

Exploring the Link between Consumer Attitudes and Behaviour in the Context of Sustainable Clothing: the Role of Social Norms

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Abstract

This study proposes a novel theoretical model and tests it empirically in a small European country. By doing so, this study attempts to contribute to the growing body of knowledge on sustainable clothing consumption in the consumer behaviour and marketing ethics fields. A questionnaire was designed for the study and a total of 218 responses were collected in an online study. Findings reveal that sustainable clothing acquisition is influenced by consumer attitudes, while intentions to acquire sustainable clothing act as a mediating variable. Social norms have been identified as important factors influencing both consumer attitudes and intentions, but no mediating effects have been found. Managerial implications, limitations and future research directions have been offered.

Keywords: *social norms, sustainable clothing acquisition, consumer attitudes and intentions.*