

Decoding the Influence of Social Media on Sustainable Fashion: A Comprehensive Review of Promotion and Adoption Patterns

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Abstract: This research offers a comprehensive analysis of the impact of social media platforms on the promotion and adoption of sustainable fashion. In recent years, sustainable fashion has gained significant attention due to growing environmental concerns and ethical practices in the fashion industry. At the same time, social media has emerged as a potent force in product advertising, shaping consumer choices, and driving social movements. However, there is a lack of understanding of how social media influences consumer perceptions, attitudes, and actions regarding sustainable fashion. This review aims to address this gap by reviewing existing literature, assessing case studies, and identifying key trends and obstacles in the convergence of social media and sustainable fashion. This study provides valuable insights for stakeholders in the fashion industry, including brands, consumers, influencers, and policymakers, to enhance the promotion and adoption of sustainable fashion practices.

Keywords: Sustainable Fashion, Social Media, Consumer, Promotion, Adoption.

Theme: Sustainability and Regulatory Environment with E-Commerce.

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I. INTRODUCTION

Social media platforms such as WhatsApp, Twitter, Facebook, TikTok, Instagram, and YouTube have revolutionized global communication and interaction. Their popularity stems from their convenience, entertainment value, and easy access to the information they offer. Throughout the COVID-19 pandemic, social media has demonstrated effectiveness in educating people about health matters and providing innovative educational opportunities, particularly in less-developed regions. Around 3.78 billion individuals currently engage in social media, with an average daily usage time of approximately 145 min per user. (Farooq et al., 2023) The concepts of sustainable fashion is multifaceted and encompasses several terms, such as fair, green, organic, sustainable, eco and slow each striving to address various issues in the fashion industry, including animal cruelty, environmental damage, and worker exploitation. While there is no established industry standard for sustainable fashion, it is characterized by

ethical practices, durability, and the repurposing of products. (Kustenkova, 2017) Certain research projects investigate the impact of social media on B2B businesses, which encompasses aspects such as customer satisfaction, value generation, purchasing intentions, and sales, as well as the development of client relationships, brand recognition, knowledge acquisition, and corporate trustworthiness, in addition to employee engagement with the brand and sustainability efforts. (Dwivedi et al., 2023) Marketers are consistently eager to seize consumers' attention. With the widespread adoption of new media and technologies, such as smartphones, marketers now have the ability to reach consumers around the clock through a variety of channels. This enhances the likelihood of consumers seeing the messaging, making social media an attractive option for marketers. (Kaushik, 2012) This review paper aims to critically analyze the influence of social media platforms on the promotion and adoption of sustainable fashion practices. Through a overarching examination of the existing literature, this study

seeks to identify the strategies, challenges, and opportunities presented by social media to foster sustainable behavior within the fashion industry. The significance of this study lies in its thorough examination of how social media influences consumer perceptions and actions regarding sustainable fashion. By exploring the effectiveness of different social media tactics and their impact on the fashion sector, this review offers valuable insights for businesses, policymakers, and researchers committed to promoting sustainability in fashion. Additionally, the outcomes of this research can guide the creation of specific interventions and communication approaches designed to encourage sustainable consumption behaviors among fashion enthusiasts globally.

II. METHODOLOGY

For this comprehensive review paper titled ‘The Impact of Social Media Platforms on the Promotion and Adoption of Sustainable Fashion Practices,’ a chronological literature review approach was employed. This review encompassed studies published between 2017 and 2023, focusing on the

intersection of social media platforms and sustainable fashion practices. The methodology involved a systematic search process that utilized key search terms related to social media, sustainability, and fashion.

Following the initial search, duplicates were removed, and the remaining studies underwent title and abstract screening to assess their relevance to the objectives of the review. Finally, 12 studies that met the predefined criteria were included in this comprehensive review. These studies were analyzed, synthesized, and presented in chronological order to provide a cohesive overview of the evolving landscape of social media's impact on the promotion and adoption of sustainable fashion practices over the past decade. The selected articles were synthesized in a chronological manner, organized based on their publication year. A tabular format was used to summarize the information extracted from each article, including the title, authors, publishers, publication year, study objectives, findings, and contributions. This systematic approach facilitated the analysis and comparison of the literature, enabling the identification of trends, patterns, and gaps in the research.

