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An Evaluation of Fashion Involvement in the Context of Sustainable Consumption Behavior

Moda İlgilenimi̇nin Sürdürülebilir Tüketim Davranışı Bağlamında Değerlendirilmesi

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Keywords:

sustainability, sustainable consumption behavior, fashion involvement

Abstract

This study aims to examine fashion involvement in the context of sustainable consumption behavior. The dimensions of sustainable consumption behavior were determined and the effects of these dimensions on fashion involvement were investigated. Furthermore, the moderation effect of gender on these variables was analyzed. A quantitative research approach was adopted and descriptive, exploratory, and confirmatory statistical analyses were conducted. Hypothesis testing techniques were used to decide whether to accept or reject the hypothesis. The results show that household energy saving and responsive food choice have a significant effect on fashion involvement and gender has a moderator effect between these dimensions and fashion involvement. For male consumers, fashion involvement increases when responsive food choice behaviors increase and decrease when fashion involvement decreases. Female consumers who try to conserve energy resources at home are less interested in fashion and fashion-related activities. The originality of this study is that it attempts to explore the relationship between two concepts that do not seem directly related and to evaluate all consumption practices in daily life with a holistic view.

Anahtar Kelimeler:

sürdürülebilirlik, sürdürülebilir tüketim davranışı, moda ilgilenimi

Öz

Bu çalışmada moda ilgilenimini, sürdürülebilir tüketim davranışı bağlamında değerlendirmek amaçlanmıştır. Sürdürülebilir tüketim davranışının boyutları belirlenmiş ve bu boyutların moda ilgilenimi üzerindeki etkileri araştırılmıştır. Ayrıca cinsiyetin de bu değişkenler arasındaki moderatör etkisi değerlendirilmiştir. Çalışma amacına uygun olarak, nicel araştırma anlayışı benimsenmiştir. İstatistiksel yöntemlerden yararlanılarak betimsel, keşfedici ve doğrulayıcı istatistik analizler kullanılmış, hipotez test teknikleri ile de hipotezlerin kabul ya da reddine karar verilmiştir. Araştırma sonuçlarına göre evsel enerji tüketimi ve duyarlı gıda tercihi boyutlarının moda ilgilenimi üzerinde anlamlı etkisinin olduğu ve cinsiyetin bu boyutlarla moda ilgilenimi arasında moderatör etkiye sahip olduğu sonuçları elde edilmiştir. Erkek tüketicilerde duyarlı gıda tercih etme davranışı arttıkça moda ilgileniminin de arttığı ve azaldıkça da moda ilgilenimin azaldığı; kadın tüketicilerde ise evsel enerji kaynaklarından tasarruf etmeye çabalayan tüketicilerin moda ilgilenimlerinin azaldığı görülmektedir. Bu çalışmanın diğerlerinden farkı doğrudan ilgili görünmeyen iki kavram arasındaki ilişkinin keşifsel bir bakış açısıyla çalışılması ve günlük yaşam içerisinde yer alan tüketim pratiklerinin bütüncül bir bakışla değerlendirilmesidir.

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Introduction

Clothing is one of the most important consumer goods used by individuals in their daily lives due to their visibility features, especially with the increase in social media use. One of the areas where the concept of fashion is used most widely is clothing. So fashion has become an important cultural concept.

Fashion, when discussed in terms of marketing, means change and innovation (Dal & Gürpınar, 2010, p. 29). "Fast fashion" practices have been became popular since the early 2000s. Fast fashion is applied in the form of constantly presenting new products to their customers with new stores and small collections by breaking away from the traditional understanding of seasonal changes (Bhardwaj & Fairhurst, 2010, p. 165; Dal & Gürpınar, 2010, p. 28; Tungate, 2008, p. 24). Although this is a fashion sense that has been criticized for promoting excessive consumption, (Dal & Gürpınar, 2010; Kipöz & Atalay, 2015) it is one of the realities of today. This reality leads to an increase in the materialistic values of individuals. Materialism is defined as attributing importance to the possession and acquisition of material goods to achieve important goals or desired goods in life (Richins, 2004, p. 210). Many studies reveal the relationship between materialistic values and fashion involvement (O Cass, 2001; O Cass, 2004). However, in parallel with changing consumption patterns and the continuous increase in consumption, natural resources are being damaged by excessive and careless use. As a result, the concern for sustainability is increasing day by day (Onaran, 2014, p. 185, 187). Individuals with low materialistic values have a positive intention to purchase sustainable clothing, while individuals with high materialistic values have a negative intention (Dağcı Büyük, Ünal, & Erçiş, 2020, p. 1172). Based on this, it can be deduced that materialism and sustainable consumption are concepts that are at opposite poles.

