignorance of society. Research and promotion of the above problems will affect the lifestyle and lead to the spread of the European trend: “move from need to know to need to share”. To write the article, normative documents of both international level and internally adapted materials were developed, empirical methods were used (description of general problems and approaches to its solution, own sociological research was conducted with the help of electronic tools) and theoretical methods (analysis, generalization, explanation and classification).

In order to study the trends and prospects of conscious consumption of Ukrainians in the field of fashion, a survey was conducted. 322 people took part in the survey, mostly residents of the western region of Ukraine and the city of Kyiv. Basic information about the respondents is given in Table 1.

Speaking of gender, 90.4% of respondents are women, which is obvious due to the subject of the survey (the topic of fashion is closer to women). The majority of respondents belong to the age category of 26–35 years, which is 52.8%, and belonging to the type of occupation predominates in the group “employee”, which is 39.1%. Among the respondents, 20.2% (65 people) are entrepreneurs and business owners, and 10.9% are a group of students.

Results

In Ukraine, the fast fashion segment is developing rapidly, so mountains of discarded clothing that requires recycling will be inevitable. There are a number of reasons why the expansion of “fast fashion” brands is happening so rapidly in the post-Soviet space (Nehoda, 2019):

- the low purchasing power of the population, and brands sell goods at very democratic prices;
- the total deficiency during Soviet Union times and the lack of aesthetically beautiful clothes launched into Generation X the desire to have more and more clothes and often for the self-stock;
- low requirements for product quality (fabric composition does not matter);
- arrival of American and European brands on the Ukrainian market.

Based on these reasons, a number of hypotheses were formed regarding the behavior of consumers in the process of purchasing and using clothing, namely:

- more consumers do not think about the harmfulness of the production of new clothes, and therefore
- more consumers are fans of fast fashion and update their wardrobe almost every month;
- consumers who buy new clothes if the old is worn out stay in the minority;
- if the price of recycled clothing is slightly higher, a minority will buy it – the price still plays a big role in purchasing behavior in the clothing category.

The leading issue in the study of conscious consumption is the frequency of buying clothes. In the questionnaire, we asked the questions that gave to the respondent an opportunity to choose the option of clothes purchasing frequency in the range from 1 to 10 times according to the criterion of

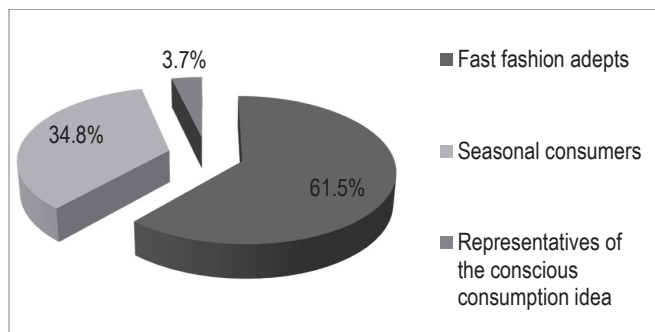


Figure 1 Segmentation of respondents into groups depending on the frequency of clothes purchasing, %.

Source: Developed by the authors.

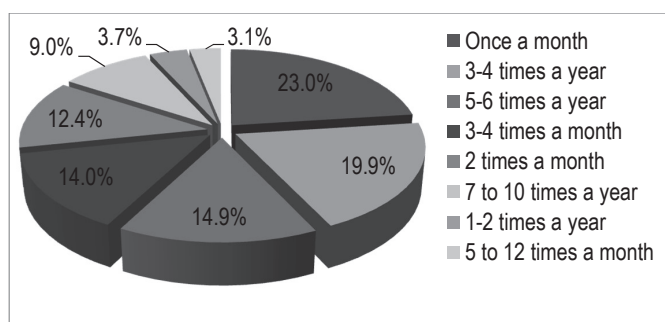


Figure 2 Segmentation of respondents by frequency of clothes purchasing, %.

