

**INTERNATIONAL SCIENTIFIC PRODUCTION ON CONSUMPTION,
SUSTAINABILITY, AND FAST FASHION**

**PRODUÇÃO CIENTÍFICA INTERNACIONAL SOBRE CONSUMO,
SUSTENTABILIDADE E MODA RÁPIDA**

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ABSTRACT

Purpose: This study aimed to investigate the international literature addressing the themes of consumption, sustainability, and fast fashion, focusing on the profile of the studies and their main contributions.

Theoretical framework: The theoretical framework relies on a mixed research approach utilizing bibliometric methods via Scopus to analyze articles from 2012 to October 2022.

Design/methodology/approach: A mixed research approach was applied, filtering articles from 2012 to October 2022, utilizing bibliometric methods via Scopus.

Findings: Results highlight 2022 as a peak year for Scopus-indexed articles on these themes. Notable contributors include the UK, Australia, and the US, with affiliations like Chalmers University of Technology, The New School, and Queensland University of Technology. The journal 'Sustainability' received the most articles. Findings emphasize that fast fashion cultivates a disposable clothing outlook, ignoring environmental consequences. Growing attention to sustainability and social concerns is evident for both consumers and fashion companies.

Research, Practical & Social implications: The study sheds light on the growing attention to sustainability and social concerns within the realm of fast fashion. It highlights the need for more sustainable practices in the fashion industry and the potential social impacts of consumer behavior.



Originality/value: The study's main contributions lie in its analysis of the international literature on consumption, sustainability, and fast fashion, providing insights into the current trends and highlighting areas for further research.

Keywords: Consumption. Fast fashion. Sustainability.

RESUMO

Objetivo: Este estudo teve como objetivo investigar a literatura internacional que aborda os temas de consumo, sustentabilidade e moda rápida, focando no perfil dos estudos e suas principais contribuições.

Referencial teórico: O referencial teórico baseia-se em uma abordagem de pesquisa mista utilizando métodos bibliométricos via Scopus para analisar artigos de 2012 a outubro de 2022.

Design/metodologia/abordagem: Uma abordagem de pesquisa mista foi aplicada, filtrando artigos de 2012 a outubro de 2022, utilizando métodos bibliométricos via Scopus.

Resultados: Os resultados destacam 2022 como um ano de pico para artigos indexados no Scopus sobre esses temas. Contribuidores notáveis incluem o Reino Unido, Austrália e Estados Unidos, com afiliações como Chalmers University of Technology, The New School e Queensland University of Technology. O periódico 'Sustainability' recebeu a maioria dos artigos. Os resultados enfatizam que a moda rápida cultiva uma perspectiva de vestuário descartável, ignorando as consequências ambientais. A crescente atenção à sustentabilidade e às preocupações sociais é evidente tanto para os consumidores quanto para as empresas de moda.

Implicações para pesquisa, práticas e sociais: O estudo lança luz sobre a crescente atenção à sustentabilidade e às preocupações sociais no âmbito da moda rápida. Destaca a necessidade de práticas mais sustentáveis na indústria da moda e os impactos sociais potenciais do comportamento do consumidor.

Originalidade/valor: As principais contribuições do estudo residem em sua análise da literatura internacional sobre consumo, sustentabilidade e moda rápida, fornecendo insights sobre as tendências atuais e destacando áreas para futuras pesquisas.

Palavras-chave: Consumo. Moda rápida. Sustentabilidade.

1 INTRODUCTION

In a predominantly capitalist society, consumption has been a driving force behind the success of the global economy. It can be argued that nearly all market models within capitalism are, in some way, directly or indirectly based on consumption. This functions as a crucial barometer for management and decision-making within companies, whether in the textile sector or any other area of the market (Cietta, 2012; Ewen, 2022). In this sense, businesses need to comprehend and adjust to consumer



behavior that prioritizes sustainability to innovate and stay competitive. Sustainable practices are becoming more and more important because they enable businesses to satisfy both customer and environmental requirements and offer vital information for strategic decision-making.

The significance of sustainability and social issues can influence everything from business practices to individual choices and has gained prominence in terms of relevance (Paiva et al., 2023) not only for consumers but also for fashion companies (Dabas; Whang, 2022). The entire process has been under review, from consumption and production to monitoring and the end-of-life cycle of clothes, aiming to reduce environmental impact (Bly; Gwozdz; Reisch, 2015).

According to Brewer (2019), the current model employed by the fast fashion industry brings with it several social and environmental issues, such as high carbon emissions. In this context, companies have played a crucial role in raising consumer awareness about more sustainable practices (Cunha et al., 2022). The fashion industry has been recognized as one of the primary sectors contributing to environmental damage. While fashion companies have begun taking some actions toward environmental protection, how consumers make purchasing decisions regarding sustainable fashion products remains a persistent issue (Grazzini; Acuti; Aiello, 2021; Zhang; Zhang; Zhou, 2021).

The fast fashion phenomenon, characterized by accelerated production cycles and rapid trend obsolescence, results in rampant consumption of natural resources, intensive labor exploitation, and a significant generation of textile waste, contributing significantly to environmental pollution. On the flip side, the rise of sustainability in the fashion industry addresses these worries by advocating ethical and environmentally conscious practices. This involves promoting mindful consumption, embracing sustainable materials, reducing waste, and enhancing working conditions across the production chain (Niinimäki et al., 2020).

Conscious of the environmental and social consequences, consumers are pursuing greener choices, driving trends like circular fashion, which focuses on recycling and reusing clothes. This change mirrors an increasing desire for an ethical and environmentally friendly fashion sector. In this context, the opportunity arose to explore international studies addressing this specific theme, aiming to identify and analyze the methods used by researchers in other countries. Thus, the following question arises for the development of this research: what is the profile of international



scientific production regarding consumption, sustainability, and fast fashion? Consequently, this study aimed to investigate international literature dealing with the themes of consumption, sustainability, and fast fashion, focusing on the profile of studies and their primary contributions.

This research seeks to deepen the understanding of scientific knowledge about consumption, sustainability, and the fast fashion business model. In this regard, the goal is to broaden comprehension and insights into patterns, gaps, and trends in this field of scientific knowledge, emphasizing less explored areas. This critical analysis can be considered fundamental in guiding future research and expanding the discussion about the global impacts of this model.

2 LITERATURE REVIEW

2.1 CULTURE OF CONSUMPTION

The culture of consumption, tracing its roots back to the 18th century, holds a pivotal position in modern society. While some link it to the era of postmodernity, others perceive it as a cornerstone in shaping the contemporary world, defined by abundance rather than tradition. As highlighted by Arnould and Thompson (2005), Consumer Culture Theory transcends singular theoretical frameworks, embracing diverse approaches to explore the complex interplay between consumption practices, the market, and cultural significance.

