

Can Consumers' Desire for Newness in Fashion Reconcile with the Growing Need for Sustainability?

DENIZ ATIK

University of Texas Rio Grande Valley

Zeynep Ozdamar Ertekin

Izmir University of Economics

Lena Cavusoglu

University of North Carolina at Pembroke

Cite as:

ATIK DENIZ, Ozdamar Ertekin Zeynep, Cavusoglu Lena (2022), Can Consumers' Desire for Newness in Fashion Reconcile with the Growing Need for Sustainability?. *Proceedings of the European Marketing Academy*, 51st, (106318)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Can Consumers' Desire for Newness in Fashion Reconcile with the Growing Need for Sustainability?

Abstract

Excessive fashion consumption and production processes have social and environmental ramifications that endanger future generations, making the need for long-term solutions more pressing than ever. From a conceptual viewpoint, this study explores how consumers' restless desire for newness in fashion interferes with long-term sustainability goals. Through a comprehensive literature review, authors demonstrate how consumers' psychological and social needs drive their desire for newness and how fast fashion brands nurture that desire. The paper further discusses the negative repercussions of excessive fashion buying and suggests strategies for re-orienting the drive for newness toward more sustainable consumption alternatives. The study has practical and sociological implications that influence a wide range of stakeholders, including consumers, marketers, and public authorities, given the growing awareness of the negative consequences of excessive consumption.

Keywords: *fashion consumption; sustainability; desire for newness*

Track: Transformative Consumer Research