DOES HORIZONTAL REVOLUTION MATTERS ON ATTITUDES OF WOMEN OF DIFFERENT COHORTS TOWARDS CLOTHING SUSTAINABILITY?

Samia Kargwell, PhD, Khartoum University
Maria Jade Catalan-Opulencia, PhD, Ajman University
Michael Barney Almazar, JD, Ajman University

ABSTRACT

The green fashion consumption creates a sustainable textile industry that contributes environmental and social value. However, behaviors of such consumers in a global arena lead to the destruction of natural resources specifically forest resources. The environmental impacts of clothing and textile utilization have brought pollution and wastes. Fashion consumers utilized resources beyond earth's carrying capacity and contributed towards environmental vulnerability. Social media or horizontal revolution played significant role on women of different cohorts' attitudes towards sustainable clothing specifically in United Arab Emirates (UAE). Descriptive research has been carried out and utilized random sampling in data gathering of 1000 sample size. It employed survey questionnaires and used Statistical Package for Social Sciences in analyzing the data. The research result served as an instrument in helping policymakers to develop a strategy in maintaining clothing industry sustainability.

Keywords: Horizontal Revolution, Women, Clothing Industry Sustainability, United Arab Emirates

INTRODUCTION

Early studies explain that environmental-friendly attitude is a result of behavioral, cognitive and affective components that influenced by family, friends, social norms, and motivation to comply (Khare & Varshneya, 2017; Adnan et al., 2017). The environmental changes associated with clothing and textiles should be considered from two perspectives: the pollution and waste generated by the consumption in similar way of consumption of other natural resources; the significance of this concern lied on those humans who are consuming beyond earth's carrying capacity and contributed towards environmental vulnerability. Although, the fashion industry has become more concern with the sustainability, most consumers ignore sustainability when buying clothing (De Lenne & Vandenbosch, 2017; Yang et al., 2017). In addition, social media increases the potential of users to buy apparel and influence their attitudes as compare to traditional media such as magazines among others (De Lenne & Vandenbosch, 2017).

RESEARCH PROBLEM

The study focused on women consumers of different cohorts on their attitudes and buying behaviour of sustainable products in fashion clothing industry in United Arab Emirates. The focus is on purchasing and consumption of fashion products rather than the ethical awareness of environmental sustainability concerning fashion industry. Therefore, it is time to draw the attention and focus of women to support sustainable fashion industry.

The women of different cohorts' perspective on sustainable clothing have been studied and the vital role of social media in emphasizing the change women's attitudes and behaviour

which directly associated with the change in the consumption pattern that lead to fashion sustainability has been examined.

Significance of the Research

The role of women of different cohorts' attitudes on fashion and clothing industry gain more consideration to its effect on sustainability. Therefore, in order to uplift sustainable fashion product, buying behaviour and attitudes of women play a key role. Hence, it is important to know women of different cohorts on consumers' attitudes and behaviour towards environmental concerns in relation to consumption of clothing products. Consequently, it identifies the different aspects affecting the buying behaviour of sustainable fashion products and provides a model to encourage women in sustainable fashion industry.

The study focuses on the effect of social media on women's attitudes and buying behaviour of different cohorts toward sustainable fashion consumption and the barriers confronting sustainability in fashion and clothing industry. The model can be developed to achieve sustainable fashion product purchasing and change in trends.

Research Questions

1. Do social media platforms affect women of different cohorts' engagement and environmental sustainability on clothing consumption?
2. What is the effect of social media on women of different cohorts' attitudes and knowledge on consumption of fashion clothing?
3. What are the environmental concerns and product knowledge on sustainable fashion products purchase?
4. What are the sustainable concerns of purchasing behaviour on new fashion products?
5. What is the effect of e-commerce on women of different cohorts on purchasing consumption and buying behaviour on fashion products?