Consumer Culture Theory explores the varied meanings and facets of cultural groups within the framework of globalization and market capitalism. It focuses on consumption culture as a social system where market-mediated interactions shape lived culture, social resources, and meaningful ways of life (Arnould; Thompson, 2005; Arnould, 2006).

Moreover, according to Kozinets (2001) and Kim and Oh (2020), consumer culture is delineated as an intricate system that leverages commercially crafted images, texts, and objects to shape practices, identities, and intertwined meanings, often intertwining and occasionally clashing. This interconnectedness revolves around forming a shared understanding of the environment in which these groups exist, concurrently directing the experiences and lifestyles of their constituents.



In this context, Bauman (2001) emphasizes that consumption, once aimed at satisfying individuals' basic needs, has evolved into the central purpose of social organization in modernity. This phenomenon has given rise to the society of consumption, which, by proclaiming the insatiability of human needs and the constant pursuit of satisfaction, has redefined consumption as an engine of contemporary society.

Severiano (2017) emphasizes that consumer society and culture transcend the products and services offered by capitalism, as they involve the creation of signs that shape subjectivities, establishing ways of being, thinking, and feeling. This consumption dynamic tends to influence mechanisms of socialization, exclusion, and social inclusion, all in pursuit of interpersonal recognition.

Rosa (2003, 2017) reinforces that individuals can be driven to consume incessantly, becoming hostages to the lifestyles constructed by capitalist society. Within this perspective, the pursuit of surpassing the consumption of the previous year generates constant pressure, affecting self-perception and leading to a sense of incompleteness, driving an unceasing quest for a kind of growth that often drifts away from individual essence.

The influence of consumer culture on human relations is a concerning dynamic, often resulting in a lack of awareness regarding the environmental repercussions of excessive consumption, particularly in the indiscriminate exploitation of natural resources. The society's growing behavioral trend towards ever-increasing consumption demands a more in-depth study of this behavior, highlighting the importance of consumer behavior theory (Ewen, 2022).

2.2 CONSUMER BEHAVIOR

The study of consumer behavior looks at the processes of decision-making that go into getting, using, assessing, and getting rid of concepts, encounters, goods, and services, as well as dynamics of exchange and commerce. Recycling, paying more for products made ethically, and boycotting products based on moral principles are all examples of ethically conscious behavior that goes beyond environmental and social initiatives. This study demonstrates how ethical factors influence environmentally and socially conscious business practices by highlighting how they are intertwined with consumer choices (Bagozzi, 2000; Hadi; Melumad; Park, 2024' Nassè, 2021).



Over the past five decades, research on consumer behavior has emerged as an area of considerable academic interest, especially in response to increasing competition and the influence of globalization, challenging companies to maintain and capture markets (Casotti; Suarez, 2016).

The study of consumer behavior had its roots in Psychology, giving rise to a new line of research known as Social Psychology, which initially explored concepts such as attitude, communication, and persuasion. Recognizing the relevance of this field, Social Psychology attracted researchers who investigated various constructs, addressing studies on memory, information processing, and decision-making (Jacoby; Johar; Morrin, 1998).

The literature presents several models describing consumer behavior, including model of Nicosia (1966), which suggests that acquisition behavior precedes information search and evaluation, both of which are preceded by exposure to advertising. Additionally, the Howard and Sheth (1969) model discusses consumer behavior from the perspective of the learning model and commercial and marketing stimuli (inputs) and reactions (outputs), resulting in the decision to make a purchase or choose a competing product.

The Engel, Blackwell and Miniard model (1986) is analogous to the one proposed by Howard and Sheth (1969), considering the occurrence of consumer behavior through four stages: stimuli (inputs), decision-making process, product information gathering, and evaluation of alternatives. Consequently, Howard (1989) model is based on seven interrelated components or variables: information (In), recognition (R), attitude (A), confidence (C), intention (I), purchase (P), and post-purchase satisfaction (S).

Richers (1984) describes consumer behavior as the set of mental and emotional activities related to the selection, acquisition, and use of products/services to meet needs and desires. Sheth (2021) underscore the relevance of understanding buying behavior, as marketing aims to satisfy these consumer needs and desires. Therefore, the study of consumer behavior plays a pivotal role in analyzing the rapid consumption cycle of fast fashion, driving a disposable culture and contributing to increasingly fleeting consumption patterns.

2.3 FAST FASHION



Fashion has experienced increasing agility since the 1960s and, starting from the 1980s, not only has it globalized but has also witnessed consumption gaining prominence and speed, resulting in widespread yet highly segmented and intensified consumerism (Severiano, 2017). According to Ener (2005), fast fashion is the so-called short circuit or Quick Response System born in Sentier, a district of Paris, with small textile sector merchants who begin their production late after ensuring some trends to avoid mistakes and sales loss.

The fast fashion system is a process that encompasses everything from product creation to its production and distribution (Cietta, 2012). Risk management in the fast fashion system becomes complex due to the short lifespan of fashion products. This is compounded by the variability in the accuracy of product development based on the level of information obtained in different production phases (Bailey; Basu; Sharma, 2022; Cietta, 2012).

In fast fashion, fashion isn't imposed on the consumer (Christopher; Lawson; Peck, 2004; Gabrielli et al., 2013). Instead, the consumer is placed in a central position in an attempt by companies to gain a competitive advantage through the speed of response to the constant and increasingly frequent changes in fashion trends and consumer demand (Bailey; Basu; Sharma, 2022; Barnes; Lea-Greenwood, 2010; Cietta, 2012)

Fast fashion can be considered a marketing phenomenon in today's fashion industry. The famous fast fashion has come to meet consumer desires in a globalized world where information is absorbed at record speed, aligning with consumption desires along with the rapid emergence of trends (Bailey; Basu; Sharma, 2022; Cietta, 2012). According to Da Silva and Simões-Borgani (2022) in Caruaru, a city located in the Agreste of Pernambuco, this fast fashion consumption is inserted into a Local Productive Arrangement (LPA) model, items are produced on a large scale, reaching shop windows and physical stores within a week. This increasingly rapid cycle of disposable culture and consumption leads to ever higher unsustainable levels of consumption.

2.4 SUSTAINABILITY

The term sustainability originates from the expression eco development, first used in an event held by the United Nations Conference in Stockholm, Sweden, in



1972, by the conference secretary Maurice Strong, aiming to ensure for the men of our generation and all future generations the possibility of development (Montibeller Filho, 1993).

In the 1980s, after intense debates, the idea of sustainability directed toward environmental preservation became consolidated. It played a fundamental role in the challenging task of balancing the exploitation of natural resources and maintaining environmental equilibrium, aiming to meet contemporary expectations without harming immediate quality of life, while also ensuring the preservation of the planet for future generations (Santiago; Machado, 2015).