Source: Developed by the authors.

time (week, month or year). Analyzing the results of the survey, we saw the possibility of dividing the respondents into the following main groups (Figure 1):

- Fast fashion adepts;
- Seasonal consumers;
- Representatives of the conscious consumption idea.

According to the study, 23% of respondents buy something new to their wardrobe every month (Figure 2) – this is the core of a group of fast fashion adepts. This group also includes those respondents who buy clothes even more often (from 2 to 12 times a month). The total share of this group is 61.5% – an alarm signal from the conscious consumption point of view, but, in our opinion, fully illustrates the realities of our time.

The group of Seasonal consumers includes those respondents who buy clothes 3 to 6 times a year. From Figure 2 we see that almost a fifth part of respondents buy clothes once a quarter, and almost 15% refresh their wardrobe 5–6 times a month. That is, the behavioral feature suggests that this group of respondents:

- makes purchases seasonally;
- may react to changing weather conditions;
- or is also influenced by holiday events that occur in almost every family several times a year;
- sensitive to sales and seasonal discounts.

The third group of consumers, which includes 3.7% of respondents (Figures 1 or 2), we consider Representatives of the idea of conscious consumption, but do not call them adepts, because we will further analyze them by social status to understand whether such an episodic approach to “shopping” is a conscious choice, or a domestic inevitability. Anti-consumerism as a phenomenon, among other features, is characterized by certain habits of consumers to buy clothes – new clothes are needed only when the previous one is already worn out and cannot be used. Thus, among the participants in our survey, who were included in the group of Representatives of the conscious consumption idea, 9 people (2.8%) said that they buy new clothes precisely because the old ones are already worn out, and only 3 of them are forced to do so by their financial troubles. Thus, we single out 6 respondents, which is 1.9% of the total sample, who consciously buy clothes very rarely, when the previous one is worn out, and we can consider just them as adepts of the ??conscious consumption idea.

In order to determine the frequency of purchases by type of clothing, we asked the respondents – how many times during the year they buy clothes by next 4 clothes groups:

- top (sweaters, shirts etc.);
- bottom (trousers, skirts etc.);
- dresses;
- outerwear (jackets, coats etc.).

As you can see from the peak columns in Figure 3, when determining the frequency of purchase of sweaters, shirts and other clothing worn on the top part of the body, the most common answer is three times – 24.2% of respondents chose this option. In the second group, most respondents chose the option “twice a year” – it is 31.1%. Regarding dresses, 18 women said that they do not buy dresses at all, and about the same number said that they

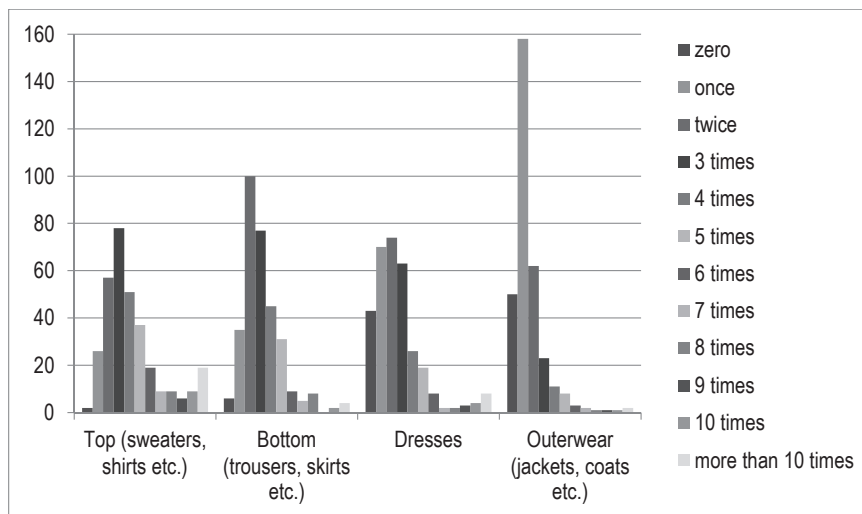


Figure 3 Segmentation of respondents by frequency of purchase of certain types of clothing, times a year.
 Source: Developed by the authors.