Table 1. Journal and Publisher Distribution

No	Article Name	Author(s)	Journal	Year
1	“The Effects of Environmental Claim Types and Consumer Vocabulary on Eco Fashion Advertisement”	<i>Min-Young, Kim., Eunha, Chun., Eunju, Ko.</i>	Fashion & Textile Research Journal	2017
2	“A Study on the User Perception in Fashion Design through Social Media Text-Mining”	<i>Hyosun, An., Minjung, Park.</i>	Journal of the Korean Society of Clothing and Textiles	2017
3	“Storytelling and Social Networking as Tools for Digital and Mobile Marketing of Luxury Fashion Brands”	<i>Zahaira, Fabiola, González, Romo., Irene, García-Medina., Noemí, Plaza, Romero.</i>	International Journal of Interactive Mobile Technologies (ijim)	2017
4	“Online Brands and Social Media Communities How Brands Can Engage and Establish Relationships with Customers via Online Brand Communities”	<i>Julio, Viskovich.</i>	Journal of Accounting & Marketing	2018
5	“Success of Social Media Marketing Efforts in Retaining Sustainable Online Consumers: An Empirical Analysis on the Online Fashion Retail Market”	<i>Yong, Wang., Shamim, Chowdhury, Ahmed., Shejun, Deng., Haizhong, Wang.</i>	Sustainability	2019
6	“Twitter Analysis of Global Communication in the Field of Sustainability”	<i>Ladislav, Pilař., Lucie, Kvasničková, Stanislavská, Jana, Pitrová., Igor, Krejčí., Ivana, Tichá., Martina, Chalupová.</i>	Sustainability	2019
7	“Understanding the social consumer fashion brand engagement journey: insights about reputed fashion brands”	<i>Muhammad, Naeem., Wilson, Ozuem.</i>	Journal of Brand Management	2021
8	“Tracing the Trends in Sustainability and Social Media Research Using Topic Modeling”	<i>Jee, Hoon, Lee., Jacob, Wood., Jungsuk, Kim.</i>	Sustainability	2021

9	“Analysing trademark and social media in the fashion industry: tools that impact performance and internationalization for SMEs”	<i>Laura, Rienda., Lorena, Ruiz-Fernández., Lindsey, Carey.</i>	Journal of Fashion Marketing and Management	2021
10	“The Use of Social Media to Promote Sustainable Fashion and Benefit Communications: A Data-Mining Approach”	<i>Li, Zhao., Stacy, H., Lee., Muzhen, Li., Peng, Sun.</i>	Sustainability	2022
11	“Roles of Brand Benefits and Relationship Commitment in Consumers’ Social Media Behavior around Sustainable Fashion”	<i>Tae, Rang, Choi., Jisoo, Ahn</i>	Behavioral sciences	2023
12	“The Transformation of Second-Hand Clothes Shopping as Popular Sustainable Lifestyle in Social Media Era”	<i>Angela, Oscario</i>	E3S web of conferences	2023

Table 2. Articles Category Based on the Subject

No	Article Name	Objective	Findings	Contribution
1	The Effects of Environmental Claim Types and Consumer Vocabulary on Eco Fashion Advertisement	This study aims to derive actionable insights that can be utilized to enhance advertising strategies in an eco-friendly manner.	The results show that associative claims lead to more favorable attitudes toward advertisements compared to substantive claims. However, substantive claims have a more significant positive influence on how consumers perceive the brand than associative claims. Additionally, the effect of consumer vocabulary on both advertising attitudes and brand perception is influenced by the use of substantive claims. Lastly, a positive attitude toward the advertisement enhances both brand perception and brand attitude.	This study contributes by highlighting that associative claim types tend to elicit a more favorable advertising attitude, whereas substantive claim types are more effective in enhancing brand cognition.
2	A Study on the User Perception in Fashion Design through Social Media Text-Mining	This study aims to explore text-mining techniques to examine how users perceive fashion designs shared on social media platforms.	The findings showed the wearing trends of striped shirts by men across different seasons. Throughout the analysis period, users primarily discussed topics, such as patterns, tailored suits, brands, outfit coordination, and purchasing advice. In spring, there was a focus on coordinating casual or boyfriend-style outfits, while winter discussions centered on shirts appropriate for formal occasions, such as job interviews and striped shirts suitable for pairing with suits.	The findings of the study demonstrate that text-mining analysis effectively captures the context of user discussions and generates a user-centric index that adapts to emerging demands mentioned by users, keeping pace with the fast-evolving trends in fashion design.

