

Fashion Marketing and Environmental Justice

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Abstract:

Fashion marketing seeks to persuade customers to buy more, but the fundamental problem of the fashion industry is caused by this behavior itself. In the past decade, a new marketing system has emerged that presents an alternative approach, raises consumer awareness of social issues in the fashion industry, and influences positive consumer behavior in the pursuit of environmental justice, which is linked to public health and human rights through The marketing of sustainable fashion which aims to educate, influence and, ultimately, move the consumer to change their purchasing behavior. This can be achieved by encouraging fashion brands to create a successful sustainability marketing campaigns. This paper provides a broad overview of the extant literature on the marketing of sustainable fashion (SF), Sustainable consumerism, fashion marketing and environmental justice. Two case studies were conducted on the impact of social campaigns on encouraging the marketing of sustainable fashion, mentioning the most important steps that organizations should follow to create effective sustainable fashion campaigns.

Research Questions: What is the relationship between fashion marketing and environmental justice? What is the marketing of sustainable fashion (SF)? What are the principles that must be achieved for sustainable fashion communications? How can fashion brands use sustainable marketing to educate consumers about the social and environmental impacts of the fashion industry? Can fashion marketing be a powerful tool for promoting environmental justice? How can brands create a successful sustainability campaign?

Research Objectives: -The proposed research seeks to provide a broad overview of the relationship between fashion marketing and environmental justice. -The research examines the areas of sustainable fashion (SF), fashion marketing, environmental justice, and sustainable consumerism. -The proposed research focuses on sustainability and fashion itself, how sustainability should be adopted in fashion by companies, and what steps should be taken to create effective sustainable marketing campaigns. -This study explores some examples of creative sustainable fashion marketing campaigns by presenting two case studies where fashion brands have tackled environmental issues with the aim of changing consumer perceptions and behavior in order to reduce excessive clothing consumption.

Methodology:

This research employs a systematic review to summarize the literature on fashion marketing and environmental justice. This research will analyze fashion marketing, sustainability in fashion, environmental justice, and sustainable marketing to present the discussion and arguments on sustainability within the fashion marketing business. This is non-experimental, qualitative, and descriptive research. It reveals the characteristics of two campaigns as examples of the impact of social campaigns on encouraging sustainable fashion marketing.

Keywords:

Fashion industry, Fashion marketing, Environmental justice, Sustainable Marketing & environment, Marketing of Sustainable Fashion (SF), sustainable campaigns.

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Paper History:

Paper received January 2, 2024, Accepted March 1, 2024, Published on line May 1, 2024