Green products in the fashion industry

Laura Martinez-Huete
Universidad Pública de Navarra
Maria Elena Aramendia Muneta
Universidad Pública de Navarra

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

Green products in the fashion industry

Abstract

The rise of green awareness due to environmental challenges has increased consumer consciousness and consumer attitudes toward green products. This study contributes to explore consumers' perceptions and to evaluate different consumer profiles when purchasing green products in the fashion industry. Given the gap in the literature, this work on green fashion items at a consumer level will extant previous research. A cluster analysis was carried out to differentiate four segments which have divergent features, according to demographic and behavioural variables. Antigreeners, Green Followers, Green Professionals and Supergreen Women differ in green awareness, ordered according to an increasing rate of consciousness. It has been found an overall ignorance of green products, which can be an incentive for fashion companies to tackle this lack of green awareness and position their green brands in this niche market.

Keywords: *green product; fashion industry; cluster analysis*

Track: Services Marketing