

The impact of advertising on the circular economy of fashion on consumers' acceptance of reused and recycled fashion

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Abstract: This research aims to provide a comprehensive understanding of the circular economy concept in the fashion industry, including its principles, benefits, and challenges, investigate the role and impact of promotional advertising on consumer awareness and acceptance of circular fashion practices, assess the level of consumer awareness and acceptance of the circular economy of fashion in relation to recycled and reused fashion products, and suggest strategies and recommendations for industry and institutions to promote sustainable practices and increase consumer adoption of circular fashion. The paper applied the analytical descriptive approach.

The study population consisted of 56 female university students. The sample was recruited through social media channels. A questionnaire was designed to gather information in three key areas: demographic data, attitudes towards advertising, and the impact of advertising on the circular economy.

Survey results revealed that only 13% of the participants were aware of the circular economy in fashion. Email and WhatsApp were the main channels for accessing the ads. The ads had clear titles and objectives, and effective use of colours, according to 96% and 82% of respondents, respectively. The clarity and alignment of the message with values were less convincing, with only 69% agreeing. The ads were comfortable and not intrusive for 99% of respondents, resulting in an overall attraction rate of 89%. The ads could be improved by enhancing the message clarity and value alignment. The ad raised the awareness of the circular economy in fashion for 98% of respondents. Nearly 99% of respondents wanted to support and encourage the circular economy. There was a high acceptance for recycled fashion (90%), but a lower interest in buying used clothes (75%).

Keywords: Advertising, Circular economy of fashion.

تأثير الدعاية الإعلانية على الاقتصاد الدائري للأزياء على قبول المستهلكين للأزياء المعاد استخدامها والمعاد تدويرها

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المستخلص: يهدف هذا البحث إلى تقديم فهم شامل لمفهوم الاقتصاد الدائري في صناعة الأزياء، بما في ذلك مبادئه وقوائمه وتحدياته، والتحقيق في دور وتأثير الإعلان الترويجي على وعي المستهلك وقبوله لممارسات الأزياء الدائرية، وتقييم مستوى وعي المستهلك وقبوله للاقتصاد الدائري للأزياء فيما يتعلق بالأزياء المعاد تدويرها وإعادة استخدامها، واقتراح استراتيجيات وتوصيات للصناعة والمؤسسات لتعزيز الممارسات المستدامة وزيادة اعتماد المستهلك على الأزياء الدائرية. تطبق الورقة المنهج الوصفي التحليلي. تكون مجموعة الدراسة من 56 طالبة جامعية. تم جلب العينة من خلال قنوات التواصل الاجتماعي. تم تصميم استبانة لجمع المعلومات في ثلاث مجالات رئيسية: البيانات الديموغرافية، والاتجاهات نحو الإعلان، وتأثير الإعلان على الاقتصاد الدائري. أظهرت نتائج المسح أن 13% فقط من المشاركين كانوا على دراية بالاقتصاد الدائري في الأزياء. كان البريد الإلكتروني والواتس أب هما الواسيلتان الرئيسيتان للوصول إلى الإعلانات. كان للإعلانات عناوين وأهداف واضحة، واستخدام فعال للألوان، حسب ما أفاد 96% و 82% من المستجيبين على التوالي. كانت وضوح رسالة الإعلان ومحاذاتها مع القيم أقل إقناعاً، حيث اتفق 69% فقط. كانت الإعلانات مريحة وغير مزعجة بالنسبة لـ 99% من المستجيبين، مما أسفر عن معدل جذب إجمالي قدره 89%. يمكن تحسين الإعلانات من خلال تعزيز وضوح الرسالة ومحاذاتها مع القيم. أثار الإعلان وعي المشاركين بالاقتصاد الدائري في صناعة الأزياء لـ 98% من المستجيبين. عبر حوالي 99% من المستجيبين عن دعمهم وتشجيعهم للاقتصاد الدائري. كان هناك قبول عالٍ للأزياء المعاد تدويرها (90%)، لكن اهتماماً أقل بشراء الملابس المستخدمة (75%).

الكلمات المفتاحية: الإعلانات، الاقتصاد الدائري، الأزياء المعاد تدويرها.

1. Introduction:

The fashion industry significantly contributes to our global environmental and social challenges. The industry is highly resource-intensive and generates an enormous amount of waste. As environmental awareness continues to grow, reducing the fashion industry's impact on the environment and promoting sustainability has become increasingly important. The circular economy model of fashion is a sustainable approach to clothing design, production, and consumption that emphasises the reuse and recycling of resources within the clothing industry. This model is essential to reducing waste and conserving natural resources while mitigating the negative environmental impacts of the fashion industry. By embracing the circular economy of fashion, we can contribute to a more sustainable future and a healthier planet.