Research Objectives

1. To determine the effect of social media on women of different cohorts on engagement and sustainability on clothing consumption.
2. To examine the effect of social media platform on women of different cohorts' attitudes on consumption of fashion clothing.
3. To identify the environmental concerns and product knowledge on sustainable fashion products purchase.
4. To examine the effect of new fashion products on purchasing behaviour and the concerns on sustainability.
5. To determine the effect of e-commerce on women of different cohorts purchasing consumption and buying behaviour.

Hypothesis

H1: Social media platforms have significant effect on women of different cohorts' engagement and sustainable clothing consumption.
H2: E-commerce has a significant effect on increasing buying behaviour and consumption of fashion cloth by women of different cohorts and negatively affects sustainability.
H3: Social media is significantly affected women's attitudes and enhance sustainability in fashion industry.
H4: New fashion products are positively correlated with purchasing behaviour and the concerns on sustainability.
H5:Environmental concerns and product knowledge have significantly relationship with sustainable fashion products purchase.

LITERATURE REVIEW

Social Media and Women Consumer Engagement and Environmentally Sustainable and Clothing Consumption

Consumer loyalty can be generated through being involved and engaged, which were essential sources for the success and quality of the relationship (Geissinger & Laurell, 2016; Syrdal & Briggs, 2018; Muñoz-Expósito et al., 2017). The participants in the use of social media were social users because social media considered a platform full of activities that reflect the extent of social interaction in this virtual space (Geissinger & Laurell, 2016). Companies and fashion brands were taking social media as a means of delivering and marketing their products/services, especially famous ones such as Facebook and Twitter. The platforms provided a stand for users to evaluate and publish comments about the products or services of the company. The most people interacting on the platforms were teenagers and those who did not exceed the age of 20 where their views strongly influenced by the individuals around them, especially their peers and friends (Rohm et al., 2013). Consumer brand interactions were increased by over-growth of interactions across social media platforms, including friends and family recommendations, product and service reviews (Rohm et al., 2013; Kudeshia & Kumar, 2017; Muñoz-Expósito et al., 2017). Many social media tools had helped companies to improve their interactions with consumers by providing and efficient customer service, more accurate information about products and services, and engaging consumers with brand-related content, and fast response to consumer feedback (Rohm et al., 2013; Muñoz-Expósito et al., 2017).

Individuals satisfaction increased through active and positive interaction among consumers within the social structure. Thus, the smart consumer experience in digital participation was more favourable (Kim et al., 2014; Muñoz-Expósito et al., 2017; Yuan et al., 2017).

Social Media and Consumer Knowledge and Attitude and Consumption Behaviour of Purchasing Clothing

The emergence of sustainable clothing was a result of the tremendous efforts made by scientists and thinkers to draw the attention of companies interested in the fashion industry around moral and environmental awareness (De Lenne & Vandenbosch, 2017; Kozar & Hiller Connell, 2013; Cervellon & Wernerfelt, 2012).

Despite the many attempts by sustainable fashion companies to address the price problem towards this fashion, however, consumers were hesitant to buy it. Thus, educating consumers about sustainability was ultimately necessary (De Lenne & Vandenbosch, 2017; Cervellon & Wernerfelt, 2012; Kozar & Hiller Connell, 2013). The intention to buy environmentally friendly clothing was mainly related to the vital role played by social media (De Lenne & Vandenbosch, 2017; Persaud & Schillo, 2017).

Clothing companies had focused heavily on the efficiency of production whereas they ignored social responsibility, for example, H&M, Primark, and Zara. However, now, they forced to include sustainable clothing in their production lines. (De Lenne & Vandenbosch, 2017; Cervellon & Wernerfelt, 2012). In general, most consumers were buying fast clothing despite the hard work of companies concerning sustainability (De Lenne & Vandenbosch, 2017; Yang et al., 2017). Consumers were not prepared for any sacrifice neither for the price nor the design. Besides, many consumers lack sufficient knowledge on sustainability as well find it difficult to reduce truly sustainable clothing due to the unethical practices of many companies (De Lenne & Vandenbosch, 2017; Cervellon & Wernerfelt, 2012; Chan & Wong, 2012; Ritch, 2015; Yang et al., 2017).

