Navigating Sustainability and Consumer Behaviour in Fashion: Brand Avoidance, Digital Influence, and Emerging Trends Among Gen Z and Millennials

Santha Sorubini P[1] and Dr. Jayasree Krishnan[2]

[1]Vels Institute of Science, Technology and Advanced Studies.
[2] Director, School of Management and Commerce, Vels Institute of Science, Technology and Advanced Studies.

Abstract: There is a major transformation in the fashion sector because of increased requirements towards sustainability as well as changing behavior of such demographics as Gen Z and Millennials. Based on recent scholars' insights, this review appraises the role that brand credibility, shared values, and customer engagement play in brand identification while noting the moderating role of brand engagement. Moral foundations, expected guilt, and individual responsibility are primary psychological forces that predict both anti-consumption behavior and environmentally conscious word-of-mouth. In addition, the synergy of personal and social norms with increased environmental awareness is associated with more conscious attitudes about fashion consumption and the disposal of clothing.

The adoption of digital platforms, mobile-created, interactive content technologies is bringing change to the brand-consumer relationships, increasing interaction and proliferation of sustainability initiatives. Still, current challenges include digital saturation, inter-system communication barriers, and high energy consumption on new emerging inventions. The combination of Industry 4.0 technologies and blockchain is an opportunity or threat for circularity efforts of small and medium enterprises. The uncertainties in sustainability projects have developed due to the COVID-19 pandemic, spelling the need to keep pushing sustainable projects further.

Additionally, in this study, materialism, body dissatisfaction, and the role of self-esteem and symbolic self-presentation on purchase decision are examined. Through interrelated analysis of behavioral, technological, and psychogenic factors, this research offers a holistic reflection of modern sustainable fashion consumption. The recommendations of this study are intended to help brands, policymakers, and researchers who are adjusting their actions about sustainability along with the values and preferences of the digital native generation.

Keywords: *Sustainable Fashion, Gen Z, Digital Influence, Brand Identification, Anti-Consumption, Circular Economy.*

I. INTRODUCTION

Riding the sustainability high and consumerism wave in the fashion world, among Gen Z and Millennials, means investigation of brand avoidance, digital impact, and new tendencies. The convergence of these factors illustrates a complicated terrain where sustainability continues to gain centrality, but there is a difficulty in engaging consumers and brand perception.

> *Brand Avoidance and Consumer Attitudes*
- Sustainability Concerns: The younger consumer is becoming more and more aware of the damage done to the environment with fast fashion, and increasingly, brands are avoiding companies that are seen as unsustainable (Hassan et al., 2022).
- Greenwashing: Numerous brands are grilled for their false claims of sustainability, and this causes consumers to demand transparency and authenticity (Dobos & Éltető, 2022).

➢ *Digital Influence on Consumer Behavior*
- Immersive Technologies: The use of augmented and virtual reality in fashion will help with waste reduction and education of consumers, thus promoting sustainable activities in textiles (Mesjar et al., 2023).

- E-commerce Growth: The arrival of the COVID-19 pandemic expanded online purchasing that now emphasizes convenience rather than CSR preference in purchasing decisions (Gil-Cordero et al., 2023).

➢ *Trend Gains of Gen Z And Millennials*
- Circular Economy: Brands are discussing circular business models as they shift to those that conserve resources and reduce waste and align with the youth's values (Colombi & D'Itria, 2023).

- Philanthropic Motives: Young adults are driven to abandon their clothes both for economic reasons and philanthropically, reflecting the change to more responsible consumption patterns (Hassan et al., 2022).

On the reverse side, although many of the young consumers prefer to embrace sustainability, quite a large percentage prefers more convenience and brand loyalty over ethics; hence, an obvious niche in the market for brands to exploit is evident.

A. Research Gap

➢ *Sustainability in Fashion*
- Lack of uniform negotiation criteria for defining "sustainable fashion".
- Reduced investigation of digital technologies (eg, blockchain, AR/VR) that accelerate the circular economy in fashion.
- Avoidance of non-listed company sustainability efforts by a few studies.
- Life cycle assessments that are incomplete for product categories other than clothing.

➢ *Digital Influence*
- Limited investigation of features of the Media-Generated Content (MGC) and devices.
- Absence of cross-platform social media behavior analysis.
- •Scanty has been the study of impacts of declining media consumption on materialism.
- Limited meanings of how immersive technologies will affect sustainability awareness.

