

# Sustainable Fashion, Circularity and Consumer Behavior – Systematic Review and a Social Marketing Research and Policy Agenda

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# **Sustainable Fashion, Circularity and Consumer Behavior – Systematic Review and a Social Marketing Research and Policy Agenda**

## **Abstract:**

1,000 characters abstract (150 words), 1,5 spaced and left justified throughout, Times New Roman 12-point font.

This study informs a systems social marketing agenda for the emerging new fashion system by outlining six key themes and eleven barriers to change at the intersection of SF and CB (2006-2020), and proposing marketing Action Goals and a Research Agenda. The presented analysis adds value by drawing on the richness of evidence of consumer behavior research to identify barriers and inform social marketing strategies for social change to shape policies toward sustainable fashion. Its comprehensive approach encompasses a systems view spanning various levels, rather than focusing on one area, strategy or target group. The study advances the systematic literature review method by combining scientific mapping and a three-phase qualitative thematic coding techniques. By unpacking consumer behavior to inform various stakeholders about the focal points of transformation, this study has laid the foundations to support the transformative process.

*Keywords: systems social marketing, consumer behavior, sustainable fashion*

*Track: Public Sector and Non-Profit Marketing*