

1 *Review*

2 **Factors Affecting Sustainable Apparel Consumption** 3 **in Emerging Countries: A Systematic Literature** 4 **Review**

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13 **Abstract:** The growth of sustainable apparels provides grounding for the emergence of a new
14 consumer market. Surprisingly, this movement has not only taken place in developed countries but
15 also in emerging countries. To the best of the authors' knowledge, no systematic reviews have been
16 carried out on sustainable apparels, focused specifically on emerging countries. The goal of this
17 systematic review is to analyse the existing literature on various factors that influence sustainable
18 apparel consumption in emerging countries, as well as presenting future research directions. This
19 detailed literature review is guided by the PRISMA Statement (Preferred Reporting Items for
20 Systematic reviews and Meta-Analyses) review method, and its searches encompass sources such
21 as Web of Science, Scopus and Google Scholar databases which, in result, identified 19 related
22 studies. Furthermore, the reviewers segregated the factors into four major domains which include
23 value, subjective norm, perceived behavioural control and knowledge. The results of this review
24 demonstrate that most customers in the emerging countries have already experienced a growing
25 interest in sustainable apparel with a strong development of knowledge, great concern, values and
26 social circle. In sum, this systematic literature review provides an insightful information about
27 sustainable apparel purchase behaviour and helps academicians, manufacturers and retailers to
28 position and market their sustainable clothing brands.

29 **Keywords:** Sustainable Apparel Consumption; Emerging Countries; Value; Subjective Norm;
30 Perceived Behavioural Control; Knowledge

31

32 **1. Introduction**

33 Sustainability is a much more critical issue in emerging countries compared to developed
34 countries [16,66]. This is consistent with the reasoning that most manufacturers of international
35 brands are built in emerging countries, which leading them to a several environmental issues.
36 Meanwhile, the availability of fashion apparel collections everywhere, with good offers and designs,
37 coupled with an exciting shopping experience intrigue impulsive customers in emerging markets to
38 do more shopping [20]. The improving personal financial status and increasing standard of living
39 have increased customers' buying power and lead them to excessive shopping [37]. In return, over
40 consumption occurred and contribute to environmental deterioration. It is quite surprising that, the