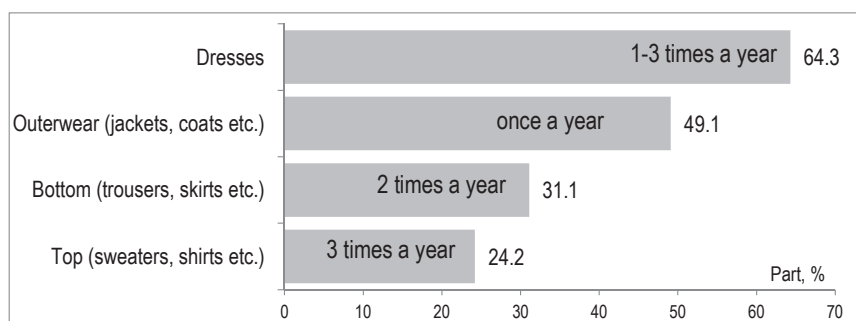


Figure 4 Preferences of respondents regarding the frequency of buying clothes by type, %.
 Source: Developed by the authors.

buy dresses 1, 2 and 3 times a year – in common this is the majority, 64.3%. What about the outerwear, the vast majority of respondents buy this type only once a year (49.1%) (Figure 4).

In the period of total digitalization of the economy, the trade of various goods and services is confidently moving online. Quarantine, which began in the spring of 2020 in Ukraine due to the spread of the COVID-19 virus and limited the possibilities of physical access to stores, provided a significant

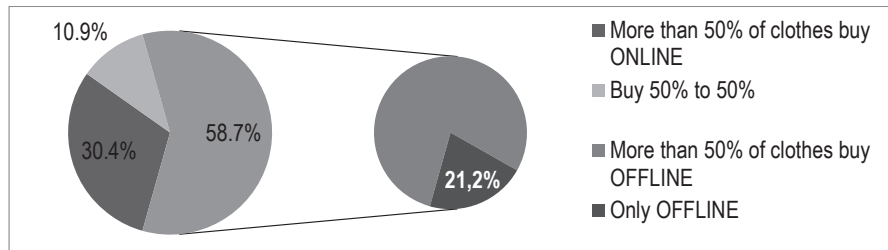


Figure 5 Segmentation of respondents by preference method of buying clothes (online or offline),%.

Source: Developed by the authors.

impetus for the accelerated development of e-commerce. According to official data, in 2020 the global volume of e-commerce increased by 25.7% and amounted to 2.44 trillion USD (Osiek, 2020). And in Ukraine, the increase has become even larger – 41% growth in e-commerce in 2020, compared to 2019, with a total turnover of 107 billion UAH, herewith the number of online payments has approximately doubled (Evo, 2020). Given this trend, we also asked our respondents exactly how they usually buy clothes – online or offline. After analyzing the questionnaires, we can graphically present the key results (Figure 5) and give the following conclusions:

- none of the respondents buys clothes exclusively online, but almost a third (30.4%) make more than 50% of purchases online;
- tenth part of respondents (10.9%) said that they buy clothes approximately equally online and offline;
- the majority of respondents prefer to buy clothes in traditional stores (58.7%), while 21.2% of them buy clothes exclusively offline (which is 12.4% of the totality).

So, according to our research, buying clothes online is popular, but consumers are not yet ready to give up visits to physical stores, and this is important information, because if companies still have to keep stores, then it is necessary to think about attract as many potential buyers as possible, and the idea of conscious consumption can become a good magnet. In our questionnaire there was a question: “Would you hand over clothes for recycling if the appropriate infrastructure was established?”. This question was answered positively by 320 respondents (99.4%), which means that such steps as, for example, placing special baskets in stores to collect unnecessary clothes, offering a program to exchange old clothes for new ones at a discount can

attract potential buyers. As a result – thanks to a specific brand, consumers have the opportunity to show their pro-ecological life position and take part in protecting the environment from excess clothing, to turn fast chain fashion into a cyclical process. Many of our respondents (38%) already know that global new clothing production produces 4 million tons of CO₂ emissions annually, which is 8% of total carbon dioxide emissions, and thus giving by brands the opportunity to consumers through proposed marketing initiatives to reduce new clothing production can become a new point of differentiation for companies, can strengthen their social significance and increase consumer loyalty.