In this study, the relationship between sustainable consumption behavior and fashion involvement was explored. Fashion is not only an important part of daily consumption decisions but also an essential part of almost all daily events and affects the nature of thoughts (O Cass, 2001, p. 46). Therefore, it can be said that fashion is related to most daily practices. Based on this logic, sustainable consumption behavior has been the subject of this study with fashion involvement for the reason that sustainable consumption behavior is also a part of individuals' daily lives.

Literature Review

Fashion Involvement

Involvement is an indication of the importance that individuals attach to products, events, and objects. It is influenced by a person's needs, values, and interests (Koç, 2016, p. 264). Fashion involvement is defined as consumers' perceived importance of fashion (O Cass, 2001). Engel, Blackwell, & Miniard (2005) define fashion involvement as the perceived personal interest in fashionable clothing (Engel et al., 2005; Vieira, 2009: 180).

The study of Tigert, Ring, & King (1976, p. 52) is the first study on fashion

involvement. According to this study, fashion involvement differs by gender. Moreover, fashion involvement differs in different cultures and different age groups (Belleau, Nowlin, Summers, & Xu, 2001; Tigert et al., 1980, p. 21). A comprehensive model of consumer involvement can be defined, as including product involvement, purchase decision involvement, advertising involvement, and consumption involvement (O Cass, 2000, p. 560-561). The sub-dimensions of fashion involvement can be listed as follows: perceived product importance/risk, probability of a mispurchase, perceived symbolic/sign, and pleasure/interest (Kim, 2005, p. 212). Besides, this concept is also used as a variable to classify fashion consumers. In a consumer profiling study, it was concluded that there are five groups of fashion consumers according to fashion involvement. These groups were named as challenged moderate, knowledge enthusiast, indifferent moderate, challenged enthusiast, and cautious moderate (Kim, 2005, p. 214). In addition, fashion involvement is also considered a dimension of fashion lifestyles (Gutman & Miles, 1982; Öztay, 2021).

Sustainable Consumption Behavior

Sustainability means the ability to survive without interruption or limitation. The use of the word "sustainability" increased in 1987 after the report "Our Common Future" report. According to this report, sustainable development is defined as "meeting the needs of the present while not risking the ability of future generations to meet their own needs" (Engelman, 2014, p. 3). For sustainability, it is necessary to evaluate the environment, economy, and social system from a holistic perspective. The social dimension refers to the practices that aim to ensure the continuity of society to ensure the welfare of the people who make up the society. The environmental dimension refers to the continuous protection of the environment. The economic dimension refers to the continued functioning of an economic system that meets human needs (Onaran, 2014, p. 16). Building a sustainable society requires the creation of new technologies, cultural norms, infrastructures, policies, and laws. In addition, people should perfect daily personal choices (Leonard, 2014, p. 348). Consumers are an important partner in sustainable consumption (Karalar & Kiracı, 2011, p. 71). While people consume resources, they have the power to affect the environment either positively or negatively. All of the people are responsible for contributing to social welfare by reducing the negative effects. Also people have to increasing the positive effects to enable sustainable living through their consumption behaviors (Onaran, 2014, p. 185, 187).

One of the important criticisms of fashion is that it causes waste (Bilgen, 2002, p. 16; Demirlek, 2015, p. 75; Olgaç, 2005, p. 28). When evaluated in this context, it is an important question to what extent people who consider fashion important and are heavily involved in fashion participate in practices of sustainability in their daily lives. It is clear that one of the biggest industries that destroy the environment is the textile industry. It can be said that those polluters in the textile industry are fiber producers, who use various pesticides and chemical fertilizers to get more crops, leather producers who leave chemical wastes in natural water resources, and other textile producers (Foglar, 2011).