➢ *Brand Avoidance and Emotional Drivers*
- Lack of understanding in terms of the moderating role that brand engagement plays in brand avoidance.
- Omission of broader emotional and cognitive determinants of fashion-related brand rejection.

➢ *Generational & Behavioral Gaps*
- Reduced generalizability to varied Gen Z & Millennial cultures.

- Undervalued post-pandemic changes in consumer behavior of fashion.
- The need is to investigate the effects of online fashion subscriptions on body image and ethical consumption.

➢ *Policy, Industry & Workforce*
- Absence of favourable economic regulations for the transition to sustainable fashion.
- These include limited recommendations for workforce readiness in the sustainability-led fashion industries.
- There are few real frameworks for using blockchain in supply chains.

B. Objectives
- Study the impact of brand credibility, value congruence, and brand identification on advocacy, loyalty, and brand avoidance in the case of Gen Z and Millennials in sustainable fashion.
- Examine the effect of digital platform, content attribute, and immersive technology on consumer engagement and sustainability perception of fashion.
- Examine anti-consumption incentives and emotional underpinnings; guilt, moral values, and personal responsibility for sustainable fashion decisions.
- Evaluate the effects of COVID-19 on consumer behaviour, materialism, and sustainability priorities in fashion amongst the younger generations.
- Spot contemporary trends and digital tactics in the fashion world that work for circular economy principles, and assess their attraction to Gen Z and Millennials' customers.

C. Hypothesis
- H1: Consumer brand advocacy and loyalty is positively affected by the brand credibility, value congruence, and brand identification while reducing consumer brand avoidance for Gen Z and Millennials.
- H2: Digital content features and immersive technologies (AR/VR) play a critical role in increasing consumer engagement while driving the sustainability perception of fashion brands.
- H3: Anticipated guilt, moral foundations, and personal responsibility are both positively related to anti-consumption behavior and sustainable fashion adaptation.
- H4: Gen Z and Millennials experienced a heightening of sustainability as the locus of their consumerism because of disruptions brought by COVID-19.
- H5: New approaches of digitizing (blockchain, online resale, customization) help shape the perceptions of Gen Z and Millennial consumers concerning the circular economy.

II. LITERATURE REVIEW

In the last few years, the fashion industry has experienced a seismic change thanks to digitalization, the sustainability imperative from the back, and the behavioural challenges of generations such as Gen Z and millennials. To comprehend these dynamics, we need a multidimensional

lens that includes brand perception, social influence, emotional motivators, and technological innovation.

➤ *Brand Credibility, Identification, and Engagement*

Credibility of brands, value congruence, and consumer experience are of central importance in framing brand-related outcomes such as advocacy, loyalty, and avoidance. The work of Raouf Ahmad Rather deals with the way these constructs, based on social identity theory and service-dominant logic are useful for consumer engagement in the contexts of sustainable fashion (Raouf Ahmad Rather, Raouf Ahmad Rather). Although the study provides a solid ground for brand identification and experience, it doesn't convey digital influence or Gen Z–Z–Millennial behavioural uniqueness, and that is a generational gap that is surfaced.

➤ *Sustainability During COVID-19 & the Intention-Behaviour Gap*

The COVID-19 pandemic changed consumers' point of view about sustainability substantially. A piece of research from Taylor Brydges, Monique Retamal, and Mary Hanlon looks at the effects of the pandemic on sustainability in fashion. It magnifies the intention-behaviour gap, especially among the Gen Z consumers who profess sustainable interests in fashion yet continue to participate in fast fashion with social pressures (Taylor Brydges, Monique Retamal, Mary Hanlon). This inconsistency points the finger at the complex interaction between idealism and the consumption behaviour of young fashion consumers.

➤ *Moral Foundations and Anti-Consumption*

Although the focus of the work of Barbara Culiberg, Hichang Cho, and Mateja Kos Koklic is mainly the air travel, transferable messages for moral and emotional drivers of sustainable behaviour can be found in their work. With socio-cognitive models and taking into account the anticipated guilt and personal responsibility, the study examines psychological underpinnings for anti-consumption resulting from environmental considerations (Barbara Culiberg, Hichang Cho, Mateja Kos Koklic). These are useful to see how similar patterns occur in fashion consumer behaviour; in particular, for those ethically minded Gen Z.