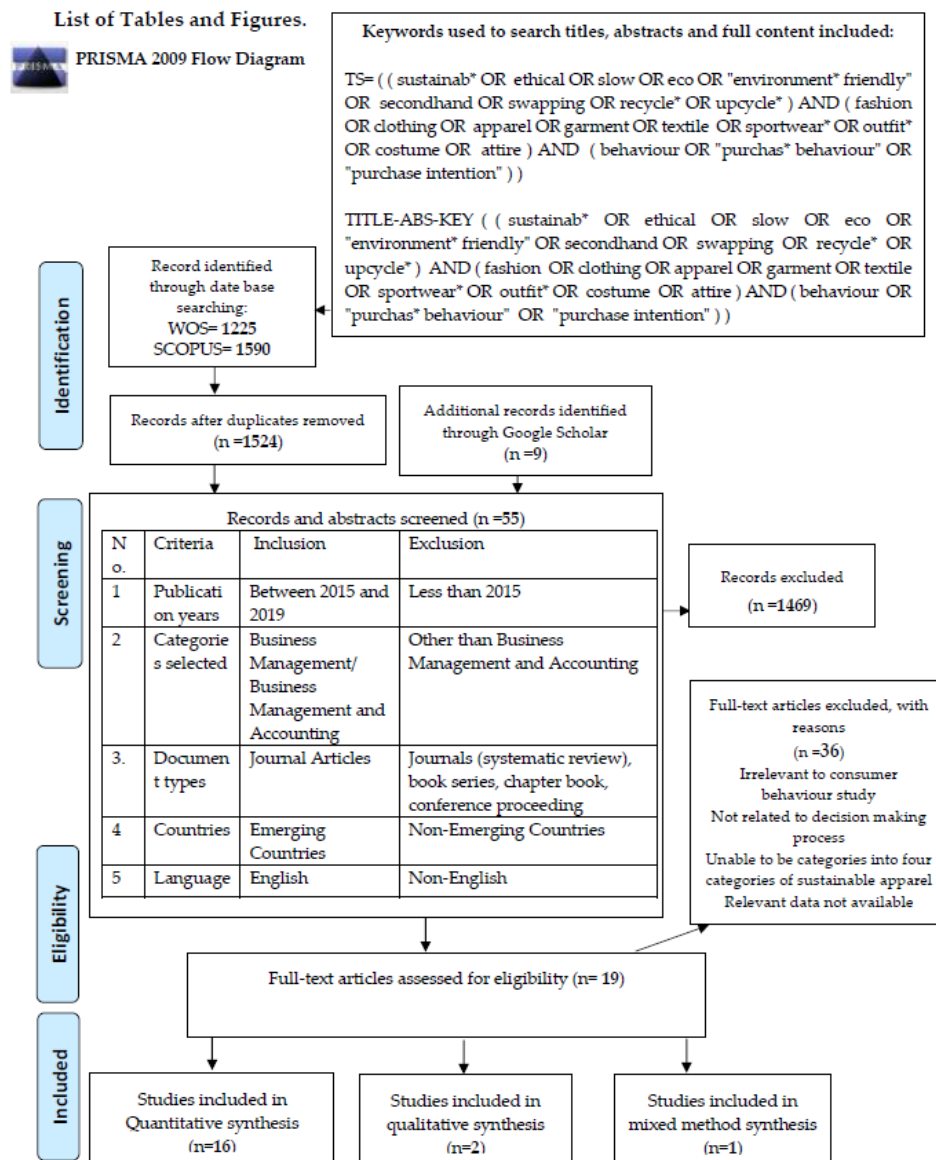
41 fashion industry has been labeled as the second largest polluting industry after oil [50]. Concurrently,
42 the awareness on the importance of sustainable consumption perspective has received increased
43 attention. In the apparel and textile industry, manufacturers and companies are increasingly
44 embracing eco-friendly components in their apparel product lines in response to an increasing
45 number of people becoming cognisant to environmental-friendly products [24, 67]. Meanwhile, the
46 global efforts are seen with the inclusion of the fashion industry in the list of UN's 17 Sustainable
47 Development Goals (SDGs). This global effort has a mission to bring sustainable fashion to the
48 forefront and demonstrate the achievement of many other sustainable development goals. Another
49 positive movement is also organised by a non-profit global organisation called Fashion Revolution.
50 This movement stands together in order to reform the fashion industry and highlight the element of
51 transparency in the fashion supply chain. Interestingly, most of global efforts focused exclusively on
52 the fashion industry are supported by most emerging countries. The State of Fashion Report (2017)
53 prepared by [4] revealed the fact that almost 65 percent of consumers in emerging markets are already
54 actively seeking sustainable fashion. However, this is an interesting fact; although consumers may
55 favour sustainability, they often show attitude-behaviour gaps that inhibit the sustainable fashion
56 market [47]. Despite widespread consumer concerns about sustainability, few consumers purchase
57 sustainable fashions [39].

58 Therefore, this study aims, for the first time, to shed light on prevailing motives and factors
59 affecting sustainable apparel consumption by systematically reviewing empirical literature covering
60 emerging countries context. Furthermore, the reviewers have identified and classified four specific,
61 main themes of sustainable apparel factors, including value; subjective norm; perceived behavioural
62 control; knowledge, and the selected journal articles were categorised accordingly. After the
63 introduction, the remainder of the paper is structured as follows: Section 2 is devoted to explain the
64 methodological approach to analyse the current state of literature. Section 3 details the results
65 according to different analysed variables. Meanwhile, Section 4 discusses several factors that
66 contributing to the trend extracted from different emerging countries. Finally, Section 5 presents the
67 conclusions and future research directions.