Method

In quantitative research, it is possible to make more objective analysis based on the numerical values of data obtained through observations and various techniques (Güler, Halıcıoğlu, & Taşğın 2013). Quantitative research serves the purpose of obtaining objective, generalizable, valid, and reliable information. In addition, descriptive and evaluative research is one of the goals of quantitative research (Kuş, 2007). Hypothesis testing is also one of the situations where quantitative research is frequently used (Muijs, 2004). Considering these, the most appropriate approach for testing the hypotheses in this study is quantitative research. Accordingly, a quantitative research approach was adopted in the study. The data collection process was carried out after the approval of the ethics committee. Kastamonu University Publication Ethics Committee decided that this study is ethically appropriate at the meeting dated 02.07.2021.

Scale and Data Collection Process

The questionnaire used in the study consists of three sections. In the first section, there are 9 items to measure fashion involvement (O Cass, 2004); in the second section, there are 27 items to measure sustainable consumption behavior (Başar, 2016); and in the third section, there are questions to determine the demographic variables of the participants. To ensure maximum diversity, data was collected from different profiles: cities/regions, age groups, genders, incomes, occupations, etc. A questionnaire created online was used, and data were collected from 358 participants. The demographic results are shown in Table 1.

Data Analysis

First, the missing values were checked, and it was found that there were no missing values in the data set. The normality assumption was checked based on the critical values of skewness and kurtosis (Gürbüz, 2019, p. 30). The results were shown next to the factor names in Table 2 and Table 3. Moreover, questionnaires with outliers were excluded. After checking these assumptions, EFA (exploratory factor analysis) was conducted to get information about the structure of the scales. As a result of EFA, it was concluded that the fashion involvement scale was a single-factor structure and the sustainable consumption behavior scale was a multi-factor structure consisting of four factors. CFA (confirmatory factor analysis) was conducted to test the construct validity. In this process, after various modifications, good and acceptable fit indices were obtained. Finally, the research model was verified by calculating the AVE and CR values. Then, structural equation modeling and moderator effect analysis was conducted to test the hypotheses. The research model and research hypotheses were as follows:

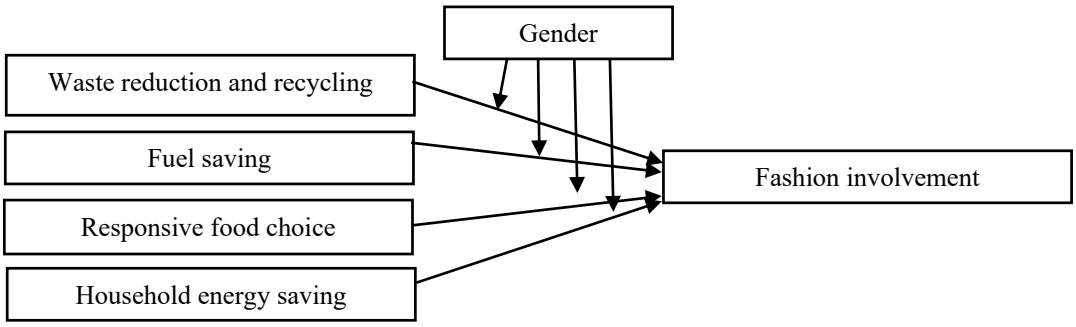

Figure-1: Research Model

H1a. Waste reduction and recycling have a significant effect on fashion involvement.

H1b. Fuel-saving has a significant effect on fashion involvement.

H1c. Responsive food choice has a significant effect on fashion involvement.

H1d. Household energy-saving has a significant effect on fashion involvement.

H2a.Gender has a moderator effect on the relationship between waste reduction and recycling and fashion involvement.

H2b. Gender has a moderator effect on the relationship between fuel-saving and fashion involvement.

H2c.Gender has a moderator effect on on the relationship between responsive food choice and fashion involvement.

H2d.Gender has a moderator effect on on the relationship between household energy-saving and fashion involvement.

Findings

Demographic Findings of Participants

Participants' gender, age, educational level, income, and profession were shown in Table 1. According to the demographic findings, the majority of the research participants were women. In addition, most participants were between 26 and 35 years old, had a bachelor's degree or postgraduate education, had an income between the minimum wage and 4,000 TL, and were employed in the public sector.