➤ *Clothing Waste and the Sustainability of clothing behaviour.*

Adopting the Theory of Interpersonal Behaviour, Siti Hasnah Hassan and co–authors examine sustainable fashion consumption and clothing disposal behaviour. Their findings highlight the importance of personal and social norms and also environmental consciousness in making consumer choices (Siti Hasnah Hassan, Jasmine A. L. Yeap, Nabil Hasan Al-Kumaim). Even though brand avoidance or digital influence is not covered in the study, it presents a critical view of behaviour around sustainability.

➤ *Circular Economy and Policy Interventions*

In the round economy's transition in the sector of fashion sector, Peleg Mizrachi and Alon Tal speak of the barriers. Their paper highlights the role designers play in educating consumers and how policy should deal with social and environmental implications (Meital Peleg Mizrachi, Alon Tal). The authors emphasise the relevance of addressing younger audiences, namely Gen Z, when speaking about promoting sustainable practices.

➤ *Digital Influence, Content, and Behaviour of Platform.*

The research undertaken by Ali B. Mahmoud et al examines the effect of COVID-19 on fashion brand behaviour in digital platforms such as Instagram. Although advocating for Sub-Saharan Africa and falsely lacking sustainability emphasis, generational comparison of tech-native and non-native users between these users exposes the variations with which digital influence looks like based on age (Ali B. Mahmoud, Joan Ball). In conjunction with this, Qiang Yang and colleagues analyze the effects of content-generating devices and features on consumer engagement, with special focus on the marketer and user-generated content (Qiang Yang, Hongxiu Li, Ya-Wei Lin). Such studies highlight the necessity of developing a competency and content strategy for engaging key consumers, the young.

➤ *Impulse Buying, Fast Fashion, and the Sustainability Paradox*

In a "sustainability paradox", Barbara Gawior and her co-authors look at the tension between credit card-indulged impulse purchasing and the sustainability values. Their findings suggest that despite people's sustainable intentions regarding financial matters, they sometimes collide, as happens during crises, such as the pandemic (Barbara Gawior, Michał Polasik, José Luis del Olmo). This is especially relevant for the case of Gen Z, the general population in Generation Z has both social and financial pressure.

➤ *Emerging Trends and Digital Innovation*

Chiara Colombi and Erminia D'Itria review cases of innovations in fashion business models, especially those related to digital innovation and sustainability (Chiara Colombi, Erminia D'Itria). The importance of the adjustment of fashion business models to the values of the new consumers is at the forefront of their research. Similarly, Ravneet Kaur, with colleagues, reviews the Industry4.0 technologies in marketing and highlights their importance on real-time feedback and customer profiling to enable sustainable practices (Ravneet Kaur, Rajesh Singh, Anita Gehlot).

➤ *Blockchain and Digital Communication*

Hilde Heim analyzes the implementation of blockchain in fashion supply chains and finds both possibilities and structural challenges (Hilde Heim). Although not a study of consumer behaviour, the work is critical for gaining insights into the backend digital transformation that is required to facilitate transparency and trust. Tina Wiegand and Martin Wynn build upon this by pointing out that through digital technologies, sustainability communication in the textile sector can be increased (Tina Wiegand, Martin G Wynn).

➢ *Immersive Technologies and Responsible Consumption*

Writing about how immersive technologies (e.g., AR/VR) can facilitate responsible consumption by enriching the consumer experiences and awareness, Lyndsay Mesjar, Karen J. Cross, and Yang Jiang focus their attention on (Lyndsay Mesjar, Karen J. Cross, Yang Jiang). Their study is highly relevant to digital-native consumers and contributes to the argument that innovation may be the incentive for sustainable behaviour.

➢ *Governance and Model Integration*

Rosita Capurro and colleagues discuss the integration of digitalization and sustainability in corporate governance in the fashion and food industries (Rosita Capurro, Raffaele Fiorentino, Rubina Michela Galeotti). While non-youth-based, this work proves the structural integration of sustainability in brand strategy.

➢ *Data Tools and Consumer Empowerment*

Chloe Satinet and François Fouss present a machine learning model to enable consumers to estimate the sustainability of products, using the problem of finding eco-friendly products in a crowded market as an example (Chloe Satinet, François Fouss). While it is primarily concerned with product evaluation, it makes a strong inference to improving informed choice in digital-savvy generations.