One of the hypotheses we set was that the vast majority of people buy new clothes to match fashion trends, not because old clothes are already worn out. However, the hypothesis was not confirmed – the vast majority of respondents (56.8%) said that the reason for buying new clothes was the loss of appearance and wear of old clothes. A fifth part of respondents (20.8%) see shopping as a joy, a pleasant pastime and feel the psychological need to buy new clothes (such consumers are called “shopaholics”). Another 5.9% buy new items due to the requirements of the working dress code. Of the totality, 16.5% said they buy clothes to keep up with fashion trends – this group of consumers, along with the onoman buyers, are the main customers of the fast fashion industry. If we consider this question in terms of respondents’ gender, we can see such interesting points that for surveyed men the issue of dress code does not become a reason to buy new clothes, and women are more prone to shopping stress and shopaholism and more than men strive to meet fashion trends (Figure 6).

According to the data of research company Cotton Analytics, the growth in demand for clothing per capita over the past twenty years is growing faster than the growth of the world’s population (Fossil Fashion, 2021). One of the ways to dispose of used clothes is recycling, which results in the production of new products, including clothing. This method solves a dual problem – on the one hand helps to reduce the volume of harmful production, and on the other – reduces the amount of textile waste in landfills. Recycling is innovative and quite expensive, so fabrics made in this way are more expensive, which affects the rising of clothing price. According to the results of our survey, 82% of respondents are willing to pay a higher price for clothes made from recycled materials. The world’s leading mass-market brands are trying to follow these trends and create collections of clothing made from recycled materials. In this way, companies try to attract or retain a segment of consumers who develop their eco-habits, as well as ensure their presence

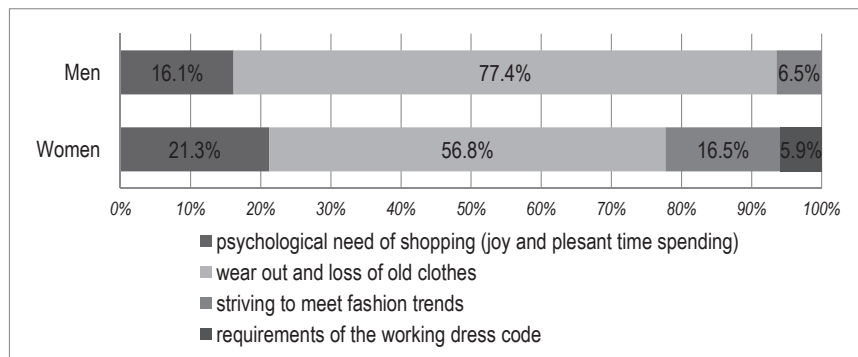


Figure 6 Segmentation of respondents by reason of buying new clothes by gender,%.
 Source: Developed by the authors.

in a new niche. For example, H&M is one of the first clothing manufacturers in the world to start creating collections from recycled products (Conscious Exclusive clothing collections are created within a closed production cycle), so by 2030 it plans to completely switch to recycled and ethical materials, and up to 2040 to make production processes carbon neutral for the environment (Solovei, 2019).

The most important communication platform for telling about the origin of the fabric is the label – the vast majority of participants in our survey said that always (68%) or sometimes (28%) study the composition of the fabric before buying clothes. After all, the composition of the fabric is very important: producing a lot of cheap clothes “mass market” makes it disposable, and thus accelerates accumulation of waste in the textile industry. The most popular cheap fabric in the fashion industry is polyester, which is made from recycled petrochemicals and is present in 56% of the world’s textiles. Polyester is energy-intensive in production, which further contributes to climate change. The carbon footprint of a polyester shirt is 5.5 kg compared to 2.1 kg of cotton shirt (Fossil Fashion, 2021). During washing, polyester releases microfibers that get into the oceans, then aquatic inhabitants feed on them, and then people consume these inhabitants for food. These microfibers are not biological, so they pose a great danger to aquatic life and humanity (Chervinska, 2019).