The interactive features of social media enabled it to become one of the most important means and most influential on the attitudes of consumers compared to traditional methods, for

example, magazines and newspapers (De Lenne & Vandenbosch, 2017). Besides, women thought and bought more sustainable clothing than men, but because of women in total care more about fashion (De Lenne & Vandenbosch, 2017).

The sustainable fashion industry had a specific market structure, more dynamic than the rest of the sectors, and able to create particular environmental and social value. Furthermore, the UK fashion industry was considered as one of the largest markets for ethical fashion and sales, which increased to score 294 million dollars with a marginal share of 0.4 percent (Cervellon & Wernerfelt, 2012).

Despite the knowledge of consumers of the adverse effects of the fast fashion on the environment, they were not ready to sacrifice neither the price nor design. Nevertheless, another study found that the intention to buy sustainable apparel could be directly related to the amount, value, and quality of clothing. In comparison to the behaviour of the company towards the environment and society (Kozar & Hiller Connell, 2013; Chan & Wong, 2012; Ritch, 2015; Diddi & Niehm, 2017; Moon & Lee, 2017).

Environmental Concerns, Product Knowledge, and Sustainable Fashion Products Purchase

Previous researches assured that shoppers were willing to purchase and pay a premium price for eco-labeled products if they had an environmental and set. Generally, buyers were more likely to positively react toward products made by companies that had a relatively friendly strategy toward the environment (Gam, 2011; Shen et al., 2012; Khare & Varshneya, 2017; Wei & Jung, 2017; Moon & Lee, 2017). Due to high costs and fewer options made environmentally friendly clothing at a disadvantage. Provided for instance functional and beauty difficulties, increased levels of information, and ambiguous advantage to the environment, consumers felt hesitant when they decided to purchase those eco-friendly clothing (Gam, 2011; Chan & Wong, 2012; Khare & Varshneya, 2017; Diddi & Niehm, 2017; Moon & Lee, 2017).

To obtain new information regarding garments came from consumers who had a tendency for fashion in general, eco-friendly clothing and more prominent desire towards ethical consumption (Gam, 2011; Shen et al., 2012; Wei & Jung, 2017). Early adopters of new fashions were more willing to spend more money on clothing. Also, fashion impulse and/compulsive buying were related to fashion leadership. Furthermore, there was a positive relationship between fashion orientation and the use of credit cards as previous researches revealed (Gam, 2011).

Consumers who purchase eco-friendly clothing had more awareness about the positive and/ negative effect on the environment, which considered a significant supporter of buyers' enthusiasm for environmentally friendly clothing. Thus, environmental concern and eco-friendly behavior had a positive impact on ecological consumption (Gam, 2011; Shen et al., 2012; Persaud & Schillo, 2017; Wei & Jung, 2017).

Companies often considered the following significant dimensions of ethical fashion choosing environmentally sustainable products (recycled materials and organic fibers), and employing sourcing and production methods compliant with the regulation of fair trade in order to match and fulfil their responsibilities toward the growing desire of the consumer in relation to sustainability (Shen et al., 2012; Yang et al., 2017).

Sustainable businesses can be achieved through the vital roles that ethical consumerism and corporate social and environmental responsibility could play (Shen et al., 2012; Diddi & Niehm, 2017).

The main reason mothers bought organic cotton clothing for their babies was the softness of the fabric used. Thus, organic cotton clothing involvement was the major aspect, which was related to the mothers' recycling behaviour and environment-friendly purchasing behavior, but not willing to pay a high price to obtain that organic cotton clothing (Khare & Varshneya, 2017).

In fact, behaviour, recognition, and emotional aspects were strongly influenced by peers, family, and motivation to comply usually shape the environment-friendly attitudes of the individuals as prior research revealed (Khare & Varshneya, 2017; Adnan et al., 2017).