➢ *Body Image and Clothing Behavior*

Jihyun Sung and Ruoh-Nan Yan examine in their study of Gen Y men how self-esteem and body dissatisfaction affect clothing choices (Jihyun Sung, Ruoh-Nan Yan). This psychosocial factor is of special significance to the understanding of how emotional and identity-driven aspects influence the consumption of fashion.

➢ *Green Values and CSR Decision-Making*

Nicholas Eng and co-authors apply a Theory of Planned Behaviour (TPB) in exploring the path between consumer values and green purchasing, addressing CSR perceptions and environmentalism (Nicholas Eng, C. Penrose Buckley, Rachel X. Peng). Although the results are not fashion-specific, the findings take on a more general backdrop of sustainability attitudes for value-driven consumers.

This synthesis shows that although many studies discuss sustainability, digital influences, and youth behaviour in the world of fashion, only a few integrate the study on brand avoidance, immersive technologies, and generational change. Therefore, this review is intended to close that gap by combining perspectives from various domains in an integrated investigation of Gen Z and Millennial fashion consumer behaviour.
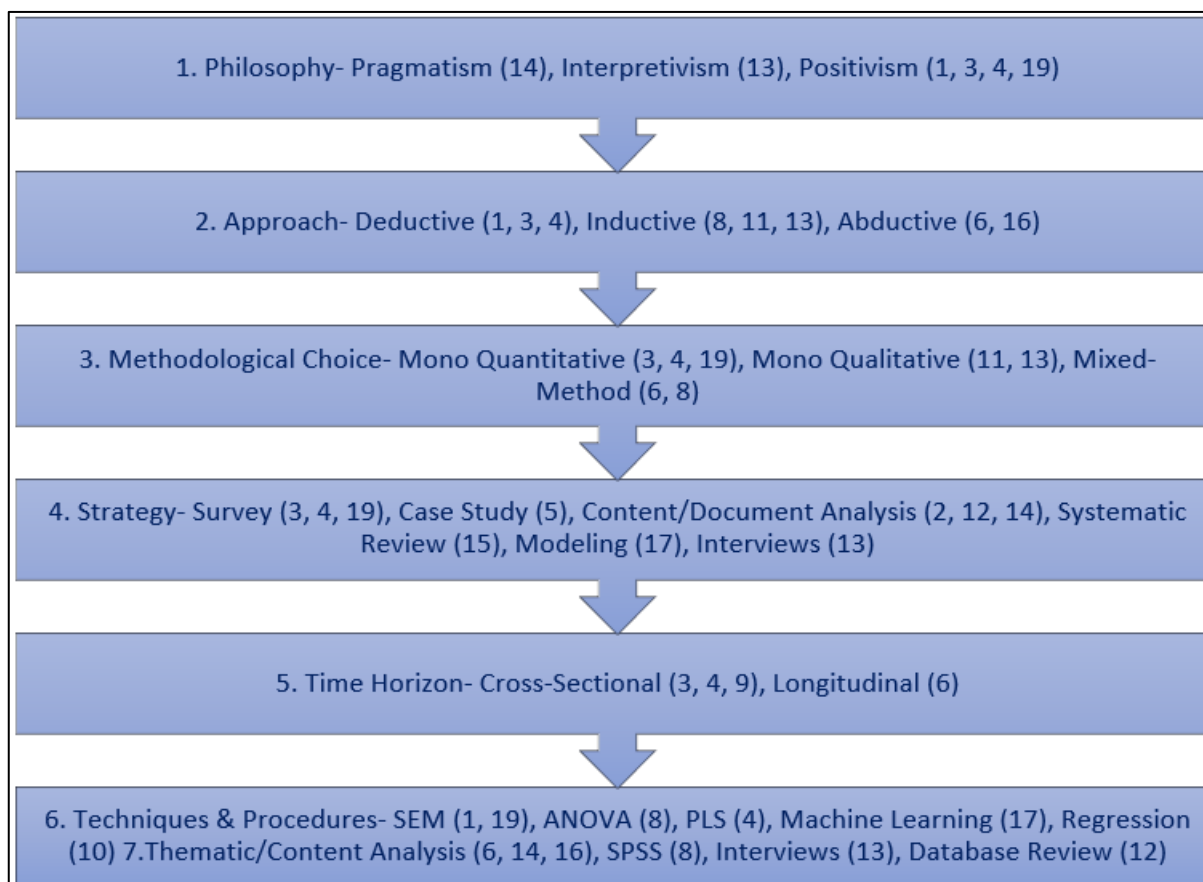
III. RESEARCH METHODOLOGY

Fig 1: Flowchart of Methodology Alignment with Saunders' Research Onion Model
Source: © Mark Saunders, Philip Lewis and Adrian Thornhill 2008.