The circular economy represents a comprehensive solution to many social, environmental, and economic challenges. This innovative approach involves optimising, reusing, and reducing every resource and process in the production cycle, as Kalmykova et al. (2018) highlighted. The circular economy is a rapidly growing concept worldwide and is considered the fashion industry's future. It encompasses sustainable fashion consumption, sustainable design strategies, new business models, and textile waste management. It is essential to note that the circular economy is not solely focused on waste; other crucial factors include reducing consumption rates, rethinking design practices, transforming the fashion system, and promoting zero environmental pollution through effective textile waste management, as noted by Kant Hvass & Pedersen (2019). By adopting circular economy principles, we can build a more sustainable and resilient fashion industry that benefits people and the planet.

It is widely acknowledged that advertising significantly impacts consumer behaviour and purchasing trends. Brands use various advertising methods to communicate their messages to potential customers and shape their attitudes towards products. In the circular economy of fashion, advertising can play a critical role in increasing awareness of the importance of reused and recycled clothing and promoting consumer acceptance and adoption of sustainable fashion practices. By effectively communicating the benefits of sustainable fashion and highlighting the positive environmental impacts of circular fashion models, advertising can encourage consumers to make more informed and sustainable purchasing decisions. Therefore, advertising has the potential to be a powerful tool in promoting sustainable fashion practices and driving positive change in the fashion industry (Mandarić et al., 2022).

The concept of circular economy advertising begins with leading companies promoting values and principles based on sustainability and fair profit. These companies establish that they have an effective role in preserving the environment and the economy and that they are more than just a product sold (Rodríguez-Espíndola et al., 2022). With this in mind, circular economy advertising can be a powerful tool to increase market value perception and promote innovation, as Galdino De Barra & Azevedo (2002) noted. By highlighting their commitment to sustainable practices and circular economy principles, companies can differentiate themselves in the market and establish a competitive advantage. Effective circular economy advertising can also help to establish trust and loyalty among consumers who are increasingly concerned about the environmental and social impacts of the products they purchase. Therefore, circular economy advertising has the potential to be a driving force in promoting sustainable practices and shaping the future of the fashion industry (Rodríguez-Espíndola et al., 2022).

2. Statement of problem

Based on the researcher's sense of the problem, the lack of awareness of the circular economy of fashion and its importance, as well as the importance of the role of advertising in raising awareness of the circular economy of fashion, this study aims to address the lack of awareness surrounding the circular economy in fashion and the crucial role that advertising plays in promoting this concept. To achieve this goal, the research questions are formulated as follows:

- 1- What is the definition and concept of a circular economy in the context of the fashion industry?
- 2- How does promotional advertising influence consumer acceptance and adoption of circular fashion practices?
- 3- To what extent are consumers aware of the circular economy and its benefits when purchasing recycled and reused fashion products?

3. Research objectives

The study aims to achieve the following research objectives:

1. To provide a comprehensive understanding of the circular economy concept in the fashion industry, including its principles, benefits, and challenges.
2. To investigate the role and impact of promotional advertising on consumer awareness and acceptance of circular fashion practices.
3. To assess the level of consumer awareness and acceptance of the circular economy of fashion in relation to recycled and reused fashion products.
4. To suggest strategies and recommendations for industry and institutions to promote sustainable practices and increase consumer adoption of circular fashion.

4. The research significance

The significance of this research lies in several key areas.

1. Highlighting the role and influence of advertising on consumer acceptance of the circular economy in the fashion industry.
2. Contributing to increasing academic research in the field of circular economy in fashion.
3. Helping those interested in the fashion industry to leverage the circular economy to advance themselves and achieve excellence in the market.
4. Promoting sustainable practices in the fashion industry.
5. Encouraging compatibility with the future of the global fashion industry by embracing sustainable and circular fashion practices.

5. Research delimitation

Spatial: The study is limited to the city of Jeddah in Saudi Arabia. The research will focus on the behaviour and attitudes of female consumers in Jeddah towards the circular economy of fashion and the role of advertising in promoting sustainable practices in this context.

Temporal: The study was applied in the year 1444 AH (corresponding to 2023 AD),

6. Research methodology

The methodology used in this study is based on an analytical descriptive approach. This scientific research method aims to obtain data and information through quantitative data analysis and draw conclusions based on the findings.