Freitas (2012) argues that sustainability is the constitutional principle establishing the direct and immediate responsibility of the State and society in collectively achieving comprehensive development, both material and immaterial. This development should be socially inclusive, enduring, and equitable, promoting a clean environment, innovation, ethics, and efficiency. The objective is to ensure, preferably in a preventive and precautionary manner, well-being in the present and the future.

The conception of sustainability underwent transformation following Elkington (1997), who developed what is termed as the triple bottom line theory, using the acronym people, planet, and profit, to indicate that sustainability concern should harmonize the coexistence of people, the planet, and profit, a result within the capitalist world (Elkington, 2018). According to Zhang, Zhang and Zhou (2021), the younger generation is placing sustainability as a pillar when making their purchases in fast fashion networks, and it is urgent that governments establish appropriate taxes and subsidies to create a more sustainable economy within the fast fashion industry, aiming for the long term.

In the current scenario, the trend of sustainability linked to the fashion industry includes the manufacturing of higher-quality products that utilize sustainable cotton, recycled materials, plastic substitution, and the elimination of chemicals. Next, the methodology adopted in this study is discussed.

3 METHODOLOGICAL PROCEDURES

According to the nature of the data, the research is classified as mixed, considering both the quantitative survey of scientific production on the mentioned topic



and the examination of the content addressed in the collected material. Furthermore, it is a descriptive study as it aims to describe the international scientific literature on consumption, sustainability, and fast fashion.

To facilitate the identification of these characteristics, the bibliometric method was employed. According to Maximino (2008), bibliometrics is the study of academic production and dissemination that serves as a standard for the intellectual analysis of various areas of knowledge. It is a useful technique to understand and analyze the intellectual output of a specific group of researchers, allowing not only an understanding of the bibliographic sources used but also the establishment of comparisons between similar studies conducted in the same context.

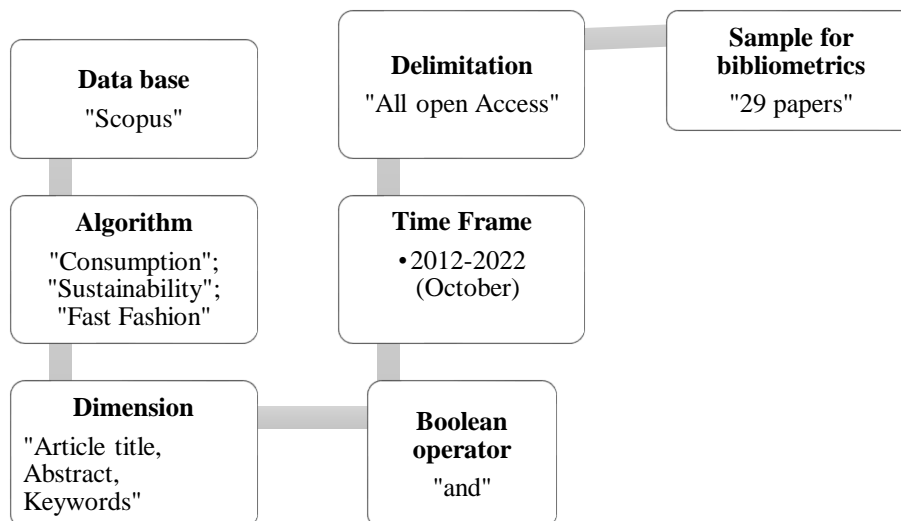
Studies of this nature can contribute to the systematization of research conducted on a specific phenomenon, as well as guide future investigations based on the gaps found within the researched theme (Chueke; Amatucci, 2015). This method enables the measurement of scientific production through indicators, as proposed by Lopes et al. (2012). According to Machado Júnior et al. (2016), these indicators include data analysis patterns based on Lotka's Law, which identifies prominent authors; Bradford's Law, locating key journals in research areas; and Zipf's Law, measuring word frequency in texts related to the same theme.

Considering that the adoption of a database for article collection is necessary for the implementation of bibliometric methods, the Scopus database managed by Elsevier was chosen. The selection of this database is due to its multidisciplinary nature, encompassing studies across various scientific knowledge domains. Furthermore, it includes articles published in their final version, excluding conference proceedings and other platforms that host manuscripts still subject to alterations (Santos, 2021).

Regarding the process adopted to filter the articles comprising the study corpus, the utilization of the terms "Consumption," "Sustainability," and "Fast Fashion" was defined within the article title, abstract, and keywords, employing the boolean operator (*) "and" and adhering to a time frame from 2012 to 2022 (October). This time frame was based on the necessity to ensure the updated relevance of the selected articles, where a criterion was set for articles following this guideline: All open access. This procedure is illustrated in Figure 1.

Figure 1. Articles filtering procedure





Source: Elaborated by the authors.

According to Figure 1, the applied filtering process produced 29 articles. Subsequently, the abstracts of these articles were scrutinized to eliminate any that did not directly pertain to the theme of "Consumption and Sustainability in Fast Fashion." Upon completion of this assessment, it was noted that all articles met the criteria for relevance to the research theme under investigation.

Following this, the quantitative analysis of these studies' profiles commenced, generating graphs provided by Scopus under the "Analyze search results" option. These graphs pertain to analysis categories, including production per year, production per country, production per author, and production per institution.

Additionally, an analysis of the most proficient authors within the theme and the most frequent keywords in the investigated corpus was conducted. These analyses were performed using the support of VOSviewer 1.6.5 software. This occurred after importing the CSV (Excel) file containing all article data, generated on the Scopus website under the "Export" field, selecting the "All" option, responsible for transferring all article data from the corpus to Excel.

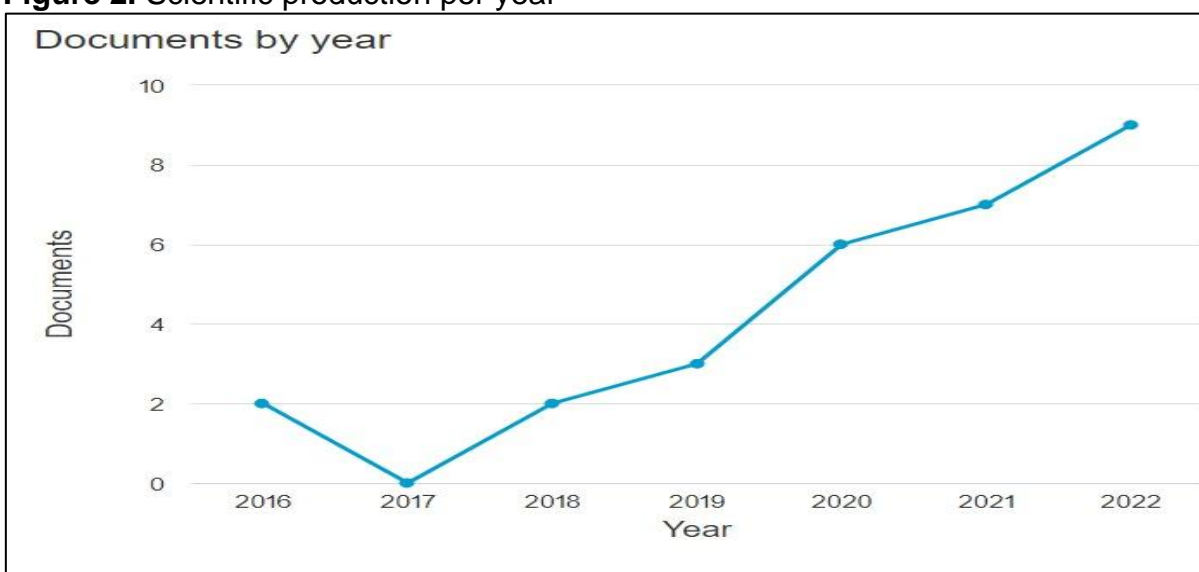
As one of the bibliometric laws aims to identify journals that receive the most articles within a theme, this survey was also conducted for the corpus under analysis. Subsequently, their respective impact factors were reported to demonstrate their quality, thus concluding the bibliometric phase in this study. Following these methodological processes, relevant findings aligned with the proposed objective were achieved, as outlined below.