Table 1: Methodology Alignment with Research Onion

Onion Layer	Examples (Citation Numbers)
Philosophy	Pragmatism (14), Interpretivism (13), Positivism (1, 3, 4, 19)
Approach	Deductive (1, 3, 4), Inductive (8, 11, 13), Abductive (6, 16)
Methodological Choice	Mono Quantitative (3, 4, 19), Mono Qualitative (11, 13), Mixed-Method (6, 8)
Strategy	Survey (3, 4, 19), Case Study (5), Content/Document Analysis (2, 12, 14), Systematic Review (15), Modeling (17), Interviews (13)
Time Horizon	Cross-Sectional (3, 4, 9), Longitudinal (6)
Techniques & Procedures	SEM (1, 19), ANOVA (8), PLS (4), Machine Learning (17), Regression (10), Thematic/Content Analysis (6, 14, 16), SPSS (8), Interviews (13), Database Review (12)

IV. THEORIES USED

Table 2: Theories Used in Previous Literature

Theory/Concept (with Citations)	Description/Application	Frequency (Count of Papers)
Social Identity Theory (1)	Explains how group identification influences brand engagement and loyalty.	1
Service-Dominant Logic (1)	Focuses on the co-creation of value between consumers and brands in sustainability.	1
Just Transitions (2)	Evaluates systemic change in fashion sustainability post-COVID.	1
Theory of Planned Behaviour (TPB) (3, 4, 19)	Explains consumption decisions through intention, norms, and perceived control.	3
Value-Belief-Norm Theory (VBN) (3)	Focuses on how personal values and norms guide environmental behaviour.	1
Theory of Interpersonal Behaviour (TIB) (4)	Incorporates emotion and habit into behavioural predictions.	1
Circular Economy Principles (5)	Applies reuse and lifecycle approaches to sustainable fashion behaviour.	1
Hedonic Motivation Theory (9)	Describes fast fashion buying driven by emotional pleasure.	1
Construal Level Theory (CLT) (10)	Explains how psychological distance affects consumer decisions.	1
Symbolic Self-Completion Theory (18)	Explains how clothing reflects self-identity and self-esteem.	1
Diffusion of Innovations (13)	Explains how digital innovations spread in fashion ecosystems.	1
Technology Adoption Theory (13)	Focuses on how new technologies are accepted by users and organizations.	1
Principal-Agent Theory (13)	Analyzes delegation and monitoring challenges in sustainable supply chains.	1
Transactional Cost Economics (13)	Examines cost efficiency in digital fashion supply chain decisions.	1
Emerging/No Formal Theory (11, 14, 15, 16, 17)	Descriptive or integrative studies with no explicitly stated theory.	5

❖ *Summary*

A. Diverse Theoretical Grounding:
Fashion sustainability and consumer behavior scholarship combines multiple theories from psychology (e.g., TPB, CLT), sociology (e.g., Social Identity Theory), and economics (e.g., Transaction Cost Economics). Therefore, the predominant theoretical lens in this body of work is the Theory of Planned Behaviour (TPB), unsurprisingly, highlighting the importance of framing sustainable consumption and its relationship with intention-behavior divergence.

B. Gap in Holistic Frameworks:
Studies 11, 14, 15, 16, and 17 by researchers present emerging trends and learned essence without applying existing theoretical frameworks, highlighting that a unified or hybrid approach is required to explain the intersection of digital impacts, sustainability, and the behaviour of Gen Z/Millennials in fashion.

V. KEY FINDINGS

➤ *Brand-related Constructs and Engagement:*

Brand credibility, value congruence, and consumers' experience all result in increased brand identification. In the role of a moderator, brand engagement enhances the correlation between these preceding aspects and their impact upon brand loyalty outcomes [1].

The COVID-19 crisis significantly changed the course of sustainability efforts in the global fashion industry, reiterating the importance of structural disparities intervention to achieve just transitions [2].

The moral values, feelings of anticipated guilt, and the sense of personal responsibility, to a large extent, determine people's readiness to participate in anti-consumption that is environmentally motivated. Anger tends to reinforce the probability of conveying information about sustainability, and the feeling of individual responsibility pushes people towards activism [3].