The study will also incorporate a literature review of existing research on the circular economy of fashion and sustainable practices in the industry. This will provide a contextual framework for analysing and interpreting the survey findings.

7. Sample and Research Population

The study population consisted of female consumers in Jeddah, Saudi Arabia. The target population was female university students who were potential sustainable fashion consumers.

A random sample of 56 female university students was selected using convenience sampling. Since the sample size is relatively small, the findings may not be generalisable to the wider target population. However, the sample size is adequate for statistical analysis and interpretation within the study context.

The sample was recruited through social media channels. The researchers took measures to ensure that respondents met the required demographic characteristics (age, gender, university enrollment). The data were checked for duplicates, outliers and missing responses to ensure quality.

8. Research Tools: questionnaire

This questionnaire is designed to gather information in three key areas: demographic data, attitudes towards advertising, and the impact of advertising on the circular economy. The questionnaire was comprised of three axes that will be explained below.

Assessing the Validity of the Questionnaire

Questionnaire validity refers to the degree to which the questionnaire accurately measures what it is intended to measure. The current research employed two approaches to verify the validity of the questionnaire:

Content Validity (Veridical Authenticity)

A panel of eight expert faculty members specialising in clothing and textiles reviewed the questionnaire to guarantee that the content

1. was genuine. The goal was to confirm the accuracy of the content and incorporate any suggestions they had based on specific criteria.
2. Logical sequence and organisation of the questions
3. Appropriateness of the axes (or sections) in relation to the purpose of the questionnaire
4. A balanced distribution of questions within each axis
5. Relevance of the questions within each axis
6. Coverage of the intended objective by the questionnaire

The table below presents the percentage agreement among the panel members regarding fulfilling the aforementioned criteria in the questionnaire.

Table (1) The percentage of arbitrators' agreement on the questionnaire

Experts	%	Experts	%
First	92.27	Fifth	100
Second	100	Sixth	96.78
Third	100	Seventh	100
Fourth	100	Eighth	100
Total		98.74	

The previous table shows that the agreement rates among the panel members on the questionnaire items are high, with an average agreement rate of 98.67% based on the criteria they were asked to assess. This high level of agreement suggests that the panel members found the questionnaire authentic and valid. The lowest percentage of agreement was 92.68%. The panel members' comments were primarily concerned with rephrasing some questions, and appropriate modifications were made in response to these suggestions. This iterative process led to the final version of the questionnaire.

9. Research terms:

Circular economy: The circular economy is an economic system that eliminates waste and continuously uses resources. Circular systems reuse, share, repair, refurbish, remanufacture and recycle to create a closed loop that minimises resource use and reduces waste, pollution and carbon emissions.

Circular fashion: Circular fashion produces and uses clothing to minimise waste and environmental impacts throughout the lifecycle, from material sourcing to disposal. It aims to extend garment life by reuse, repair, recycling, and donation. This improves resource efficiency and may lower fashion's footprint (Niinimäki 2017).

Advertisements: Advertisements are paid messages that seek to inform or influence their audience's perceptions, attitudes, or behaviours towards a product, service or organisation (Sigué & Chintagentla, 2009).

10. Previous Studies:

10.1 The first axis: studies dealing with the circular economy of fashion:

Dissanayake & Weerasinghe (2022) explored strategies for shifting from a linear to a circular fashion. They proposed a framework, discussed challenges through integrating perspectives, and analysed insights from designers, researchers, companies and innovators to support the transition to a circular economy.

Ra & Nayak (2023) assessed consumer attitudes towards circular fashion across countries. The study examined the EU's three sustainable product policy pillars: sustainable design, consumer empowerment and circular economy. It surveyed consumers in

Canada and Poland, countries with different cultures, economies and issues.

The study found that Polish respondents valued environmental labels for fashion products more highly than Canadians. Canadians were more likely to choose sustainable clothing and reduce consumption. Differences between the countries regarding circular indicators in fashion production processes were less pronounced, though Polish respondents placed more importance on clothing durability.

Moorhouse & Moorhouse (2017) aimed to analyse the European Union's initiative, the European Apparel Action Plan. This ambitious plan was put into action with a significant goal: to enhance the sustainability of textiles throughout their life cycle - from design to end use - by the year 2019. One of the major concerns addressed by this plan is the substantial amount of textile waste ending up in landfills.