4 ANALYSIS AND DISCUSSION OF RESULTS

4.1 BIBLIOMETRIC ANALYSIS OF THE INVESTIGATED CORPUS

The presented results stem from the interpretation of graphs generated within the Scopus platform, addressing the profile of the corpus composed of 29 articles. Initially, a scientific production analysis over time was conducted, as depicted in Figure 2. This analysis reveals that the year 2022 recorded the highest number of publications on the subject, with 9 articles, while the year 2021 presented 6 publications within the same context.

Figure 2. Scientific production per year



Source: Research data.

To analyze the profile of these works published in 2022, the objective of each study was examined. Thus, Olson (2022) aimed to examine sustainable initiatives in fast fashion and the potential connection between sustainable marketing mixes and the creation of conditions that paradoxically can contribute to unsustainable consumption levels. Meanwhile, Willett et al. (2022) highlighted how people's relationships with clothing can be shaped by workshops immersing them in the making, repairing, and modification of garments.

Bailey, Basu and Sharma (2022), through a systematic literature review comprising 65 publications from 1996 to November 2021, found that several socio-economic and socio-cultural factors can influence the increase in fast fashion

consumption. It becomes essential to identify the environmental effects associated with this consumption practice, both pre- and post-production.

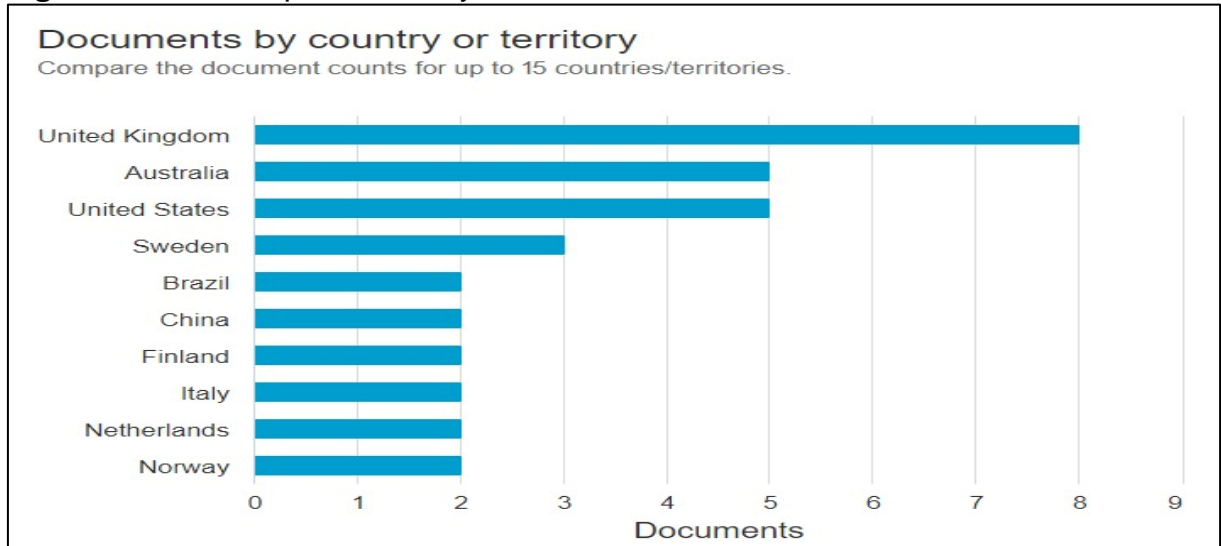
Gawior, Polasik and del Olmo (2022) aimed to analyze the relationship between credit card usage, hedonic motivations, and their impact on impulsive buying behavior in physical fast fashion stores during the COVID-19 pandemic. The study's findings indicated that credit card usage influences impulsive buying behavior of fast fashion products in physical stores, even amid the limitations and restrictions imposed by the COVID-19 pandemic. Therefore, it is suggested for future research to continue investigating consumer behavior in online purchases as well as its impact on impulsive buying behavior.

Cooke et al. (2022) addressed issues and policies related to moderating consumption towards more sustainable levels, focusing on three areas: urban redesign, fast fashion, and overtourism. The key findings emphasized that the rapid obsolescence of clothing in fast fashion is driven by trends influenced by celebrities and the media, leading to waste generation and pollution.

Oliveira, Miranda and Dias (2022) compared how customers perceive sustainability practices in two different types of stores: one in slow fashion and the other in fast fashion. They found that consumers in the fashion industry are still transitioning towards more responsible behaviors. Many customers prefer fast fashion because it offers more clothing at lower prices, and they don't feel guilty about it. However, slow fashion shows promise for sustainable practices. The authors suggest future research should target a consumer segment interested in purchasing only essentials and extending the lifespan of their clothing. With the objective of tracing the origins of these publications, Figure 3 is presented, depicting the volume of publications per country from 2012 to October 2022.