Sustainable Concerns, Purchasing Behaviour, and New Fashion Product

The international fashion companies were trying to develop and market eco-fashion and directing fashion consumers' purchase behaviour toward sustainable consumption. Moreover, consumers rarely follow and applied ethical attitude concerning green fashion consumption, even if they had a positive attitude toward protecting the environment (Chan & Wong, 2012; Moon & Lee, 2017).

On the one hand, some significant factors that could affect green fashion consumption included product characteristics: quality, design, and price. On the other hand, store characteristics, for instance, environment, ethical practices, and customer service (Chan & Wong, 2012; Ritch, 2015). Thus, consumers who expressed interest in shopping and fashion were willing to purchase ethical fashion without paying premium prices (Chan & Wong, 2012; Ritch, 2015; Moon & Lee, 2017). Therefore, the importance of understanding consumers made ethical consumption decision in purchasing crucial fashion element and in facilitating fashion companies' development of a sustainable Fashion. Supply Chain, firms had a devising marketing plan to promote eco-fashion consumption as prior studies revealed (Chan & Wong, 2012; Hill & Lee, 2012; Moon & Lee, 2017).

Moreover, the relationship between product and store-related attributes of eco-fashion was positively influenced by consumers of eco-fashion consumption decisions. Thus, such a relationship can be weakened by the price premium level of eco-fashion (Chan & Wong, 2012). Chan and Wong (2012) revealed that consumers were willing to purchase eco-friendly clothing, but not sacrificing neither the price nor the quality (Chan & Wong, 2012; Ritch, 2015; Wei & Jung, 2017; Persaud & Schillo, 2017). Consumers relationship with sustainable behaviors with fashion affect each stage of life, for instance, homemakers with babies tend green and sustainable foods which represent health and quality. On the other hand, millennials prefer trending cloth and inexpensive ones because of their limited budget (Ritch, 2015). Garment product life cycle, starting from the manufacture of fiber, dye, and transport to the end of the life of clothing harms the environment. Thus, the garment industry had negative impacts on the environment through the product life cycle (Hill & Lee, 2012; Diddi & Niehm, 2017). Despite generation Y general awareness and willingness to act, their specific knowledge of the elements of sustainability was low concerning the fashion industry. Therefore, the effect of consumers' understanding of issues of sustainability on attitudes and behavior should be understood (Hill & Lee, 2012). A significant barrier to sustainable purchasing intention was insufficient information, and lack of knowledge about the negative environmental impact of the apparel industry (Hill & Lee, 2012; Adnan et al., 2017).

Internet and Sustainable, Fashion Industry, E-Commerce and SMEs, and Loyalty

There were many efforts for a bright future for sustainable fashion by increasing the number of environmentally friendly products and increasing the production and consumption of available green spaces (Fulton & Lee, 2013; Iran & Schrader, 2017). For a healthy and sustainable environment, companies need to educate consumers on sustainability issues. Marketers must publish and provide consumers with adequate information to motivate them to follow the appropriate approach (Fulton & Lee, 2013; Iran & Schrader, 2017).

The successful development and sustainability of e-retail marketing had led to phenomenal growth in the world of digital and information technology, thus led to increasing consumer opportunities for online shopping at home (Ashworth et al., 2006; Sethi et al., 2018).

The world of online fashion presentation of products and the availability of sufficient information was essential for the evaluation of the sustainability of products. The consumes'