The study highlights that the path to sustainability is more than a solitary journey. Instead, it requires a collective effort from all global apparel supply chain entities. If each brand, from producers to retailers, implements environmentally friendly practices and strives to minimise waste, the textile and fashion industries could see a notable increase in their overall sustainability.

However, Moorhouse & Moorhouse (2017) concluded that designing for a circular economy is a complex process. Success in this venture necessitates cooperation among multiple parties, as it is only through a unified effort that the objectives of a more sustainable and waste-reduced future can be achieved.

Gomes De Oliveira et al. (2022) investigated the differing perceptions of customer sustainability practices between slow and fast fashion retailers. Specifically, it compares customer perceptions of sustainability practices at two distinct types of stores located in Brasilia – one representing slow fashion and the other fast fashion.

The comparative analysis involved examining documented practices reported by the stores and a customer survey conducted in 2017 and 2018. The study surveyed 118 customers from slow fashion stores and 400 customers from fast fashion stores. A striking finding from the study is that customers generally lack awareness of the sustainability practices adopted by these businesses.

However, an interesting pattern emerged when comparing fast and slow fashion customers. Despite their awareness or understanding of a company's sustainability efforts, most customers (78% of fast fashion and 91% of slow fashion customers) were unwilling to pay a premium for more environmentally-friendly products.

This reluctance to pay extra for sustainable products existed even though customers strongly believed that companies should contribute to sustainability. The study suggests a paradoxical consumer behaviour, where customers demand sustainability from companies but need to prepare to bear such initiatives' financial costs.

Zhang et al. (2021) examined the emotional, behavioural and cognitive factors influencing the purchasing decisions of UK consumers. The study also considered price, gender, culture, religion and age for a sample of university students and graduates in the UK.

The study found that cognitive and behavioural factors were similar across cultures and religions, while emotional aspects were diverse and unpredictable. The study also found that awareness increased consumers' intentions to support sustainability rather than their purchasing behaviour toward sustainable products.

Commentary on studies of the first axis:

Previous research has underscored the significance of implementing the circular economy within the fashion industry owing to its far-reaching benefits in safeguarding the natural environment, strengthening local and global economies, and conserving natural resources. The circular economy model enables the reduction of waste, increased recycling, and efficient use of resources, all of which are critical for environmental sustainability and economic prosperity. By transitioning to circular practices, the fashion industry has the potential to mitigate its substantial environmental footprint while also remaining economically viable. Therefore, adopting a circular economy framework can contribute meaningfully towards environmental protection, economic growth and resource security.

10.2 The second axis: studies that dealt with the role of advertising in promoting the circular economy

Advertising is not merely a tool but a pivotal catalyst for the successful implementation and sustained application of the circular economy model.

As corroborated by Leisinger (2015), strategically using compelling imagery in advertisements, such as including cheerful children, can effectively promote sustainability. This tactic has been observed to influence consumer behaviour significantly, steering them towards purchasing and utilising sustainable fashion. More importantly, advertising is critical in constructing robust relationships among three key elements: consumers, sustainable products, and corporations endorsing the circular economy. By creating a strong interconnection between these entities, advertising can contribute substantially to the popularisation and continued viability of the circular economy.

Jung & Kim (2023) delved into the realm of consumer behaviour, mainly focusing on the influence of innovative marketing strategies on sustainable fashion and the promotion of the circular economy. This study underscores the significance of various means to introduce and reinforce these concepts to consumers. Among the multiple methods examined, non-profit advertisements stood out for their potent impact. These advertisements, which emphasise ethical consumption, play a crucial role in enhancing consumers' understanding of marketing in the context of sustainability. They effectively increase consumer awareness regarding environmental preservation and the objectives of the circular economy. By strategically using these non-profit advertisements, brands can bolster the concept of ethical consumption. This leads to a larger consumer base that is aware of and committed to environmental preservation and the circular economy. The study thereby illuminates the potential of innovative marketing techniques in moulding consumer behaviour towards sustainability.

Aramendia-Muneta et al. (2022) asserted that fashion companies can guide consumers towards circular fashion by understanding their buying desires. Effective advertising that resonates with consumer needs can promote the circular economy concept and foster greater awareness of circular fashion.

Nath et al. (2013) emphasised the need for advertisements to be transparent and credible to consumers. It notes that misleading advertisements can significantly negatively impact consumers' acceptance of sustainability concepts. On the other hand, credibility and clarity in advertisements about circular fashion foster positive consumer engagement. Such ethical advertising practices increase acceptance and loyalty towards companies supporting the circular economy and bolster consumers' decision to purchase green fashion.

