

Ethical clothing consumption: An examination of consumer trust in ready-to-wear brands via netnography

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Cite as:

MONTMASSON Stéphanie (2026), Ethical clothing consumption: An examination of consumer trust in ready-to-wear brands via netnography. *Proceedings of the European Marketing Academy*, 55th, (133748)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



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Abstract

The fashion industry is now designated as the world's second most polluting industry, particularly driven by fast fashion dynamics. Confronted with rising public awareness, numerous clothing brands have developed proactive offerings and communications addressing ethical and sustainability themes. The ethical fashion challenge also relies on more reflective consumption throughout the garment lifecycle. This article examines how clothing brands communicate about ethical fashion through their official websites and social media platforms. The netnographic methodology reveals the reactive sustainability integration presented by fast fashion brands and the fundamental ethical positioning developed by ethical fashion brands. Through their reactions to brand publications, consumers demonstrate considerable perspicacity on social media platforms.

Track: Social Responsibility & Ethics