trust in the recommendations on a product over the Internet sites increased the intention to buy it (Ashman & Vazquez, 2012; Sethi et al., 2018).
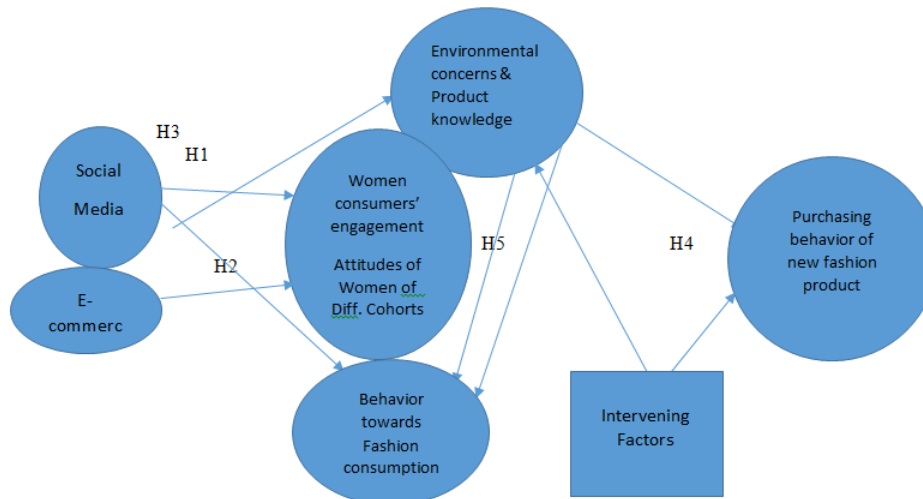
FIGURE 1
CONCEPTUAL FRAMEWORK

METHODOLOGY

There were many types of research designs that helped the research to collect and analyse the data for the considered study such as casual research, descriptive research design, exploratory research design, and conclusive research design. For the considered study, descriptive research design had been considered in the study to determine to understand related to the study. The research study had focused on the collection of primary data collection but it had identified the key traits of the main theme of the research. The study used quantitative approach and using self-completion questionnaire as a method for data collection. The research design was based on cross sectional to collect the necessary data. Sampling technique used for the study was the quota sampling (Bryman, 2015). It was based on targeting women of different cohorts who participated in the study and given self- completion questionnaire. The type of the sample used was quota sampling, one type of the non-probability sampling techniques mainly quota sample. The primary data was collected from (1000) respondents   in United Arab Emirates through self-completion questionnaires. Out of 1000 samples, 678 self-completion questionnaires were distributed randomly to women of varied demographic characteristics on a face-to-face as well as through online in two versions: English and Arabic. Hence, the response rate was excellent. The questionnaire was designed based on five-point Likert's Scale that range from strongly agree, agree, neutral, disagree, and strongly disagree.

FINDINGS

The majority (47.7%) of the respondents were from Generation Y, (26.7 %) Generation X, (16.8%) Generation Z and (8.7%) from Baby Boomers. The majority of the respondents were married (43.5%) and only (31.1%) were single. The ages of the majority (35.0%) of the respondents between 35-45 years,(63%) working, (45.3%) had bachelor degrees and (64.7%) checked social media more than 9 times per day.

Social media played significant role to Gen X, Gen Y and Gen Z in relationship with buying from online as (50.4%) agreed, (8.2%) agreed that social media played a major role in their engagement and interaction in buying a brand, (41.4%) agreed that social media helped them in buying fashion brands known to sustainable consumers.

The majority (35.1%) disagree that they were willing to pay more for sustainable clothing fashion, and (36.9%) also disagree to sacrifice product attributes for the sake of sustainability. In addition, (37%) disagree to sacrifice store related attributes to maintain sustainability. (44.6%) agree that they preferred to share information and evaluation of goods and services from social media rather than from the community. (42.9 %) affected by social media in their intention to buy consider green environment. 34.8% agree that they have enough information on sustainability. The majority (41.1%) agreed that their attitude and behaviour had changed with education on the negative effect of apparel production. Forty two percent (42%) agreed that they donated clothing to increase textile production, (35%) were neutral regarding their preference to buy from online stores clothing of good quality or eco-friendly. Thirty two percent (32%) were neutral on excessively buying fashion clothing because of the e- marketing. For the preference to buy eco –friendly clothing, if expensive (37.0%) were neutral, (42.3%) also neutral towards having commitment to sustainability when buying fashion clothing, (47.3%) were neutral to buy inexpensive cloth to follow evolving trends, and (33.9%) neutral on successful presentation of fashion online drive one to purchase more.