68 2. Methodology

69 This systematic review was conducted in accordance to the Preferred Reporting Items for
70 Systematic reviews and Meta-Analyses (PRISMA) standard (Moher *et al.*, 2009). In line with this
71 guideline, four steps of review methodology were assessed including identification, screening,
72 eligibility and inclusion. This review was performed on April 2019 and involves studies on the topic
73 of sustainable apparel published between 2015 and 2019. With regard to this timeline, a period of five
74 years is selected as an adequate period of time to see the evolution of this new sustainable trend. As
75 a part of the identification step, three research databases (WEB OF SCIENCE, SCOPUS, GOOGLE
76 SCHOLAR) were used to conduct literature searches, with several keywords used separately and as
77 combinations to search for relevant articles (see Figure 1). Some identified keywords used for the
78 search process are adopted based on previous studies and thesaurus, particularly keywords that are
79 similar and related to sustainable apparel studies (see Figure 1). After the search of databases and the
80 exclusion of the duplication, 1,524 articles were identified. The second step consisted of screening the
81 abstracts of the selected records and excluding them if they did not meet the selection criteria. The
82 purpose of using the inclusion and exclusion criteria is to screen the titles or abstracts. Through the

83 screening process, only 55 articles remained, and 1,469 articles were excluded. The reason of the
 84 exclusion is the unmet of the inclusion criteria in terms of publication years, categories, document
 85 types, countries and language. Additionally, 19 full-text articles were assessed for eligibility. The
 86 remaining 37 journal articles were excluded due to the irrelevance to consumer behaviour, decision-
 87 making process, unavailability of relevant data and irrelevance of the topics to sustainable apparels.
 88 Finally, 19 articles were selected for the review, consist of two qualitative studies, 16 quantitative
 89 studies and onemixed method study. As shown in Figure 1, the reviewer presented the flow diagram
 90 by following the application of PRISMA.



91

92

Figure 1. PRISMA Flowchart of the study (Adapted from Moher *et al.*, 2009).

93 3. Results

94 The results of the review are presented in four themes to reflect several factors influencing
 95 sustainable apparel purchase intentions and behaviour. A compendium of individual-level consumer
 96 behaviour in this study are analysed based on the four themes which comprise of value; social norm;
 97 perceived behavioural control; knowledge (see Table 1). Each of the theme is synthesised based on

98 several behavioural theories including Theory Reasoned Action [18], Theory Planned Behaviour [2]
 99 and Theory Consumption Value [53]. All these theories have been adopted in order to get a better
 100 understanding about the consumers' decision-making. To shed light on research questions and
 101 knowledge gap, this study reviewed the previous studies related to sustainable apparel with
 102 inclusion of recycled, organic, vintage, vegan, artisan, locally made, custom-made and fair-trade
 103 certified. At the same time, the factors and drivers that lead to this positive movement are identified.

104 **Table 1.** Summary of previous sustainable apparel researches.

No	Authors	Method	Countries	V	A	SN	PBC	EC	K	PI	BH	WTP
1	[14]	QN	South Africa	√						√	√	
2	[43]	QL	South Africa	√	√						√	
3	[57]	QN	South Africa		√	√	√	√		√		
4	[17]	QN	Hong Kong, China						√		√	
5	[43]	QN	China	√		√		√		√		
6	[55]	MM	South Korea		√					√	√	
7	[22]	QL	South Korea			√			√			√
8	[45]	QN	South Korea, China, Japan					√	√	√		
9	[36]	QN	India			√		√			√	
10	[39]	QN	South Korea		√	√			√	√		
11	[29]	QN	South Korea			√		√			√	
12	[21]	QN	South Korea					√			√	
13	[42]	QN	China							√		
14	[6]	QN	United States and China		√	√	√		√	√		
15	[60]	QN	India	√	√	√				√		
16	[23]	QN	United States and South Korea			√	√			√		
17	[11]	QN	China		√	√	√		√	√		
18	[63]	QN	Malaysia		√				√		√	
19	[64]	QN	China			√					√	