Personal beliefs and the social environment, as well as environmental awareness, are critical determinants of sustainable fashion choice. These behaviors are linked to increased rates of both philanthropic and yet those driven by commerce in clothing disposal processes [4].

Circular economy approaches, which are attracting increased attention, appear to be severely constrained by policy uncertainties and industry-entrenched barriers [5].

Because of magnified media presence and stress during pandemic, materialistic attitude increased, whereas the concern for the financial goals reduced in comparison to previous times [6].

Digital platforms that engage generate brand reach in a reinforcing fashion, enabling more meaningful interactions and advancing consumer commitment. Social sharing and mobile access tend to increase engagement, but sometimes achievement features have the reverse effect [8, 10].

It seems shopping on credit cards triggers impulsive buying, especially convenient when shopping for fast fashion brands in person. Hedonic motivations lead purchases which account for a significant influence on such buying behaviors [9].

Advancements in technology and immersive tools (such as AR/VR) provide the ground for creation of circular business approaches, increasing the sustainability marketing, as well as calling for supplementary empirical research to assess the practical influence in the real-world [11, 12, 15].

An embrace of these Industry 4.0 and blockchain technologies features great challenges including technical and communication hurdles. Yet, there is the constructive influence of digitalization on corporate sustainability governance [13, 14, 16].

Random forest-based machine learning methods have shown great promise for rapid analysis of the sustainability of clothes and the availability of solutions for clients and companies [17].

Among Gen Y men, self-esteem and body dissatisfaction issues are important in influencing clothing behavior – to avoid body-focused images [18]. Oppositely, the individuals who put forward self-transcendent values and try to find symbols for self-expression are more likely to set their purchasing plans, when durability counts [19, 20].

Table 2: Key Findings Analysis

Citation(s)	Theme	Key Finding
[1]	Brand-related Constructs and Engagement	Brand credibility, value congruence, and experience influence brand identification; engagement moderates.
[2]	Sustainability and Structural Challenges	COVID-19 disrupted supply chains; just transitions require addressing structural inequalities.
[3]	Psychological Drivers of Anti-Consumption	Moral foundations, guilt, and responsibility drive sustainable behaviors and advocacy.
[4]	Sustainable Fashion Behavior	Norms and awareness promote ethical consumption and responsible clothing disposal.
[5]	Circular Economy and Policy Complexity	Trade-offs and barriers affect circular economy effectiveness.
[6]	Media, Stress, and Materialism	Media and stress increased materialism; money focus declined during COVID-19.
[8], [10]	Digital Influence and Consumer Engagement	Mobile and social content boosts engagement; achievement content may lower it.
[9]	Impulse Buying in Fast Fashion	Credit card use and hedonic drivers spur impulse purchases.
[11], [12], [15]	Digital & Immersive Technologies in Fashion	Innovation like AR/VR and circular models foster sustainability.

Citation(s)	Theme	Key Finding
[13], [14], [16]	Tech and Governance in Sustainability	Blockchain and Industry 4.0 face challenges but enhance digital governance.
[17]	AI and Sustainability Assessment	Machine learning tools accurately assess clothing sustainability.
[18], [19], [20]	Identity and Fashion Behavior	Self-esteem and symbolic self-expression influence fashion choices and purchase intentions.

Table 3: META ANALYSIS

Citation(s)	Focus Area	Methodology	Key Findings
Rather (2022), Eng et al. (2022), Sung & Yan (2020), Kim & Jun (2020)	**Brand-related Constructs and Engagement**	SEM, TPB	Brand credibility, value congruence, self-esteem, symbolic value influence loyalty, advocacy, identity, and purchase intention
Brydges et al. (2020), Culiberg et al. (2022), Hassan et al. (2022), Mizrachi & Tal (2022)	**Sustainability and Structural Challenges**	PLS, Qualitative scoring	COVID-19 disrupted sustainability; guilt and responsibility drive anti-consumption; norms and policy needed for CE transition
Moldes et al. (2022), Gawior et al. (2022), Mahmoud et al. (2021), Castillo-Abdul et al. (2021)	**Media, Stress, and Materialism**	Longitudinal, Quantitative	Pandemic increased materialism and impulse buying; digital engagement differs across age and content types
Yang et al. (2022), Colombi & D'Itria (2023), Kaur et al. (2022), Mesjar et al. (2023)	**Digital & Immersive Technologies in Fashion**	Regression, Literature Review	Mobile/social content and immersive tech (AR/VR) boost engagement and support circular fashion models
Heim (2022), Wiegand & Wynn (2023), Capurro et al. (2023), Satinet & Fouss (2022)	**Tech and Governance in Sustainability**	Thematic Analysis, ML	Blockchain, AI, and digital governance aid sustainability, but barriers like high cost and skills gaps persist