Armstrong et al. (2015) highlighted the influence of word-of-mouth advertising by internet celebrities among younger consumers. This promotion enhances their sustainability awareness and encourages them to buy or rent from luxury clothing rental websites. The study underscores the numerous benefits online platforms offer, such as cost reduction for emerging fashion companies, lessening social pressures on consumers, and facilitating buying or rental decisions. The convenience of use and accessibility have led many consumers to embrace the circular economy and sustainable fashion concept.

Nath et al. (2013) affirm that transparency and credibility in advertising are pivotal for consumer acceptance. Misleading advertisements can result in high consumer resistance to sustainability concepts. In contrast, clear and credible advertisements promoting circular fashion can foster consumer acceptance and loyalty towards companies supporting the circular economy and increase green fashion purchasing decisions.

11. Theoretical review

11.1 Circular Economy Theory

Walter Stahel and Genevieve Reday introduced the circular economy theory in 1976, advocating for extending product lifespans as a logical first step toward a sustainable economy. The circular economy model focuses on sharing, renting, reusing, repairing, refurbishing, and recycling materials and products to maximise their life cycle, thereby minimising waste (Stahel, 2010a).

Built on zero waste and zero pollution principles, this theory promotes trading returned products and materials at their highest value (Stahel, 2010b). As the world strives to reduce landfill dependency, companies must explore new profit avenues and market opportunities, potentially boosting GDP in a way that benefits all.

The circular economy theory's potential benefits include resource conservation and a focus on reusing, recycling and renewing the natural environment, which supports a sustainable economy. This is particularly significant in the fashion industry, one of the world's largest sectors, whose rapid production rates contribute significantly to environmental pollution.

11.2 the role of advertising in the circular economy of fashion:

The role of advertising in the circular economy of fashion is a crucial topic. Sustainability became a focus in the late eighties when the significance of natural resource depletion and the need for sustainable development was acknowledged. The fashion industry's gas emissions have a negative environmental impact, and solutions have been proposed to mitigate this. One such solution is the marketing of recycled fashion, which Ray & Nayak (2023) found increases consumer awareness of the circular economy and influences their behaviour. The study suggests further research into consumer behaviour towards sustainable fashion to bridge the gap between consumers and the circular fashion economy.

Tran et al. (2022) emphasised the consumer's support of circular fashion. They found that although emerging fashion companies face challenges in achieving sustainability due to financial constraints, creating consumer loyalty through advertising and marketing circular fashion can increase youth awareness and acceptance of sustainable products.

Shrivastava et al. (2021) noted that global apparel manufacturers and retailers seek innovative solutions to reduce the fashion industry's environmental impact. One solution is circular fashion, which promotes the reuse and recycling of clothes. Their study measured the emerging generation's acceptance of renting used clothes online and their adoption of circular economy principles through digital advertising. They found that digital platforms effectively increase consumer awareness and acceptance of buying and renting clothes. Additionally, leveraging Instagram celebrities' influence positively impacts promoting circular fashion and sustainability.

12. experimental framework

The experimental formwork of this study aims to understand how advertising around the circular economy in the fashion industry influences consumers' acceptance of reused and recycled fashion. This empirical research seeks to gather actionable results and recommendations that promote sustainability in the fashion industry and foster sustainable behaviour among female consumers.

A sample of female consumers was shown an advertisement, followed by a questionnaire designed to capture their opinions, expectations, and perceptions regarding reused and recycled clothing. The questionnaire gauged their level of environmental awareness, understanding of the circular economy and its impact on the fashion industry, attitudes towards sustainable clothing, factors influencing purchasing decisions, and preferences for reused and recycled clothing.

Following data collection, responses were thoroughly analysed using quantitative analysis techniques to identify patterns and trends in female consumers' preferences for reused and recycled clothing.

This study aims to gain a deeper understanding of female consumer trends and their response to circular economy fashion advertising. The findings will help enhance marketing and awareness strategies and aid in developing sustainable clothing that aligns with female consumers' sustainability-related preferences and needs.

13 Associated theories

Application of Social Trait Theory - An In-depth Analysis of Social Trait Theory

Social Identity Theory, a prominent framework in social psychology and sociology, studies the formation of individuals' social identities and their influence on their perspectives and behaviours. Established by Henri Tajfel and John Turner in 1979, the theory posits that an individual's social identity is an integral component of their identity. It suggests individuals seek membership in specific social groups for affiliation and self-realisation.