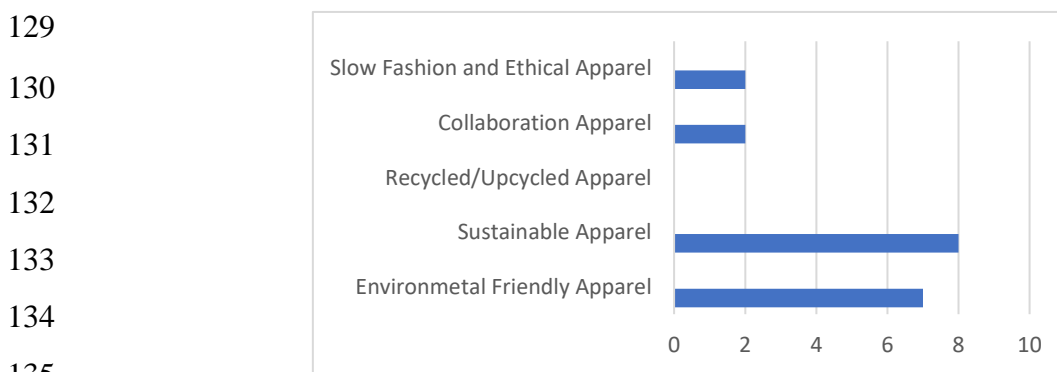
Factors: V= Value; A= Attitude; SN= Subjective Norm; PBC= Perceived Behavioural Control; EC= Environmental Concern; K= Knowledge; PI= Purchase Intention; BH= Behaviour ; WTP= Willingness to Pay
Methods: QN = Quantitative; QL = Qualitative; MM = Mix Method.

105 3.1. Sustainable Consumption

106 The term of sustainable consumption started to emerge since early 1990 [31]. Sustainable
 107 consumption refers to consumption that supports the ability of current and future generations to
 108 meet their material and other needs, without causing irreversible damage to the environment or loss
 109 of function in natural systems. In a related vein, sustainable consumption also can be described as an
 110 aspect of consumer behaviour that involves pre-purchase, purchase and post-purchase components
 111 [32, 27]. In line of reasoning, the reviewer considered the previous journal articles that use sustainable
 112 purchase intention, willingness to pay and purchasing behaviour as independent variables. Two
 113 articles covered both purchase intention and purchasing behaviour [55, 14], seven articles studied
 114 purchasing behaviour [21,63, 36, 64, 17, 48, 29], nine articles studied purchase intention [42, 11, 39, 45,
 115 43, 55, 60, 23, 57] while one article covered the studied of willingness to pay [22].

116 3.2. Sustainable Apparel

117 In comprehensive, [26] define sustainable fashion as a concept with the inclusion of myriad
 118 terms labeled either with recycled, organic, vintage, vegan, artisan, locally made, custom-made or
 119 fair-trade certified. In a similar vein, [7] explained the sustainable fashion concept in seven other
 120 forms, namely green and clean, on demand and custom made, high quality and timeliness design,
 121 fair and ethical, up-cycle, rent, lease, and swap and second-hand fashion. Notably, when individuals
 122 start to consciously engage in sustainable apparel consumption, they would purposefully take into
 123 consideration about the excessive resources and any negative social impact involved in the
 124 production processes. This type of customers make a choice to hinder current or future generations.
 125 In Figure 2, the reviewers identified two previous studies focused on slow fashion [14, 42] and
 126 collaboration fashion [63, 43), while eight previous studies focused on broad sustainable concepts [48,
 127 17, 55, 22, 45, 39, 29, 64] and seven eco-conscious apparel [57, 60, 21, 6, 36, 23, 11] Nevertheless, up
 128 until now, no studies focused on up-cycled or recycled apparel covered emerging countries context.



136 **Figure 2.** Overview of the sustainable apparel research in Emerging countries.

137 3.3. Overview of publication

138 3.3.1. Journal Publication

139 The analysis results show that the research articles come from 12 journals. Table 2 summarises
 140 all the journal publications. The largest contribution sources are three articles from *Journal of Fashion*
 141 *Marketing and Management: An International Journal*; *the International Journal of Consumer Studies*,
 142 followed by two articles from *Journal of Global Fashion Marketing*; *Fashion and Textile Journal*;
 143 *Sustainability* and one article from the *International Journal of Retail and Distribution Management*;
 144 *Journal of Brand Management*; *SAGE OPEN*; *Australasian Marketing Journal*; *Global Business Review*;
 145 *International Journal of Business Society*; *Journal of Business Research*.