Figure 3. Scientific production by countries



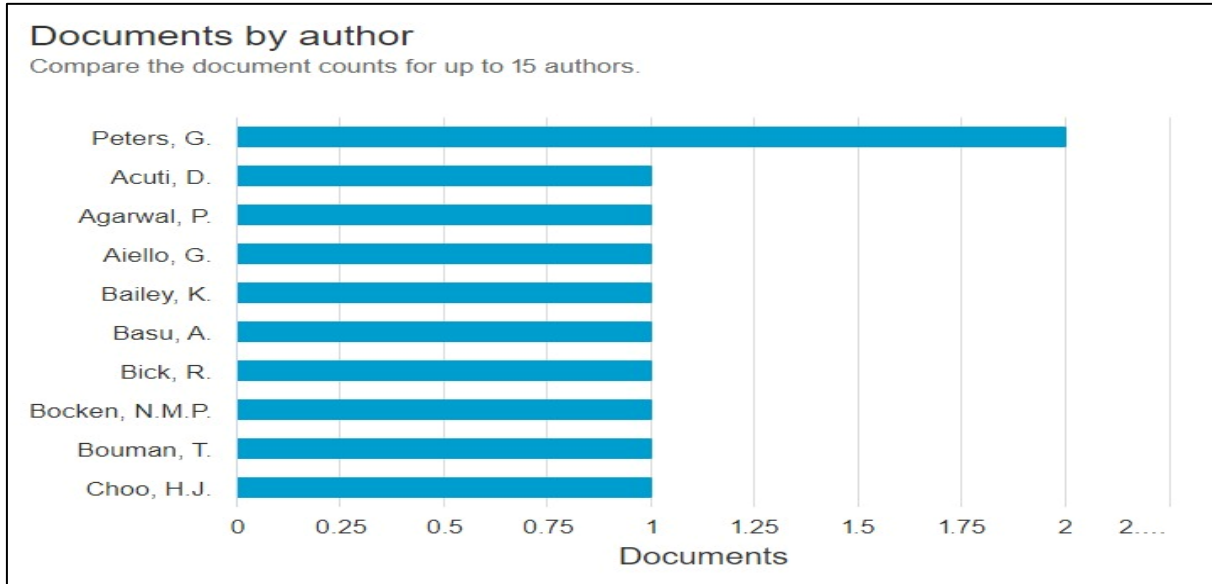
Source: Research data.

As shown in Figure 3, among the top 10 countries publishing on this topic, the United Kingdom stands out as the primary contributor, with a total of 8 research studies. Australia and the United States of America also played a significant role, each contributing 5 studies. Furthermore, other countries, including Brazil, were also involved in the research, with 2 studies related to this theme.

While investigating the scientific production related to consumption, sustainability, and fast fashion, it's noted that Figure 3 represents only the countries where the authors' universities are located, not necessarily where the research was conducted. However, this distinction is identified in the comprehensive reading of the articles performed by the authors.

When considering the authors (Figure 4), it's noticeable that author Greg Peters (Department of Technology Management and Economics, Chalmers University of Technology) produced 2 articles, while the other authors contributed 1 article each on the topic during the analyzed period, either as an author or co-author. Although this study's finding identifies this author as the most prolific during this period, it's not possible to determine if they are the leading authority on the topic, considering the limitation of the temporal cutoff in the search filter.

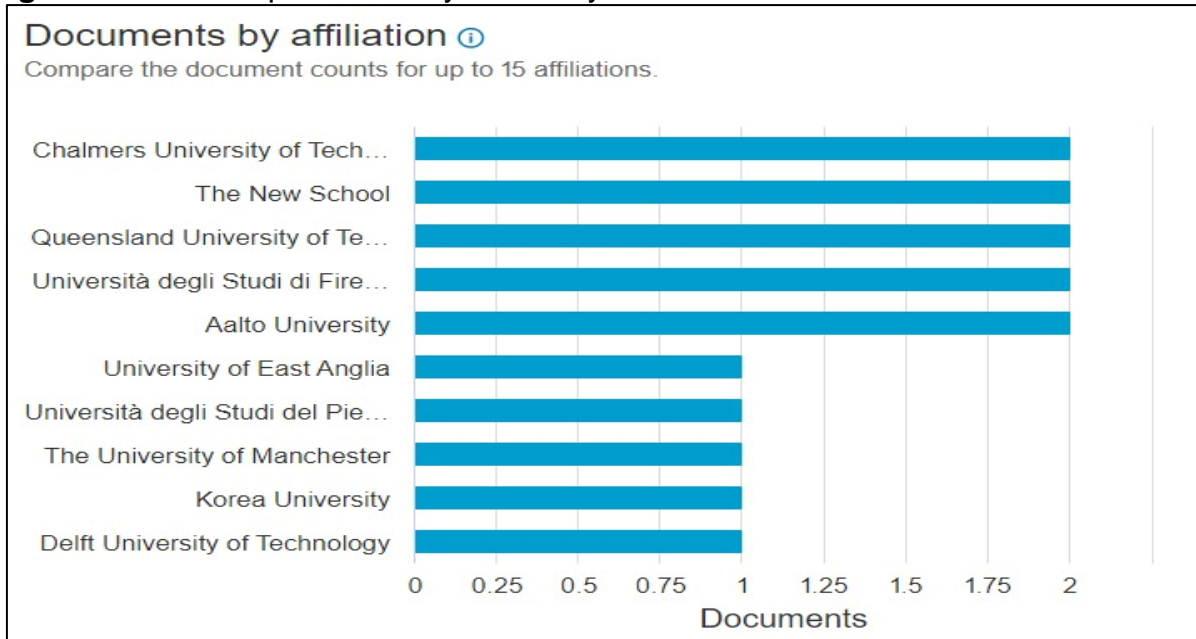
Figure 4. Scientific production by author



Source: Research data.

Regarding the institutions that have showcased the most work over these 11 years (2012-2022), the top ten universities highlighted for their level of publications on the subject are depicted in Figure 5. This type of survey represents a measure of scientific productivity that is of government interest, as resources are allocated to these institutions with the aim of national development (Chueke; Amatucci, 2015).

Figure 5. Scientific production by university



Source: Research data.



The Chalmers University of Technology was one of the universities that produced extensively during this period, contributing with 2 studies. The institution is situated in the city of Gothenburg, Sweden. It's a large-scale technological university with scientific depth and interdisciplinary breadth. Their research spans biology systems and food products, climate issues, traffic safety, and studies on galaxies. Additionally, it maintains a strong collaboration with industry and the public sector in its research endeavors (Chalmers University of Technology, 2022).

The second standout university was The New School, totaling 2 articles. It is located in New York City, United States. The institution conducts innovative academic research that challenges disciplinary boundaries to address the world's most pressing issues (The New School, 2022). The third university contributing 2 articles on this topic was the Queensland University of Technology, situated in Queensland, Australia.