As mentioned above, almost all respondents are ready to dispose of unnecessary clothes if a convenient infrastructure is established, and currently only 64.3% deliberately dispose of their own clothes (Figure 7). Quite alarming is the percentage of people who either always throw clothes only

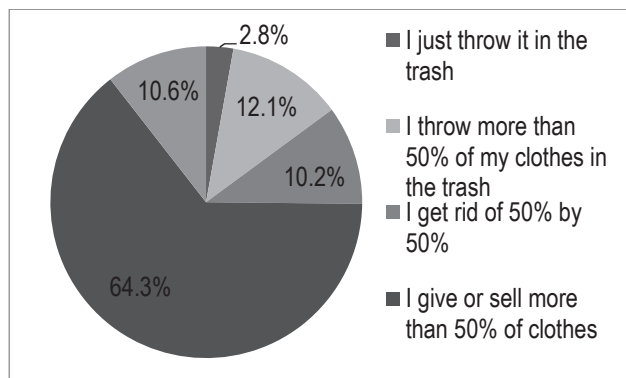


Figure 7 Segmentation of respondents by method of getting rid of unnecessary clothes,%.
Source: Developed by the authors.

in the trash or throw at least half – a total of almost 15%. One tenth of the respondents are conscious consumers of clothes – unnecessary clothes are either given away or sold. Also, 60% of respondents said that they buy clothes in second-hand stores.

According to research (BOELL, 2019), domestic opponents of second-hand stores associate this practice with poverty, as buying second-hand items is unprestigious and embarrassing. Moreover, they at least once bought things in such stores, but they themselves evaluated such behavior negatively and did not speak about it publicly for fear of condemnation and loss of social status.

Conscious consumption is not just a refusal to buy new clothes, to buy used clothes or clothes made from recycled materials. Conscious consumption is also giving a second life to one's own clothes, so as not to get rid of them as soon as they are torn or broken, but to continue using them. In our study, we also asked whether respondents often repair their clothes – almost 30% said that they have never repaired clothes during the last year (Figure 8). Further from Figure 8 we see that almost 54% repaired their clothes 1 to 3 times a year, thus behaving themselves as conscious consumers with signs of anti-consumerism. Meanwhile, 18.3% sew and repair clothes at least once a quarter, or even almost monthly (1.2% of respondents chose the “10 times” option).

However, in the near future, Ukrainian consumers will want to stand out from the crowd, develop their own taste in clothing, buying few, but high-quality, branded and stylish things. In light of the trend towards minimalism and concern for the environment, there will be a desire to spend more money

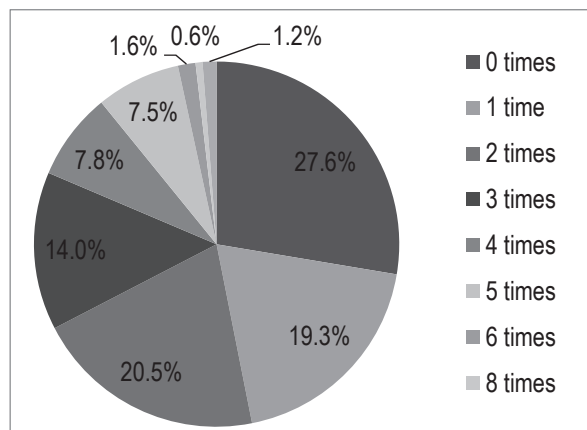


Figure 8 Segmentation of respondents by frequency of clothing repair during last year, %.
 Source: Developed by the authors.

on impressions and experiences, rather than on material things. Therefore, the purchasing behavior of Ukrainian consumers will change significantly.