Social media affected different generations' behavior and foster their relationship with buying from online. Therefore, it led to customers engagement and interaction in buying a brand. As customers most rely on getting information from social media platforms rather than from the community, hence it affected their intention to buy products considering green environment. In the outset, with knowledge and education, their attitudes had changed towards sustainability and the negative effect of apparel production. Social media platforms had significant effect on women consumer's engagement and impact on sustainable and clothing consumption. The researchers reject the null hypothesis on the basis that Chi-square (5.3.76), df4, and at 0.05 level of significance and the researchers accept the alternative hypothesis (H1) that the relationship was significant. In addition, there was a significant correlation between social media and women engagement and interaction in buying a brand. According to Pearson correlation (r=.668**), at 0.01 level of significance (2-tailed). Furthermore, there was a significant correlation between social media and women consumers shared information of evaluation of goods and services and the majority were Generation, according to Person correlation (r=0.531) (see table 2) below. In addition, for the second hypothesis the researchers reject the null hypothesis (H0) on the basis that Chi-square (1.990E2a), df(4), at 0.05 level of significance, the researchers accept the alternative hypothesis (H2) that e-commerce has a significant effect on increasing buying behavior and consumption of fashion clothing by women of different cohort and negatively affect sustainability. In addition, the correlation according to Pearson (r) (327), at 0.01 level of significance (2-tailed) (see table 4) below. The third hypothesis was rejected based on Chi-square (3.443), df (4), at 0.05 level of significance and the researchers accept the alternative hypothesis (H3) that social media was significantly affected women of different cohorts' attitudes and enhanced sustainability in fashion industry. The fourth null hypothesis was rejected on the basis of Chi-square (2.604), df(4), at 0.05 level of significance, we accept the alternative hypothesis (H4) that the new fashion products was positively correlated with purchasing behavior and concerns on sustainability. The correlation between new fashion products and purchasing behavior according to Pearson correlation (r)(.697) (see table 5) below. The last null hypothesis was also rejected based on Chi-square (3.841), df (4), at 0.05 level of significance and accept the alternative hypothesis (H5) that environmental concerns and product knowledge have significant relationship with sustainable fashion products purchase (see table 1) below:

Table 1 CHI-SQUARE					
	(H1)	**(H2)**	**(H3)**	**(H4)**	**(H5)**
Chi-Square	5.376	1.990E2a	3.443	2.604	3.841
df	4	4	4	4	4

Asymp.Sig	0.000	0.000	0.000	0.000	0.000

Table 2
CORRELATIONS

		2.1	2.2	2.3	2.4	2.5
2.1	Pearson Correlation	1	0.668^{**}	0.369^{**}	0.155^{**}	0.531^{**}
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	643	643	643	643	643
2.2	Pearson Correlation	0.668^{**}	1	0.412^{**}	0.219^{**}	0.489^{**}
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	643	643	643	643	643
2.3	Pearson Correlation	0.369^{**}	0.412^{**}	1	0.366^{**}	0.415^{**}
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	643	643	643	643	643
2.4	Pearson Correlation	0.155^{**}	0.219^{**}	0.366^{**}	1	0.252^{**}
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	643	643	643	643	643
2.5	Pearson Correlation	0.531^{**}	0.489^{**}	0.415^{**}	0.252^{**}	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	643	643	643	643	643
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 3
H5: ENVIRONMENTAL CONCERNS AND PRODUCT KNOWLEDGE AND SUSTAINABLE IN FASHION PRODUCTS PURCHASE.

3.1	Pearson Correlation	1	0.388^{**}	0.378^{**}	0.402^{**}
	Sig. (2-tailed)		0.000	0.000	0.000
	Sum of Squares and Cross-products	655.347	278.914	273.449	237.708
	Covariance	1.021	0.434	0.426	0.370
	N	643	643	643	643
4.1	Pearson Correlation	0.388^{**}	1	0.642^{**}	0.176^{**}
	Sig. (2-tailed)	0.000		0.000	0.000
	Sum of Squares and Cross-products	278.914	787.120	508.571	114.009
	Covariance	0.434	1.226	0.792	0.178
	N	643	643	643	643
4.2	Pearson Correlation	0.378^{**}	0.642^{**}	1	0.115^{**}
	Sig. (2-tailed)	0.000	0.000		0.003
	Sum of Squares and Cross-products	273.449	508.571	797.565	75.096
	Covariance	0.426	0.792	1.242	0.117
	N	643	643	643	643
4.3	Pearson Correlation	0.402**	0.176**	0.115**	1
	Sig. (2-tailed)	0.000	0.000	0.003	
	Sum of Squares and Cross-products	237.708	114.009	75.096	532.650
	Covariance	0.370	0.178	0.117	0.830