Table-1: Demographic Findings

Variable		N	%
Gender	Woman	225	71.9
	Man	88	28.1
Age	18-25	66	21.1
	26-35	126	40.3
	36-45	94	30.0
	46-55	24	7.7
	56<	3	1.0
Educational level	<High school	11	3.5
	High school	50	16.0
	Associate degree	62	19.8
	Bachelor's	103	32.9
	Postgraduate	87	27.8
Income	No income	59	18.8
	<Minimum wage	26	8.3
	Minimum wage	32	10.2
	Minimum wage-4000 TL	66	21.1
	4001-6000 TL	52	16.6
	6001-8000 TL	60	19.2
	8001 TL<	18	5.8
Profession	Unemployed	31	9.9
	Student	35	11.2
	Freelancer	34	10.9
	Housewife	30	9.6
	Private sector employee	72	23.0
	Public employees	107	34.2
	Retired	3	1.0

EFA Findings

According to the EFA results, it is seen that the fashion involvement scale is a single-factor structure (Tablo 2). The eigenvalue of this factor is 6.44, and the variance explained is 71.62%. The Cronbach alpha value of the scale is .948.

The SCB scale is a multifactorial structure consisting of four factors with an eigenvalue above 1. The EFA results show that there are items with low factor loading and overlapping items. And some factors consist of a single item. There are also factors with a low-reliability coefficient. Considering the suggestions (Büyüköztürk, 2015, p. 135; Kline, 1994; Gürbüz, 2019, p. 29) in the literature, these items have been deleted and the analysis is concluded with 17 items. The total variance explained by the factors is 59.854%. The factor loadings of the items, eigenvalues, and explained variances are shown in Table 3. These factors are named waste reduction and recycling, fuel-saving,

responsive food choice, and household energy saving. The naming is based on similar studies in the literature (Başar, 2016).

Table-2: EFA Findings (Fashion involvement)

KMO :.949 **Batrlett χ2:** 2762.64 **df:** 36 **P:** .000			
Factors (Cronbach's alpha*/ Eigenvalue **/ % of Variance/ Skewness critical value ****/Kurtosis critical value *****)***	Fac. Load.	Mean	S.D.
Fashion involvement (.948*/ 6.44**/ %71.62/ 2.14****/2.09*****)***			
MI 2. Fashion clothing is a significant part of my life.	.898	2.41	1.01
MI 3. I consider fashion clothing to be a central part of my life.	.897	2.39	1.07
MI 8. I am very involved in/with fashion clothing.	.892	2.39	1.00
MI 5. For me personally. fashion clothing is an important product.	.880	2.46	1.06
MI 7. Fashion clothing is important to me.	.864	2.58	1.02
MI 4. I think a lot about fashion clothing.	.858	2.07	0.92
MI 9. I find fashion clothing a very relevant product in my life.	.825	2.24	0.95
MI 1. Fashion clothing means a lot to me.	.812	2.61	1.04
MI 6. I am not interested in fashion clothing.	.665	3.00	1.16

Table-3: EFA Findings (Sustainable consumption behavior)

KMO :.850 **Batrlett χ2:** 2088.887 **df:** 136 **P:** .000			
Factors (Cronbach's alpha*/ Eigenvalue **/ % of Variance/ Skewness critical value ****/Kurtosis critical value *****)***	Fac. Load.	Mean	S.D.
1. Waste reduction and recycling (.739*/5.47**/ %32.22/2.14****/0.22*****)***			
SCB 2. I strive to reduce household waste.	.658	3.90	0.75
SCB 3. I prefer products sold in recyclable and environmentally friendly labeled packaging.	.645	3.46	0.83
SCB 1. I sort plastic, metal, glass, and paper waste for recycling.	.627	3.76	0.95
SCB 7. I prefer to buy recycled products whenever possible.	.624	3.20	0.91
SCB 5. I can pay more to buy products that are less harmful to the environment.	.592	3.18	0.90
SCB 4. I buy perishable food in small quantities to avoid food waste.	.561	4.05	0.85
2.Fuel saving (781.*/ 2.01**/ %11.86/1.85****/0.91*****)***			
SCB 8. I strive to save fuel.	.812	3.84	0.80
SCB 13. I strive to save energy.	.706	4.19	0.67
SCB 12. When we travel together. we use the same car as other family members.	.680	4.33	0.67
SCB 9. When buying a car, I primarily prefer a vehicle that saves fuel and has low carbon emissions.	.666	3.83	0.93
3. Responsive food choice (,751*/ 1.42**/% 8.36/2.08****/1.62*****)***			
SCB 21. I can pay more for organically grown food.	.794	3.82	0.98