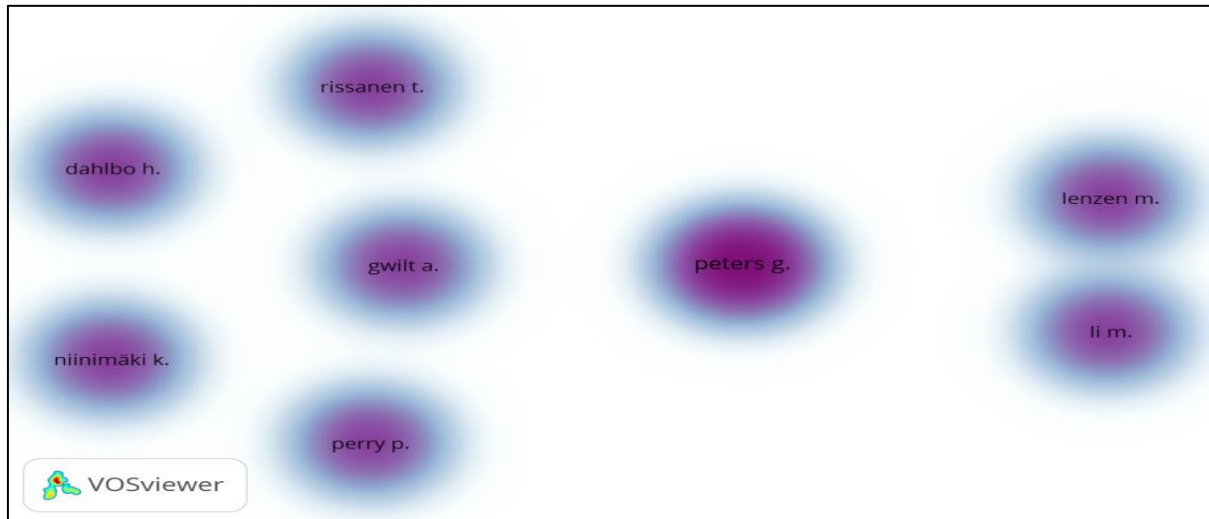
Overall, the university's research focuses on various priorities that integrate and align a wide range of plans and activities. These encompass aspiration and inclusion, creativity and entrepreneurship, digital transformation and technology, health and well-being, professional engagement and ethical leadership, as well as sustainability and the environment (QUT, 2022).

The fourth prominent university within this time frame was the Università Degli Studi di Firenze, a public institution that contributed 2 articles within the investigated theme, situated in Florence, in the central region of Italy. This university embraces Open Science, a means of making scientific research, its data, and dissemination accessible to all individuals (UniFI, 2022). The fifth highlighted university, also contributing with 2 articles, was the Aalto University, located in Espoo, Finland. This institution conducts research in seven key areas that combine four core competencies in ICT, materials, arts, design, and business, along with three major challenges related to energy, living environment, and health (Aalto University, 2022).

In addition to these discussions, the network of most proficient authors in the subject matter was also obtained, consisting of 8 clusters (groups). The first cluster is led by the author Rissanen T.; the second by Dahlbo H.; the third by Gwilt A.; the fourth by Niinimäki K.; the fifth by Perry P.; the sixth by Peters G.; the seventh by Lenzen M.; and the eighth by the author Li M. In terms of interpretation, it is considered that these authors, despite researching within the same theme, exhibit divergent thinking, which is why they are allocated in distinct clusters (Figure 6).

Figure 6. Most proficient authors

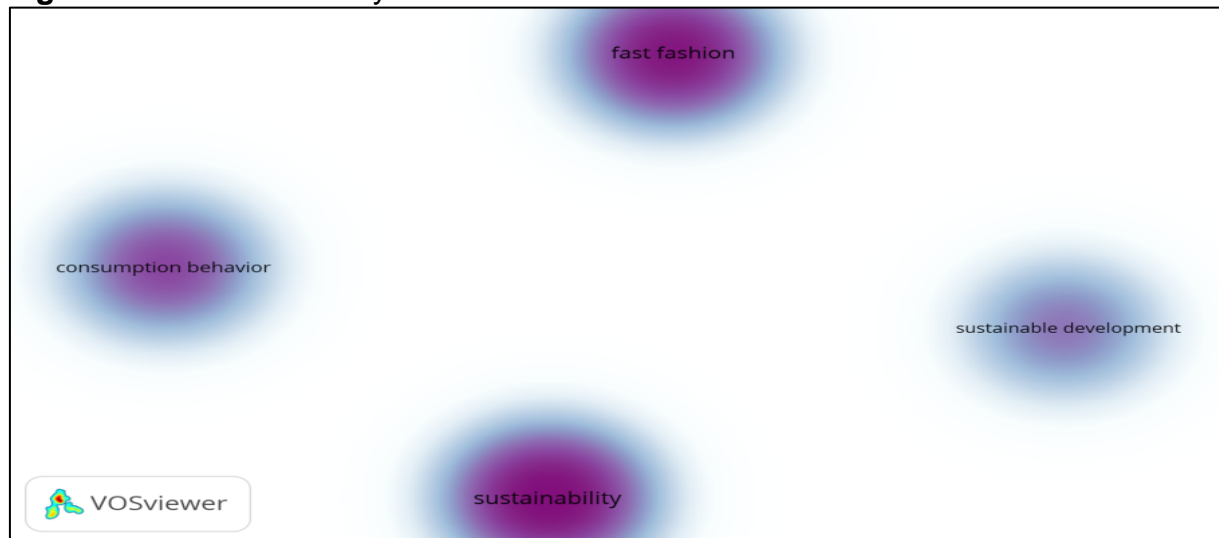




Source: Research data.

In accordance with Figure 7, the predominant keywords have led to the formation of four clusters. The first cluster notably comprises the term "fast fashion," reflecting the contemporary mode of clothing consumption characterized by rapid production, driven by consumer desires, and followed by swift disposal of items. This identification of the prevalence of "fast fashion" within the corpus research provides researchers with a valuable opportunity to deepen their understanding of its profound impacts on both the fashion industry and society at large. Consequently, avenues for investigating issues such as impulsive consumption, environmental ramifications, and ethical concerns in production are illuminated, fostering comprehensive insights into this pervasive phenomenon.

Figure 7. Predominant keywords



Source: Research data.

The second cluster was composed of the keyword "consumption behavior", encompassing physical and mental activities undertaken by consumers of consumer and industrial goods resulting in decisions and actions, such as purchasing and using products and services, as well as paying for them (Sheth; Mittal; Newman, 2001). Recognizing the presence of this term suggests attention to the dynamics between consumers and products. From this, there are indications to infer that future research could investigate how consumer behavior in the fashion industry influences purchasing choices, brand preferences, and the adoption of more sustainable practices.

The third cluster formed by the term 'sustainability' focuses on seeking to reconcile environmental and economic issues, incorporating the fundamental principle of continuity. As highlighted by De Lima (2006), nothing can be sustainable if it is not continuous. The inclusion of the term sustainability indicates a growing awareness of environmental and social implications in fashion production. Future research can explore sustainable strategies and initiatives in the industry, assessing their impact and effectiveness.

And the fourth cluster, represented by the keyword "sustainable development", entails a restructuring process where the utilization of resources, investment direction, technological advancement guidance, and institutional modifications synchronize and enhance both current and future potential, aiming to meet the demands and aspirations of humanity (Camargo, 2003). The emphasis on sustainable development suggests a broader understanding of long-term implications. Future studies can focus on how

principles of sustainable development are being applied in the fashion industry and how they can be more effectively integrated.