Source: Guidelines: PRISMA Framework, PICOS Framework, Theory Anchors for Meta-Categorization, Data Extraction and Coding Protocol

VI. FUTURE RESEARCH DIRECTIONS

➢ *Broaden Industry Scope*

Work closely with a wide variety of non-listed companies and small and medium enterprises (SMEs) in different industries to learn about different sustainability perspectives.

➢ *Cultural and Psychological Factors*

Investigate the effects that cultural background, basic morals, and self-transcendent values over time have on ecological behavior.

➢ *Digital Innovation and Immersive Tech*

What aspects of digital tools, immersive media, and contributions of the Industry 4.0 contribute to the promotion of more environmentally friendly fashion models?

➢ *Materialism and Media Influence*

Learn to describe how health consciousness and less media dependency affects people's materialistic and impulsive shopping habits.

➢ *Policy and Collaboration*

Update current regulations and encourage brands collaborations to encourage formulation of sustainable products.

➢ *Cross-Platform Digital Engagement*

Track differences in engagement across different social channels, MGC content types, and across different device platforms.

➢ *Body Image Across Demographics*

Investigate differences in levels of body dissatisfaction and self-esteem within a selection of age groups concerning online fashion subscriptions.

VII. LIMITATIONS

It has been observed through a meticulous examination of the scholarly work that a number of limitations affect the scope and coverage of existing findings in this area.

Research on these topics is often hampered by issues related to sampling, and much of the available work is based on small, geographically localized populations or narrowly-based platforms such as Prolific surveys and samples of Malaysian youth aged 18-35. These limitations attenuate the possibility of extending these findings to different populations not covered in the sampled scenarios.

Second, the timing of the conducts of the studies can foul any applicability of results when data was collected prior

to the COVID-19 pandemic or under COVID-19 pandemic measures. These circumstances might have greatly affected the way in which consumers act, relate digitally, and see sustainability, which calls out for continuous and post-pandemic research to evaluate these changes.

Finally, many studies are limited because they concentrate on specific social media sites, device groupings, or MGC content types, limiting the applicability of these findings in this fast-evolving digital environment.

Fourth, the coverage and scope of territorial areas and theoretical positions covered by some works is limited. At least several explorations are confined to European environments and lack original theoretical views, contributing to their reduced relevance.

Fifth, the implementation of state-of-the-art technologies such as blockchain and Industry 4.0 systems is marred by numerous challenges specifically those relating to their operations including technical compatibility, decentralized network of data, high consumption of energy and lacking labor. Such barriers therefore hinder the growth and full integration of sustainable supply chains.

Sixth, there are significant issues regarding methodology; first of all, there is the use of cross-sectional survey only, small samples, and lack of assessment tools of constructs, such as perceived behavioral control and purchase frequency. This dependency restricts the ability to form cause-and-effect relationships and frequently leads to unreliable measurement outcomes.

Further economic and system obstacles prevent the spread of sustainable fashion products. High product costs, exclusivity, the slow gain on investment, and a lack of infrastructure all act as obstacles that prevent consumer interest and moving toward sustainable practices in business.

VIII. CONCLUSION

This review sheds a light on the complex relationship between sustainability, digital trends pattern and attitude of consumers, as directly concerned with Gen Z and millennials fashion industry segments. Elements such as brand credibility, value alignment, and emotional bonding powerfully affect the intensity of a brand identity with and retention by customers. The effectiveness of digital platforms and mobile-minted content in improving consumer engagement has been demonstrated, and immersive and blockchain technology introduce innovative (though complicated) ways of making sustainability. Personal psychological characters especially the guilt, self worth and individual norms are key in influencing both consumption patterns and thoughts in the fashion realm. As the industry moves to circular practices and digital technologies, it is important to gain insight into these changing consumer behaviors in order to create holistic, responsible, and effective sustainability efforts.

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