The theory presumes individuals crave social classification and group affiliation, striving for the respect and esteem of their chosen group. It articulates that social identity development hinges on prioritising one's group over others and that distinctions between groups reinforce affiliation, enhancing the social self. As individuals become more aware of their social identity, they adopt their group's defining values, beliefs, and behaviours.

13.1 Social Identity Theory Application

Social Identity Theory underscores that an individual's social identity can shape perceptions, emotions, and behaviours. For example, loyalty and group alignment can prompt actions aligning with group interests and values, while threats or discrimination against one's social identity can induce anxiety or fear.

Used in diverse research fields, Social Identity Theory can illuminate social behaviour and preferences. It applies to racial and social relations studies, group interactions, and political and cultural analysis.

The Kim & Phua (2020) study found that advertisements to older generations influence individuals aged 18-20. Therefore, This age group was chosen to gauge their awareness of circular fashion and the impact of related advertisements. Huhmann & Limbu (2016) also observed that ads affect women more than men, reacting more quickly and retaining the influence for longer. This aligns with the current study's findings about the impact of advertising on younger individuals and women.

13.2 Selective Attention Theory

Selective Attention Theory, a psychological framework, studies how human attention is directed and focused on specific information amidst the plethora of stimuli in the environment. It's based on the premise that attention is selective, not random, and is influenced by factors like novelty, current goals, personal emotions and interests, and salient environmental features.

A variety of factors contribute to the direction of attention and the selection of pertinent information, including:

1. **Novel Information:** Individuals often focus on fresh, intriguing information that stands out from their daily routine.
2. **Current Goal Priorities:** Attention typically gravitates towards information that aids in accomplishing present goals or satisfying immediate needs.
3. **Personal Interests and Passions:** Information that stimulates personal interests or evokes positive or negative emotions often attracts attention.
4. **Salient Features:** Information with distinct characteristics, such as bright colours or prominent movement, tends to draw attention.

The act of attracting attention has numerous effects on human behaviour. For instance, focusing on specific information can lead to overlooking other data, affecting an individual's capacity to concentrate and make accurate decisions. The process of drawing attention can also lead to distractions from other tasks.

Selective Attention Theory has various applications. Understanding the process of attention selection can enhance the design and improvement of user interfaces and experiences. Additionally, a deep comprehension of this theory is instrumental in marketing and advertising to captivate audience attention and achieve effective impacts.

Selective Attention Theory is a potent tool for comprehending how human attention is directed and how information of interest is selected. It illuminates the significance of factors affecting attention and preference for some information over others. The theory finds applications in multiple areas, such as interface design, advertisements, and user experiences, to achieve effective impacts and draw attention to vital information.

A study by Kwon & Lee (2021) confirmed that applying Selective Attention Theory in advertising significantly influences consumers. Corporate Social Responsibility (CSR) advertising is an emerging field where a company's CSR practices can yield strategic benefits if the advertisement's impact is substantial. This approach facilitates broader brand dissemination compared to others.

13.3 Indirect Effect Theory

Indirect Effect Theory, a social theory, investigates how indirect factors shape individual and societal behaviours and beliefs. The theory emphasises how mediating factors can indirectly influence an individual without being overtly apparent.

Indirect Effect Theory postulates that several mediating factors, including others' emotions, social interactions, social norms, and mediating information, indirectly affect belief formation and behaviours. These factors encompass:

1. **Other People's Emotions:** Emotions expressed by others, such as approval or disapproval, can sway individual behaviours and beliefs. For example, praise for a particular idea from a close acquaintance might shape one's future beliefs and actions.
2. **Social Interactions:** Conversations, discussions, and collaborations can influence individual beliefs and behaviours. As individuals exchange opinions and information in social environments, beliefs and attitudes are mutually formed.
3. **Social Norms:** Individuals are influenced by societal norms, including cultural and moral values. These norms can indirectly affect decision-making and behaviour by shaping individual beliefs and values.

4. Mediating Information: News, advertisements, and informational materials can indirectly influence individual behaviours and beliefs. For instance, advertising a specific product can alter an individual's beliefs and subsequently change their consumption behaviour.

Indirect influence can significantly impact individuals and society by altering behaviours and beliefs, shaping social attitudes and values, and influencing group and societal perceptions.

Indirect Effect Theory has various applications. It's used in marketing to understand how advertisements and promotions affect consumer behaviour, and in media and social media, studies to comprehend how media content influences individual behaviours and beliefs.