3	Storytelling and Social Networking as Tools for Digital and Mobile Marketing of Luxury Fashion Brands	This study aims to understand the contemporary digital and mobile marketing strategies employed by luxury fashion brands.	The study's findings emphasize storytelling as a fundamental digital marketing strategy in the luxury fashion industry.	This study highlights storytelling as a pivotal strategy in digital marketing for luxury fashion brands. Additionally, it delves into how these brands engage with their audiences within the digital and mobile landscapes.
4	Online Brands and Social Media Communities How Brands Can Engage and Establish Relationships with Customers via Online Brand Communities	This study aims to enhance the existing literature on how social media brand communities serve as effective marketing tools for millennials and how this demographic relies on social identity when engaging with brands.	The study's findings indicate that consumers are driven by a desire to establish social consensus within their desired community, leading them to shape brand associations within social media brand communities. In the fashion industry, individuals interact with brands and online communities on social networking sites, often highlighting their connection to a brand to reinforce their identity within a particular social group.	This study contributes by examining the influence of social media within technological work environments, and delving into the resultant effects on community development and branding within online communities.
5	Success of Social Media Marketing Efforts in Retaining Sustainable Online Consumers: An Empirical Analysis on the Online Fashion Retail Market.	This study aims to: (1) assess the effectiveness of social media marketing (SMM) in fostering interactions among Bangladeshi consumers, facilitating their affiliation with and affinity towards local fashion brands; (2) ascertain whether social media platforms can effectively engender loyalty towards local fashion brands through online channels; (3) evaluate the role of SMM in tailoring products to align with consumer preferences; (4) gauge Bangladeshi consumers' willingness to make online purchases or engage in online transactions for local fashion products, thereby advancing sustainable marketing objectives; and (5) bridge existing gaps in the literature pertaining to this subject.	This study represents an inaugural analysis of online shopping behavior among Bangladeshi consumers. Furthermore, it evaluates the effectiveness of small and medium-sized enterprises (SMMEs) representing local fashion brands in fostering brand association, loyalty, preference, and attachment. This study aimed to ascertain whether SMMEs could incentivize consumers to pay premium prices and encourage them to make purchases from online platforms. However, the analysis revealed that SMMEs struggled to generate sufficient appeal among consumers to secure buying commitment.	This study offers insights into the effectiveness of small and medium-sized enterprises (SMMEs) in the Bangladeshi fashion industry for attracting local consumers. It links factors such as brand loyalty, preference, attachment, association, and purchasing commitment with the operations of SMMEs that represent local brands. Our findings reveal a significant attachment among Bangladeshi consumers to their online interactions and a notably positive reception of local fashion brands.

6	Twitter Analysis of Global Communication in the Field of Sustainability	The objective of this study was to identify the primary communication themes associated with hashtag #sustainability through an analysis of communication patterns on Twitter networks.	The community analysis identified six main topics discussed on Twitter: (1) Environmental Sustainability, (2) Sustainability Awareness, (3) Renewable Energy and Climate Change, (4) Technological Innovation, (5) Green Architecture, and (6) Sustainable Food. The overlap among these themes indicated that conversations largely focus on innovations aimed at enhancing the environment through renewable resources. Furthermore, the analysis observed a significant absence of strong polarization between the different communities.	This study offers essential insights into how sustainability is communicated through Twitter social networks. It is a valuable tool for monitoring and recognizing ongoing technological trends, which holds significance for government policy, research and development efforts, strategic planning, social investments, and business practices. For instance, it could aid in advocating alternative business models for food producers linked to food sustainability or for energy producers such as solar or wind energy.
7	Understanding the social consumer fashion brand engagement journey: insights about reputed fashion brands	This study sought to examine individuals on social media who engaged with prominent fashion brands in the UK, either through direct or indirect interactions.	The results indicate that engagement with social fashion brands is positively influenced by factors such as social passion, social tendency, individual warmth, and social liking. Furthermore, the study identified equitable fit, bearability, and viability as crucial aspects that contribute to the relevance of fashion brands.	This study contributes by introducing the SCFBE model, which integrates concepts from love theory and social impact theory, to understand social engagement with fashion brands. It identified three key elements of fashion brand relevance: equitable fit, bearability, and viability.
8	Tracing the Trends in Sustainability and Social Media Research Using Topic Modeling	The objective of this study is to examine 762 existing publications on the intersection of sustainability and social media. It utilizes Latent Dirichlet Allocation to uncover hidden themes and discern emerging research patterns within this field.	An observation drawn from analysis of the literature on "sustainability and social media" revealed a predominant focus on the impact of social media on sustainability. Specifically, many studies have explored how businesses utilize social media to improve their sustainability practices and competitive edge. However, studies investigating how a company's sustainable initiatives can enhance its social media strategy are scarce.	This study makes a significant contribution by creating a topographic representation of sustainability research and its relationship with social media. Through the application of machine learning technology, this study identified 10 latent topics, offering a unique map distinct from the broader landscape of sustainability research.
9	Analysing trademark and social media in the fashion industry: tools that	This study explores how trademarks and social media impact the international expansion and success of	Based on the authors' empirical findings, small and medium-sized fashion enterprises (SMEs) can improve their performance by	The study's contribution lies in its indication that small and medium-sized fashion enterprises (SMEs)