To identify the journals that hosted the 29 articles comprising the corpus of this study, Table 1 is presented. It shows the number of publications per period and their impact factor. The Impact Factor (IF) of scientific journals is one of the existing bibliometric instruments focusing primarily on assessing authors' scientific production, publication quality, and presumably, the classification of scientific journals included in the Journal Citations Reports by ISI (GARFIELD, 1999).

Table 1. Total Publications per Journal and their JCR Impact Factor

Journals	Number of Publications	JCR Impact Factor
Journal of Business Research	1	10.969
Journal of Material Culture	1	1.269
Water (Switzerland)	1	3.166
Sustainability (Switzerland)	10	3.251
Journal of Open Innovation: Technology, Market and Complexity	1	3.61
Cleaner Engineering and Technology	1	-
International Journal for Crime, Justice and Social Democracy	1	-
Sustainability: Science, Practice and Policy	1	-
International Journal of Business and Globalisation	1	-
Journal of Theoretical and Applied Electronic Commerce Research	1	5.318
Journal of Cleaner Production	2	11.072
Fashion, Style and Popular Culture	1	-
Journal of Fashion Marketing and Management	1	4.184
Nature Reviews Earth & Environment	1	37.214
International Journal of Recent Technology and Engineering	1	-
CLCWEB – Comparative Literature and Culture	1	0.59
Environmental Health: A Global Access Science Source	1	-
Australian Feminist Studies	1	1.170
Environmental Innovation and Societal Transitions	1	9.377
Total number of publications	29	-

Source: Elaborated by the authors.

Table 1 shows that the journals with the highest impact factors are: Nature Reviews Earth & Environment (JCR 37.214), Journal of Cleaner Production (JCR 11.072), and Journal of Business Research (JCR 10.969). The journal that received the most articles within this time frame was Sustainability (Switzerland) (JCR 3.251). Nature Reviews Earth & Environment is a weekly journal that publishes articles from



any area of science and its significance extends far beyond the boundaries of any specific discipline. The journal employs pioneering technologies and innovative formats to provide cutting-edge information to researchers in the public and private sectors, government agencies, educators, clinicians, and the general public (Nature, 2022).

The Journal of Cleaner Production, an international and transdisciplinary journal, focuses on research and practice related to Cleaner Production, Environment, and Sustainability. The journal aims to assist societies in becoming more sustainable and serves as a platform to address and discuss theoretical and practical aspects of cleaner production, addressing environmental and sustainability issues in corporations, governments, educational institutions, regions, and societies (Journal of Cleaner Production, 2022).

The Journal of Business Research applies theory developed from business research to real business situations, recognizing the relationships among various areas of business activity. Theoretical and empirical advancements in buyer behavior, finance, organizational theory, marketing, risk, and insurance, as well as international business, are regularly reviewed. Aimed at executives, researchers, and scholars, the Journal assists in applying empirical research in practical situations and in translating theoretical findings into the reality of the business world (Journal of Business Research, 2022).

Sustainability (Switzerland) is an international, interdisciplinary, peer-reviewed, open-access journal focused on works related to environmental, cultural, economic, and social sustainability of humans. It provides an advanced forum for studies related to sustainability and sustainable development, publishing its editions online semi-annually through MDPI (Multidisciplinary Digital Publishing Institute) (Sustainability, 2022).

This subsection outlined the general profile of the 29 articles that comprised the corpus of this study. The next subsection will focus on presenting the methodological considerations of the studies.

4.2 MAIN CONTRIBUTIONS OF THE STUDIES

Considering the 29 articles comprising bibliometrics, it is noteworthy that Olson (2022) underscores many sustainability practices in the fashion industry, such as



recycling used clothing and increasing the use of organic and natural textiles. However, these practices often face high costs and uncertain environmental benefits. This can lead to unintended negative economic and sustainability outcomes, alongside constant challenges like moral licensing and rebound effects.

Furthermore, fashion companies, both in the luxury and fast fashion sectors, have strengthened their commitment to more sustainable production. With sustainability increasingly integrated into fashion companies' strategies, effective communication of sustainable initiatives to consumers plays a crucial role in building positive relationships between consumers and brands, as emphasized by Grazzini, Acuti and Aiello (2021).

The environmental impacts of fashion can be mitigated at various stages of the clothing lifecycle. For instance, Peters, Li and Lenzen (2021) emphasize that most impacts occur in the pre-consumer stage, particularly in producing countries. Therefore, effective interventions should address these phases, including more efficient use of raw materials, improvements in industrial processes, and reduction of consumption.

Business strategy plays a crucial role in fostering sustainability, going beyond a merely complementary approach. As highlighted by Bocken and Short (2016), sufficiency should be holistically incorporated into the business model, exerting a positive impact throughout the product lifecycle, from raw material extraction to the post-consumer phase.

Moorhouse (2020) highlights that achieving a sustainable fashion industry requires involvement from both consumers and industry professionals. Despite a growing desire for transparency and sustainability, excessive clothing consumption has become deeply rooted in society. It is essential to explore methods of recycling, upcycling, and reusing clothing and textiles, as well as creating circular business models that take into account the lifecycle of garments from the initial design stage.

Furthermore, Oliveira, Miranda and Dias (2022) emphasize that fashion consumers are transitioning towards adopting more responsible behaviors. Effective communication and a combined effort from businesses, academia, and the government are necessary to encourage the consumption of more sustainable products.

Self-transcendence values and willingness to change positively influence consumers' ethical concern for animal welfare, the environment, and the well-being of



workers in the fashion industry. Additionally, the level of consumer concern regarding animal welfare and the environment can impact the likelihood of a consumer purchasing ethically marketed fast fashion, as demonstrated by Stringer, Mortimer and Payne (2020).

Holgar (2022) highlights the urgency for a systemic change in the fashion industry, assigning consumers a crucial role in this process. It's essential to raise awareness, surpass a limited view of ethical consumption often associated solely with young fast fashion consumers. Transforming consumer behavior is pivotal in the face of the current fast fashion model, which drives excessive and disposable consumption.

Gupta, Shukla and Agarwal (2019) reinforce the environmental impact of dyeing synthetic fabrics in the fashion industry, notably the significant water usage. Solutions such as the Air-Dye system and the use of PET textiles can reduce plastic waste and contribute to environmental sustainability.

The rapid obsolescence of clothing in fast fashion, driven by ever-changing trends, generates waste and pollution. This mentality of discarding items after a short period of use needs to be overcome. It's important to note that social media plays a dual role, condemning fast fashion practices while also contributing to its marketing through influencers, as highlighted by Cooke et al. (2022).

Shao and Lasseben (2021) indicate that consumers' willingness to participate in used clothing recycling programs by fast fashion brands is linked to their environmental attitudes. Consumer satisfaction with the offline shopping experience also tends to influence their recycling behavior.