Moreover, the public organization Sustainable Fashion Pad, which acts as a communication platform for ethical brands and consumers, has recently been established in Ukraine. Its goal is to make the fashion industry more ethical for people and environmentally friendly. This platform collects a lot of useful information that will help to understand the intricacies of ethical consumption and ecological lifestyle (Kareba, 2019).

Conclusions

According to global trends, if a company in the fashion industry does not support and implement environmental approaches to doing business, it risks being negatively perceived by consumers. The study of the current state and prospects of Ukrainian consumption of fashion industry goods on the subject of “consciousness” can be summarized as follows:

- 61.5% of respondents are adepts of fast fashion and make purchases of new clothes 2–12 times a month, which is a confirmation of the impact on the purchasing behavior of Ukrainians of the total deficit during the USSR period;
- 58.7% of respondents prefer offline shopping in traditional stores, due to the psychological need for shopping and the lack of simplicity in the procedure of returning things that did not fit;

- 99.4% of respondents are ready to recycle clothes and shoes, and 64.3% are already disposing of their own clothes, which is proof of environmental concern of the population and an opportunity for the textile business to implement environmental behavior;
- another signal for the leaders of the fashion industry is the willingness of 82% of respondents to pay a higher price for goods made from recycled materials;
- for 56.8% of respondents the main reason for buying new clothes is wear out and loss of old clothes (obviously due to poor fabric quality and improper care);
- 68% of respondents “always” and 25% “sometimes” study the composition of the fabric, which will allow you to buy better things that will last longer;
- 60% of respondents buy things in second-hand shops, and 54% handed over their things for repair 1–3 times a year, which also confirms the conscious approach of respondents.

Unfortunately, 68.2% of respondents do not think about the harmfulness of clothing production processes for the environment.

The following actions and practices should be identified, which in case of implementation by mankind will have a significant impact on improving the environment, both socially and ecologically:

1. Buy less and better, only those things that are really needed (more expensive basic things, well fitted, they will last longer and will be fashionable for more seasons).
2. Study the labels and composition of the fabric – on the subject of eco-labeling, type of fabric (avoid polyester, prefer natural fabrics) and ethical production.
3. Introduction of the reuse, reduce, recycle approach – to repair/alter (maximize the life of a unit of clothing or footwear), sell or give to the needy, hand over for recycling.
4. Set priorities, because the most important things in life are not things, but emotions and impressions. Investing money in online training, an e-book, a trip to the theater or donate to charity will have a much greater economic, environmental and social effect than buying clothes.

Unquestionably, the environment affects the willingness to practice an environmental approach in purchasing behavior. The more environmental actions and practices there are among acquaintances or famous people, the more people will want to follow and promote.

Author Contributions

Conceptualization, K.Y., M.N., D.A.; methodology, D.A.; software, K.Y., D.A.; investigation, K.Y., M.N., D.A.; results K.Y., D.A.; formal analysis, K.Y., D.A.; resources, K.Y., M. N.; data curation, M.N., D.A.; writing-review and editing, M.N., D.A.; supervision, K.Y., M.N. All authors have read and approved the final manuscript.

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Biographies



Mashchak Nataliia Mykhaylivna was born on 4th of May, 1987. In 2014, graduated from the Lviv Academic Gymnasium and started studying at the Economics and Management Institute at Lviv Polytechnic National University, specialty “Management” (master’s degree with honors). In September 2009, started working as an assistant at the Marketing and Logistics Department at Lviv Polytechnic National University. 2010–2013 – postgraduate studying at the Economics and Management Institute at Lviv Polytechnic National University. On December 25, 2014, defended PhD. thesis on the topic “Greening of logistics processes at the enterprise” in the specialty 08.00.04 – economics and management of enterprises (by types of economic activity). From 2014 to 2020 I worked as an assistant at the Marketing and Logistics Department at Lviv Polytechnic National University, and since August 2020 I have been working as an associate professor at the Marketing and Logistics Department at Lviv Polytechnic National University. Scientific interests: sustainable development, conscious consumption, green logistics, climate changes.



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