SCB 22. I do not prefer to consume genetically modified foods.	.779	4.12	0.83
SCB 23. I prefer to consume foods with an eco-label.	.743	3.74	0.87
4. Household energy saving (.766*/ 1.25**/ %7.40/2.42****/1.41*****)***			
SCB 14. I only turn on the lights in the rooms of the house that I use.	.791	4.46	0.64
SCB 18. I get dripping faucets fixed right away.	.683	4.41	0.61
SCB 17. I strive to save water.	.647	4.37	0.69
SCB 20. When I buy new faucets, I prefer water-saving models.	.577	3.93	0.85
Total variance explained: 59.854			

CFA Findings

Two different measurement models, fashion involvement and sustainable consumption behavior are tested in the study. The latent and observed variables of the study are shown in Table 4.

Table-4: Latent and Observed Variables of the Research

Variable	Latent var.	Items	Observed var.
Fashion involvement	MI	9	MI1, MI2, MI3, MI4, MI5, MI6, MI7, MI8, MI9
Sustainable consumption behavior	WRR	6	WRR1, WRR2, WRR3, WRR4, WRR5, WRR6
	FS	4	FS1, FS2, FS3, FS4
	RFC	3	RFC1, RFC2, RFC3
	HES	4	HES1, HES2, HES3, HES4

The CFA conducted with the variables is shown in Table 4. The goodness of fit values was not acceptable after the first analysis. In the Fashion Involvement scale, covariance modification (between MI1 and MI2) was performed based on modification indices. In the Sustainable Consumption Behavior scale, some items were deleted due to low factor loadings (WRR3 and WRR4) and based on regression modification indices (HES4 and HES5). After repeated analysis, it is concluded that the factor loadings are greater than .50 and the fit index of the model is acceptable and a good fit (Gürbüz, 2019, p. 33; Meydan & Şeşen, 2015, p. 31; Yaşlıoğlu, 2017, p. 80). (See Table 5).

Table-5: Fit Indexes Values

Fit indexes	Scale	Values	Critical values
RMSEA	Fashion Inv.	.065**	<.50 good fit
	Sus. Con. Beh.	.076**	<.80 acceptable fit
X^2/DF	Fashion Inv.	2.336*	<3 good fit
	Sus. Con. Beh.	2.822*	3< X^2/DF<5 acceptable fit
RMR	Fashion Inv.	.021*	<.50 good fit
	Sus. Con. Beh.	.036*	<.80 acceptable fit

SRMR	Fashion Inv.	.20*	<.50 good fit
	Sus. Con. Beh.	.56**	<.80 acceptable fit
GFI	Fashion Inv.	.96*	>.95 good fit
	Sus. Con. Beh.	.92**	>.85 acceptable fit
AGFI	Fashion Inv.	.93**	>.95 good fit
	Sus. Con. Beh.	.88**	>.85 acceptable fit
CFI	Fashion Inv.	.98*	>.95 good fit
	Sus. Con. Beh.	.91**	>.90 acceptable fit
IFI	Moda İl.	.98*	>.95 good fit
	Sus. Con. Beh.	.91**	>.90 acceptable fit

*Values with good fa it.

**Values with acceptthe able fit.

Convergent validity is defined as the extent to which a specified set of indicators for a construct converge or share a high proportion of variance in common (Hair, Black, Babin, & Anderson, 2005). To examine convergent validity, the values AVE (Average variance extracted) and CR (composite reliability) were calculated. The value of AVE is expected to be greater than .50. The AVEs of of three the factors are lower than this critical value. However, considering that the values are very close and the values of CR for all factors are greater than .60, it can be said that the model has convergent validity (Gürbüz, 2019, p. 78; Hair et. al., 2005; Yaşlıoğlu, 2017, p. 82).

Table-6: Factor Loadings, AVE ve CR Values

Items	Factor loading	AVE	CR
MI1	.747	0.67	0.94
MI2	.871		
MI3	.891		
MI4	.835		
MI5	.858		
MI6	.578		
MI7	.841		
MI8	.879		
MI9	.836		
WRR1	.574	.36	.62
WRR2	.671		
WRR6	.556		
FS1	.687	.49	.79
FS2	.800		
FS3	.557		
FS4	.742		

RFC1	.661	.52	.76
RFC2	.700		
RFC3	.801		
HES1	.655	.48	.74
HES2	.657		
HES3	.779		

Hypothesis Tests

Figure 2 shows the effects and path estimates of the independent variables on the dependent variable. Here, the effects of the dimensions of sustainable consumption behavior (waste reduction and recycling, fuel-saving, responsive food choice, and household energy saving) on fashion involvement were examined.