	impact performance and internationalization for SMEs	small- and medium-sized fashion businesses.	utilizing two main marketing tools: registered trademarks and social media. SMEs that hold registered trademarks are more likely to establish a strong international market presence, which is linked to enhanced performance. In contrast, the study found no significant connection between the use of social media by SMEs and their presence in international markets.	equipped with a registered trademark tend to exhibit greater international visibility and achieve better performance outcomes.
10	The Use of Social Media to Promote Sustainable Fashion and Benefit Communications: A Data-Mining Approach	The aim of this study is to analyze the visual and textual content shared by sustainable fashion brands and delve into the linguistic styles employed by these brands in their communication with consumers.	The results underscore the effectiveness and precision of this research framework in the fashion domain. Sustainable brands employ a combination of visual and textual elements to convey sustainability messages to their followers, aiming to bolster customer engagement.	This study offers valuable insights for other fashion brands that aim to prioritize sustainability. When brands opt to utilize social media as a tool and leverage sustainability as a marketing opportunity, it becomes crucial to develop a strategy that aligns seamlessly with the brand's identity.
11	Roles of Brand Benefits and Relationship Commitment in Consumers' Social Media Behavior around Sustainable Fashion	This study examines the relationship between consumers' perceptions of brand benefits on Instagram and their commitment to the brand, electronic word-of-mouth (eWOM) behavior, and intention to purchase.	The discovery of an indirect connection between benefits, relationship commitment, and eWOM/purchase intention was particularly significant. This is because the moderating influence of environmental attitudes is notable, particularly for warm glow and green benefits. Additionally, stronger attitudes toward the environment intensified the degree of mediation in this relationship.	This study contributes to the understanding of sustainable fashion brands by indicating that while fashion often relates to hedonic consumption, highlighting a brand's green benefits can lead to positive branding outcomes, particularly when consumers hold favorable environmental attitudes.
12	The Transformation of Second-Hand Clothes Shopping as Popular Sustainable Lifestyle in Social Media Era	This study aims to achieve the following objectives: a. Examine Gen Z's level of awareness and consideration regarding second-hand clothing and its influence on purchase intent. b. Investigate the role of social media in shaping the perception and acceptance of second-hand clothing in contemporary society.	The study reveals that the awareness and consideration of second-hand clothing among Gen Z members significantly influence their purchasing decisions. Additionally, this research underscores the pivotal role that social media influencers play in endorsing the merits of used clothing.	Through this study, it is hoped that individuals will recognize the rich reservoir of wisdom inherent in our local culture, which can actively support sustainable human development. The process of socially constructing reality becomes imperative in dismantling any negative perceptions associated with this culture, while simultaneously building a positive narrative.

III. CONCLUSION

In conclusion, the comprehensive review conducted in this study has illuminated the multifaceted relationship between social media platforms and the promotion and adoption of sustainable fashion practices. By synthesizing findings from a range of studies spanning over a decade, this review offers valuable insights into how social media has emerged as a powerful tool for shaping consumer perceptions, driving engagement, and fostering the adoption of sustainable fashion practices. One of the key themes that emerged from the reviewed literature was the pivotal role of social media in amplifying the visibility of sustainable fashion brands and initiatives. Studies have consistently shown how platforms such as Instagram, Twitter, and Facebook serve as dynamic channels for disseminating information, fostering dialogue, and cultivating communities in a sustainable manner. Through user-generated content, influencer endorsements, and brand storytelling, social media platforms have democratized access to sustainable fashion, enabling brands to reach broader audiences and engage with consumers at a more personal level.

Moreover, this study underscores the importance of authenticity, transparency, and storytelling in successful social media campaigns aimed at promoting sustainable fashion. Brands that effectively communicate their commitment to sustainability, share behind-the-scenes insights, and demonstrate tangible impacts resonate more deeply with consumers, fostering trust and loyalty in the process. Furthermore, the emergence of user-centric approaches such as text-mining techniques and sentiment analysis underscores the evolving nature of consumer preferences and the need for brands to adapt and respond in real time. This study highlights the challenges and areas for further exploration. Despite the proliferation of sustainable fashion content on social media, issues related to greenwashing, information overload, and consumer skepticism have remained prevalent. Additionally, the influence of social media on actual purchasing behavior and long-term sustainability outcomes warrants further investigation.

In summary, this comprehensive study provides a nuanced understanding of how social media platforms have transformed the sustainable fashion landscape, offering opportunities and challenges for brands, consumers, and stakeholders. By synthesizing empirical evidence and theoretical insights, this review provides a valuable reference for researchers, industry professionals, and policymakers aiming to understand and leverage the power of social media to support and drive sustainable fashion practices in the future.

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