Indirect Effect Theory is a potent tool for understanding how indirect factors influence individual and social behaviours and beliefs. It highlights how mediating factors can indirectly shape belief, value, and behaviour formation. The theory has applications in diverse fields like marketing, media, and social relations.

Twigg's 2007 study underscores the importance of indirect advertising impact based on the Indirect Effect Theory. It discusses individual self-acceptance and societal views, emphasising how societal culture influences the individual.

14. Descriptive results of the questionnaire

14.1 First Axis: Demographic Data

This section collects basic information about the respondent, including their age, educational level, and income level.

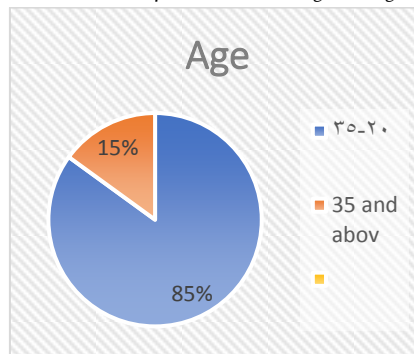


Fig: 1

As shown in Fig (1), the majority of the participants were between the ages of 20 and 35

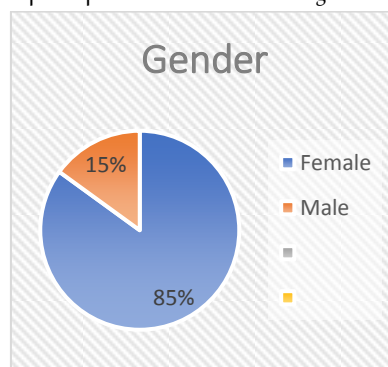


Fig: 2

As shown in Fig (2), Female represents 85% of the sample.

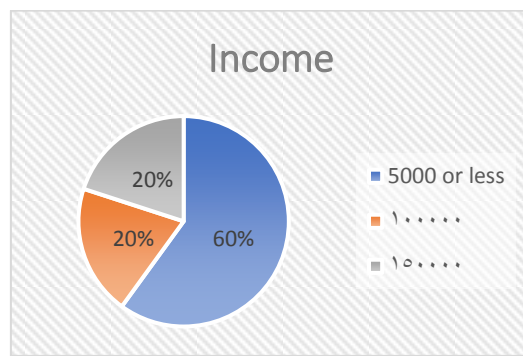


Fig (3)

As shown in Fig (3), most respondents reported an income of 5,000 or less.

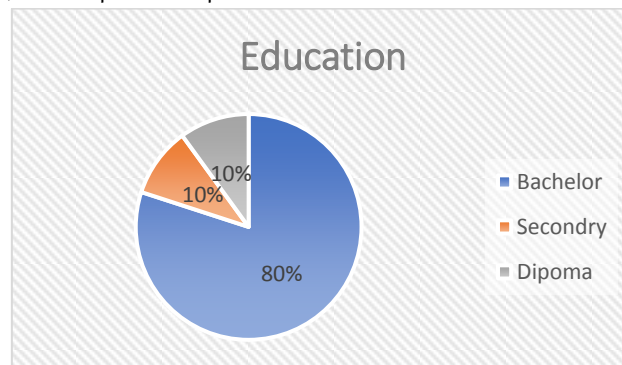


Fig (4)

As shown in Fig (3), 80% of the respondents held a Bachelor's degree.

These findings provide valuable insights into the demographic composition of the sample and their awareness of the circular economy in the fashion industry.

14.2 Second Axis: Advertising Questionnaire

This part of the questionnaire asks respondents how they encountered the advertisement and their overall attitudes. Respondents are asked to rate their general attitude towards the ad using dichotomous scales (e.g., positive/negative, good/bad). They are also asked about the clarity of the ad's title and goal and how well the ad caught their attention.

Further, respondents are asked to rate their perception of the advertisement based on various characteristics, such as whether it was expected or unexpected, familiar or unfamiliar, stereotyped or unconventional, and interesting or uninteresting. They're also asked to rate the advertisement's entertainment value and whether it was annoying.

The results for the second axis, which focused on advertising and attention attraction, revealed the following key findings:

Only 13% of the participants knew the concept of a circular economy in the fashion industry. The primary means of accessing the advertisements were through email and WhatsApp. Regarding the advertisements, 96% of respondents felt that the title and its objective were made clear. The use of colours in the ad was perceived as effective in attracting attention by 82% of participants. However, the advertisement's message's clarity and alignment with societal and individual principles and values were less convincing, with only 69% agreeing. Nevertheless, an overwhelming majority (99%) found the advertising comfortable and not intrusive, contributing to an overall attraction rate of 89%.