Commercial policies and regulations play a crucial role in promoting more sustainable practices in the fashion industry. However, consumers in high-income countries also have responsibilities in supporting companies committed to ethical and sustainable practices. It's essential for consumers to be discerning when evaluating which companies truly meet high standards as opposed to those that merely make generic claims about social responsibility and sustainability, as emphasized by Bick, Halsey and Ekenga (2018).

The speed of new trends in fast fashion, coupled with low prices, leads to multiple reasons why clothes are quickly discarded. Social media also plays a significant role as nobody wants to be repeatedly photographed wearing the same outfit. Fast fashion results in excessive consumption, where the cost of a garment bears little relation to the labor and materials invested (WILLET et al., 2022).



Gomes et al. (2022) argue that consumers' stated knowledge about sustainability may overestimate their actual attitudes due to excessive confidence. Therefore, it's essential for consumers to continuously update their knowledge to avoid being misled by deceptive practices.

As the fashion industry moves away from the traditional model of buying and selling to embrace circular strategies, the selection of the right business model becomes crucial. There isn't a single model that is universally effective; it's essential to adapt to specific local, product, and market needs (JOHNSON; PLEPYS, 2021).

Polajnar Horvat and Srimpf Vendramin (2021) emphasize that awareness about textile waste is growing. The Value-Belief-Norm (VBN) theory can be directed by brands and decision-makers through interventions to increase the consumption of circular clothing, raising consumer awareness about the negative environmental impacts of the textile industry.

It's relevant to mention that the health crisis caused by COVID-19 influenced consumption and payment patterns, leading to an increase in impulse buying. This reflects unsustainable consumption with negative environmental and social impacts. As cashless payment methods become popular, impulse buying in fast fashion should be considered a significant issue in individual, social, and environmental well-being (Gawior; Polasij; Del Olmo, 2022).

The long-term stability of the fashion industry relies on abandoning the fast fashion model, characterized by excessive consumption, overproduction, and negative environmental impacts. Slow fashion emerges as a sustainable alternative, focusing on producing durable and unique clothing (Jung; Jin, 2016; Niinimäki et al., 2020).

Fast fashion has led consumers to view clothing as disposable, resulting in a significant increase in textile waste and threatening water quality. A growing awareness of the environmental damage caused by the fashion industry is driven by social media (Bailey; Basu; Sharma, 2022). Von Busch (2022) emphasizes that sustainable fashion should be inclusive and democratic, avoiding social stratification. Sustainability in fashion should be within the planet's capacities, promoting democratic principles.

Fast fashion drives excessive consumption, while fashion brands explore immersive technologies in trend promotion. However, the potential of immersive technologies in educating consumers about the origin and people behind the products



remains underexplored, and awareness of the ecological damage associated with the fashion industry is increasing (Horto, 2020; Cross; Steed; Jiang, 2021).

Overall, there is a recognized need for a systemic change in the fashion industry, emphasizing consumer awareness, integrating sustainability into business models, and transitioning to more sustainable practices like slow fashion. Effective communication, regulation, and involvement of consumers, businesses, and governments play significant roles in striving for a more sustainable fashion industry.

In summary, the review of 29 articles on sustainability in the fashion industry underscores the numerous challenges faced in adopting sustainable practices, including high costs and uncertain environmental benefits. Despite these hurdles, integrating sustainability into fashion strategies highlights the essential role of effective consumer communication and the need for interventions like resource efficiency and process improvements throughout clothing lifecycles. Business strategies, including sufficiency models, are vital for promoting sustainability and require active engagement from consumers and professionals. Regulatory policies and consumer responsibilities are also key in fostering ethical practices, especially during the industry's transition towards circular strategies, where selecting suitable business models becomes increasingly crucial.

Amidst this backdrop, the growing awareness of textile waste and the impact of the COVID-19 crisis have intensified the urgency of addressing unsustainable consumption patterns. Recognizing the imperative to transition from fast fashion to more sustainable alternatives like slow fashion, collaboration among consumers, businesses, and governments becomes paramount. By aligning efforts and embracing innovative solutions, stakeholders can collectively work towards achieving a more sustainable fashion industry that not only mitigates environmental impacts but also fosters social responsibility and ethical practices in the global marketplace.

5 FINAL CONSIDERATIONS

This study aimed to investigate international literature on the topics of consumption, sustainability, and fast fashion, focusing on the profile of studies and their main contributions. The objective was to identify elements that outline the profile of international scientific publications about consumption, sustainability, and fast



fashion in major journals over the past eleven years. In response to the initial inquiry in the first section, it was observed that the year 2022 recorded the highest volume of articles published on the subject. Institutions located in Sweden, New York, Australia, and Italy were the most prominent in their publications on the topic. Author Peter stood out as the most prolific during this period. Regarding the terms that best described the theme, a strong relationship was found between fast fashion, consumption behavior, sustainability, and sustainable development.

In relation to the main points addressed in the analyzed studies, it was observed that the fast fashion model leads consumers to perceive clothing as disposable, disregarding the environmental degradation caused by excessive consumption of garments. Furthermore, the clothing and textile industries are particularly notorious for contributing to environmental degradation, including greenhouse gas emissions and the generation of effluents and solid waste at various stages of production and along extensive supply chains.

It is pertinent to consider the complexity of sustainability practices, with uncertain cost-benefit challenges, the strengthening of companies' commitment to sustainable production, and the need for effective communication with consumers. Additionally, intervention to reduce pre-consumer environmental impacts, promoting sufficiency-oriented business models, and engaging consumers and industry professionals were identified as key strategies to promote sustainable fashion. The influence of consumer values, the role of immersive technologies in education, and the importance of global democracy in sustainable fashion also emerged as relevant themes in the development of this research.

The realization that the fast fashion model can promote the view of clothing as disposable, coupled with the emphasis on environmentally degrading practices in the textile industry, contributes to a deeper understanding of the environmental impact of excessive consumption.

The analyzed studies reveal that fast fashion fosters a disposable mindset towards clothing, disregarding its environmental impact. The textile industry's substantial contribution to environmental degradation, including greenhouse gas emissions and waste generation, underscores the need for sustainable practices. Companies must commit to sustainable production and engage consumers effectively. Strategies like mitigating pre-consumer impacts and promoting sufficiency-oriented models are crucial. Exploring consumer values and employing immersive technologies



are also important. Ultimately, this understanding highlights the environmental consequences of fast fashion and advocates for sustainable changes in the industry.

One limitation of the research lies in the temporal scope, which focused on the last eleven years. Additionally, it's important to highlight that these results were obtained from a single database. Therefore, expanding this research to other databases, considering a longer period, and conducting a systematic review are suggested. These steps could provide a more comprehensive insight into what is being internationally discussed about consumption, sustainability, and fast fashion.

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