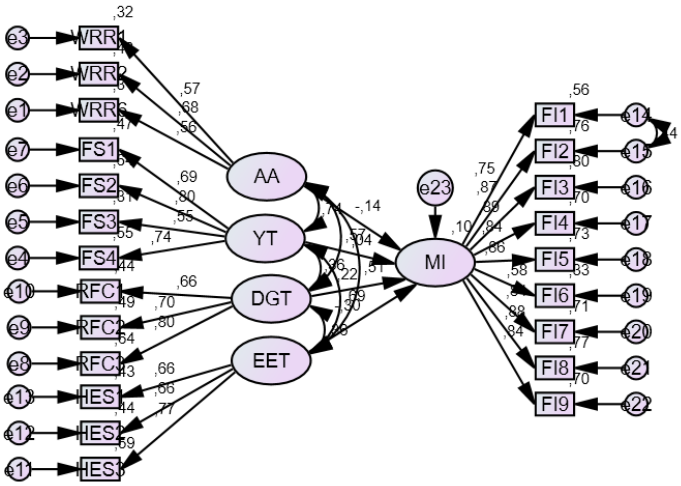

Figure-2: Validated Model

In the SEM results shown in Table 7, the p-value indicates whether the variables are significant predictors, and the path estimates contain information about the degree of the effect. The results show that the dimensions of waste reduction and recycling and fuel saving have no significant effects on fashion involvement. The dimension of responsive food choice has a significant and positive effect on fashion involvement. The dimension of household energy-saving, on the other hand, has a significant and negative effect on fashion involvement. For fashion involvement, the dimension of household energy-saving (-.441) is a more effective predictor than the dimension of responsive food choice (.245). The research findings support hypotheses H1c and H1d.

Table-7: Estimates of the Structural Model

Hypotheses	Path	Path Estimate	Std. Error	t-value	p	Hypothes
H1a	MI<---WRR	-.233	.278	-.839	.401	Rejected
H1b	MI<---FS	.044	.186	.239	.811	Rejected
H1c	MI<---RFC	.245	.111	2.212	**.027**	**Accepted**
H1d	MI<---HES	-.441	.167	-2.639	**.008**	**Accepted**
RMSEA:.64/ **X^2/DF:**2.268/ **RMR:**.035/ **SRMR:**.047/ **GFI**:.887/ **AGFI:**.855/ **CFI:**.935/ **IFI:**.936/ **TLI:**.924						

A moderator effect with multigroup analysis was performed to test the H2 hypothesis. As summarized in Table 8, the effect of the variable responsive food choice on fashion involvement is positive and significant for the male group (.405) and not significant for the female group. The effect of the variable household energy-saving on fashion involvement is negative and significant (-.505) for the female group, but not significant for the male group. The research findings support hypotheses H2c and H2d.

Table-8: Estimates of the Moderator Effect Analysis

Hypotheses	Gender	Path	Path Estimate	Std. Error	t-value	p	Hypothes
H2a	Woman	MI<---WRR	.259	.400	.646	.518	Rejected
	Man	MI<---WRR	-.391	.314	-1.245	.213	
H2b	Woman	MI<---FS	-.234	.343	-.683	.495	Rejected
	Man	MI<---FS	.017	.174	.100	.920	
H2c	Woman	MI<---RFC	.123	.121	1.015	.310	**Accepted**
	Man	MI<---RFC	.405	.191	2.120	**.034**	
H2d	Woman	MI<---HES	-.505	.228	-2.212	**.027**	**Accepted**
	Man	MI<---HES	.009	.277	.032	.975	

Results

This study investigated the relationship between sustainable consumption behavior and fashion involvement, as well as the moderator effect of gender in this context. The results of the study can be summarized as follows:

The majority of the study participants are women between the ages of 26 and 35. Most of them have a bachelor's degree or postgraduate education, have an income between the minimum wage and 4,000 TL, and are employed in the public sector.