	N	643	643	643	643

Table 4
H2: E-COMMERCE AND CONSUMPTION OF FASHION CLOTH AND AFFECT SUSTAINABILITY

	Correlations			
		4.1	**4.2**	**4.3**
4.1	Pearson Correlation	1	0.642**	.176**
	Sig. (2-tailed)		0	0
	N	643	643	643
4.2	Pearson Correlation	0.642**	1	0.115**
	Sig. (2-tailed)	0		0.003
	N	643	643	643
4.3	Pearson Correlation	0.176**	0.115**	1
	Sig. (2-tailed)	0	0.003	
	N	643	643	643
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 5
H4: New Fashion Products And Purchasing Behaviour And The Concerns On Sustainability

	Correlations						
		5.1	**5.2**	**5.3**	**5.4**	**5.5**	**5.6**
5.1	Pearson Correlation	1	0.737**	0.644**	0.663**	0.260**	0.008
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.843
	N	643	643	643	643	643	643
5.2	Pearson Correlation	0.737**	1	0.617**	0.697**	0.378**	0.151**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
	N	643	643	643	643	643	643
5.3	Pearson Correlation	0.644**	0.617**	1	0.746**	0.223**	-0.026
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	.508
	N	643	643	643	643	643	643
5.4	Pearson Correlation	0.663**	0.697**	0.746**	1	0.276**	0.017
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.663
	N	643	643	643	643	643	643
5.5	Pearson Correlation	0.260**	0.378**	0.223**	.276**	1	0.393**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
	N	643	643	643	643	643	643
5.6	Pearson Correlation	0.008	0.151**	-0.026	0.017	0.393**	1
	Sig. (2-tailed)	0.843	0.000	0.508	0.663	0.000	
	N	643	643	643	643	643	643
**. Correlation is significant at the 0.01 level (2-tailed).							

Table 6
CORRELATIONS

	6.1	**6.2**
Pearson Correlation	1	0.417**
Sig. (2-tailed)		0.000
N	643	643
Pearson Correlation	0.417**	1
Sig. (2-tailed)	0.000	

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N	643	643
Pearson Correlation	0.327^{**}	0.343^{**}
Sig. (2-tailed)	0.000	0.000
N	643	643
**. Correlation is significant at the 0.01 level (2-tailed).		

CONCLUSION, IMPLICATIONS AND LIMITATIONS

Social media played significant role to Gen X, Gen Y and Gen Z in relationship with buying from online. Generation Y who were the majority of the respondents had the knowledge about sustainability, however, they did not had information on the harm that fashion will bring to the environment by unethical use of apparel. Furthermore, social media platforms had significant effect on women consumers' engagement and impact on sustainable and clothing consumption. With the excessive checking of social media from Generation Y which was the preferred source of information in evaluating goods and services rather than from the community brought excessive clothing purchases. There was a significant correlation between social media and women engagement and interaction in buying branded clothing. For the preference to buy eco –friendly clothing was neutral and follows evolving trends. The successful presentation of fashion online drove the respondents to purchase more.

Companies should raise awareness on women consumers' on the harm to the environment of the apparel they consumed and its implication to sustainability. In addition, campaigns be done by utilizing social media or horizontal revolution to let the young generations or Gen Z aware and transform their attitudes towards sustainability. Manufacturers should motivate people especially women to patronize eco-friendly garments through increasing retailers understanding of all the points in the supply chain so to achieve sustainability.

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