These insights suggest that while the advertisements were generally successful in attracting attention and were not considered intrusive, there could be improvements in the clarity of the message and its alignment with societal and individual values.

14.3 The third axis: the impact and role of advertising on the circular economy

In this section, respondents are asked about the effect of the advertisement on their understanding and support of the circular economy. They're asked to rate their agreement with statements about the ad, including whether it was unique, whether the use of colours increased their attention, whether the ad was clear, and whether it sent a clear message about the circular economy of

fashion. Further, respondents are asked about their willingness to engage in behaviours supporting the circular economy, such as exchanging fashion items with others, buying reused or recycled products, and supporting the circular economy of fashion in general. They're also asked about their awareness of the circular economy of fashion and their likelihood of encouraging others to participate.

The questionnaire concludes by asking respondents if they would like to see more of these ads in the future.

The results for the third axis, which focused on the impact and role of advertising on the circular economy, were also quite revealing.

An overwhelming majority of respondents, 98%, indicated that the advertisement had raised their awareness of the circular economy in fashion. Furthermore, nearly 99% of respondents wanted to support and encourage the circular economy.

There was also a high level of acceptance for recycled fashion, with 90% of respondents expressing willingness to embrace it. However, there was a slightly lower interest in buying used clothes, with 75% of respondents expressing this preference.

Interestingly, the willingness to participate in fashion rental and exchange was very high, with 98% of respondents indicating interest.

In conclusion, these findings suggest that advertising has a significant role in raising awareness and driving support for the circular economy in fashion. It also indicates a high level of acceptance for different aspects of the circular economy, such as recycled fashion, buying used clothes, and participating in fashion rental and exchange.

15. Summary of findings:

- Only 13% of the participants were aware of the circular economy in fashion.
- Email and WhatsApp were the main channels for accessing the ads.
- The ads had clear titles and objectives, and effective use of colours, according to 96% and 82% of respondents, respectively.
- The clarity and alignment of the message with values were less convincing, with only 69% agreeing.
- The ads were comfortable and not intrusive for 99% of respondents, resulting in an overall attraction rate of 89%.
- The ads could be improved by enhancing the message clarity and value alignment.
- The ad raised the awareness of the circular economy in fashion for 98% of respondents.
- Nearly 99% of respondents wanted to support and encourage the circular economy.
- There was a high acceptance for recycled fashion (90%), but a lower interest in buying used clothes (75%).
- There was a very high interest in fashion rental and exchange (98%).
- Advertising has a significant role in promoting the circular economy in fashion and its various aspects.
- The advertisement of the circular economy for fashion had a positive impact on the acceptance of consumers, as the advertisement increased the awareness of sustainability and environmental protection among consumers who are interested in sustainable clothing and prefer it over single-use clothing.
- The consumers' interest in buying high-quality clothing with a durable design that can be used for a long time and recycled afterwards increased.
- The study showed multiple factors that affect the acceptance of consumers for sustainable fashion, such as environmental awareness, personal and social factors of consumers.
- There is a positive correlation between the level of environmental awareness of consumers and their acceptance of sustainable, reused and recycled fashion.

16. Recommendations:

Based on the conclusions drawn from the study, the following recommendations are proposed:

- To increase the awareness of the circular economy in fashion, the ads should target a wider audience and use more diverse and accessible channels, such as social media, podcasts, blogs, etc.

- To improve the clarity and alignment of the message with values, the ads should emphasize the benefits of the circular economy for the environment, society, and individuals, such as reducing waste, saving resources, supporting local communities, expressing creativity, etc.
- To encourage more interest in buying used clothes, the ads should address the potential barriers and misconceptions that consumers may have, such as quality, hygiene, style, etc. The ads should also showcase the variety and uniqueness of used clothes and how they can be personalized and customized.
- To capitalize on the high interest in fashion rental and exchange, the ads should provide more information and guidance on how to participate in these activities, such as where to find them, how to access them, what are the rules and regulations, etc. The ads should also highlight the advantages of fashion rental and exchange, such as saving money, expanding wardrobe options, discovering new styles, etc.

These recommendations encourage sustainable consumption behaviours among consumers, particularly in the fashion industry. By implementing these strategies, brands can play a significant role in promoting the circular economy and reducing the fashion industry's environmental impact.

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