The fashion involvement scale is a single-factor structure and the sustainable consumption behavior scale is a multi-factor structure consisting of four factors. As a result of testing the research model and hypotheses, it is found that the hypotheses H1c, H1d, H2c, and H2d are accepted. According to these results, responsive food choice is a significant predictor of fashion involvement and its effect is positive. Household

energy-saving is a significant predictor of fashion involvement and its effect is negative. In addition, household energy saving is more effective than the responsive food choice for fashion involvement. According to the moderator effect analysis, gender has a moderator effect on the relationship between responsive food choice and fashion involvement and the relationship between household energy-saving and fashion involvement. When male consumers' responsive food choice behaviors increase or decrease, fashion involvement changes in parallel. For female consumers, when the efficient use of household energy resources increases, fashion interest decreases, and when household energy-saving decreases, fashion involvement increases. Some studies also reveal that gender is important in explaining sustainable consumption behavior (Aktaş & Çiçek, 2019; Üstündağlı & Güzeloğlu, 2015).

The results of the study show that women who strive to save household energy resources are not interested in fashion-related activities. On the other hand, those who do not strive to save are interested in fashion. These results can be explained by considering the economic conditions. Although fashion is more democratic and accessible today than in the past, it is still an important expenditure item. Considering that the majority of the participants have an income between the minimum wage and 4,000 TL, it can be explicated that the saving is due to economic necessity. And fashion is not perceived as an important concept by these people due to economic constraints. According to the results of the study by Tigert et al. (1980, p. 21), fashion involvement in the women's fashion market is increasing, and working women have more fashion knowledge than unemployed women. And they also have less interest in low prices than unemployed women. In this context, household energy-saving is not considered a necessity when household income is good. So, consumer education and ecological literacy become important issues in terms of sustainability. Ecological literacy is the understanding of the information necessary for the healthy maintenance of ecosystems and as well as the interpretation of this information and its translation into environmentally conscious behavior (Erciş & Türk, 2016). Studies conclude that ecological literacy influences environmentally friendly consumption behavior (Cheah & Phau, 2011; Yapraklı & Mutlu, 2021). It is known that consumers with high fashion involvement are important segments in the markets. Determining consumers with high fashion involvement is important to find ways to reach them, influence them, and specify their characteristics (Kocatürk, 2017, p. 7). The stakeholders of ethical fashion can create awareness among these masses and educate consumers about sustainability. For instance, fast-fashion brands such as H&M, which offer fashion products at affordable prices are redesigning their business plans to contribute to sustainability (H&M, 2021).

LOHAS (Lifestyle of Health and Sustainability) identifies consumers who are actively committed to healthier and more sustainablelifestylese and trying to use products and services that will enable this lifestyle. In addition, a responsive lifestyle is a lifestyle adopted by people who care about environmental issues, prefer healthy foods, exercise regularly, and pay attention to fuel saving. These people try to prove these values through their appearances also (Foglar, 2011, p. 79, 80). The positive effect of responsive food choice on fashion involvement, which is one of the important findings of the study, can be

explained by the context of "ethical fashion". Especially since the 2000s, environmental awareness has increased among the masses. And the terms environment, ecology, green, sustainability, ethics, recycling, and organic have become important in fashion, fashion design, and fashion-related marketing decisions (Thomas, 2008). Sustainability-related practices and movements have become popular and are being embraced by more people. It can be seen that sustainability practices are gaining momentum in many areas, such as green buildings, household products, and even eco-friendly weddings and events. In this context, fashion has greater potential when ethical practices are adopted and is very effective in understanding sustainability. This is because it is directly related to the environment and is used in every moment of daily life (Foglar, 2011). As a result of the study, when male consumers' responsive food choice scores increase their fashion involvement scores increase also. In this respect, a holistic lifestyle presentation that includes ethical fashion, environmental sustainability, healthy living, and healthy nutrition, especially for the male market, can be an important strategic choice for brands. Thus, they can contribute to the understanding of sustainability in more areas of life.

Etik Beyanı: Kastamonu Üniversitesi Sosyal ve Beşeri Bilimler Araştırma ve Yayın Etiği Kurulunun 02.07.2021 tarihli toplantısında, 19 No'lu karar sayısı ile etik kurul onayı alınmıştır.

Yazar Katkıları: Yazarın katkı oranı % 100'dür.

Çıkar Çatışması Beyanı: Yazar, herhangi bir çıkar çatışması olmadığını beyan etmektedir.

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