

Sustainability in fast fashion: transparency in take-back programs

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Abstract

Among the various sustainable initiatives in the fast fashion industry, the take-back program has become increasingly popular to combat environmental havoc this industry has been accused of. The program allows consumers to bring their previously purchased items back to the brand to be sustainably disposed of. However, consumer skepticism of corporate sustainability initiatives remains high. Through two experimental studies, we investigate the role of transparency in encouraging consumers' participation in the take-back program. In Study 1, we find that high transparency of the recycling process leads to a higher willingness to participate in the take-back program compared to low transparency of the recycling process. In Study 2, we show that perceived control and warm glow sequentially mediate the relationship between recycling process transparency and the willingness to participate in such a program. These findings extend the current research on transparency and have important managerial implications.

Subject Areas: *Consumer Behaviour, Marketing Strategy, Public Policy, Retailing*

Track: Marketing Strategy & Theory