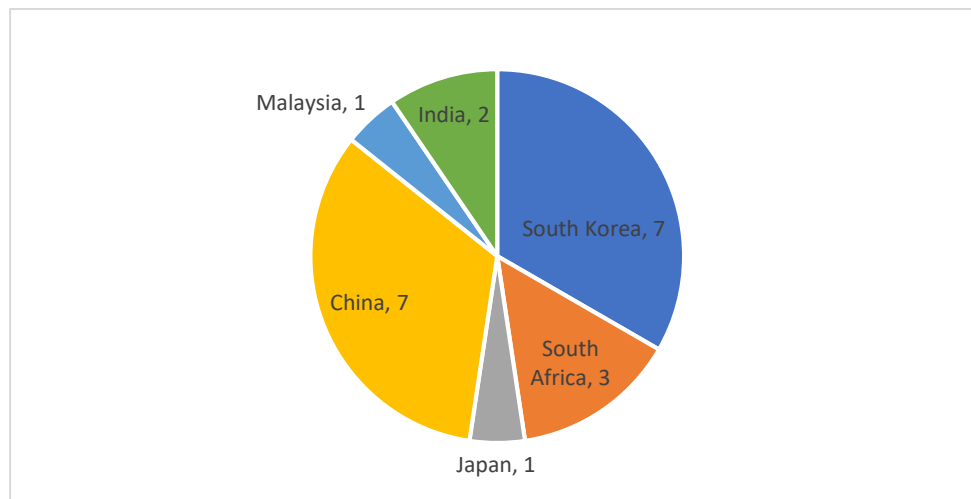
146 **Table 2.** Summary of Journal Publication of Previous Studies.

No.	Journal Publication	Frequency
1	International Journal of Retail and Distribution Management	1
2	Journal Brand Management	1
3	International Journal of Consumer Studies	3
4	Journal of Fashion Marketing and Management: An International Journal	3
5	Journal of Global Fashion Marketing	2
6	Fashion and Textiles	2
7	Australasian Marketing Journal	1
8	Global Business Review	1
9	International Journal of Sustainable Society	1

10	Sustainability	2
11	SAGE OPEN	1
12	Journal of Business Research	1

147 3.3.2. Emerging Countries

148 Emerging market countries are those that are striving to become developed countries and are
 149 generally in line with economically disciplined track. The countries listed as emerging countries are
 150 becoming more sophisticated with a positive shifting on fiscal transparency, focus on production,
 151 developing regulatory bodies and exchanges, and acceptance of outside investment. Concurrently,
 152 emerging countries have found to be the huge changemaker in the consumer market of the whole
 153 world. The strength of consumers in emerging markets is estimated at around over 3 billion USD
 154 and develop over 80 percent of worldwide consumers. Due to that, developed countries have started
 155 to change their direction by following emerging market patterns. On the other hand, it is an utmost
 156 important issue to protect the earth's environment by selling green products in emerging countries
 157 [10].



167 **Figure 3.** Overview of the research by emerging country.

168 Based on this systematic literature review, there are only six emerging countries that already
 169 discovered sustainable apparel topic. Although the number of countries involved is still small, but it
 170 is adequate to get an insight about this positive fashion landscape. As shown in Figure 3, the reviewer
 171 identified seven journal articles covered South Korea and China context, three journal articles studied
 172 carried out in South Africa, two journal articles studied in India and one journal article studied carried
 173 out in Malaysia and Japan. Thus, this review shows that South Korea and China have contributed the
 174 highest total number of research papers, while Japan and Malaysia produced only a few numbers of
 175 papers that focusing on this topic.

176 4. Discussion

177 Customer decision to make a sustainable choice affected by a wide range of potential influences.
 178 A vast number of previous researches are trying to determine the antecedents for sustainable
 179 behavioural intention and actual sustainable behaviour. As a result, consumers' intention to show
 180 specific behaviour is often seen as the best predictor for that behaviour. However, as previous
 181 research has shown, there is often a gap between consumers' attitudes or intentions to consume in a

182 sustainable way and their actual purchase behaviour [15, 9]. This so called 'attitude-behaviour-gap'
183 can be found due to various barriers of either external or internal nature. A wider scope of factors
184 might even have to be included when discussing decisions for complex and expensive
185 environmentally significant behaviours [56]. As reasoned above, it is essential to discover sustainable
186 consumption in the scope of sustainable apparel, considering that this fashion trend is a key
187 contributor to this market prospect [47].

188 Drawing on the insight from the results section, the reviewer will discuss and analyse the
189 existing literature on various factors that influence sustainable apparel consumption in emerging
190 countries. The results of the review are presented in four themes comprised of value, subjective norm,
191 perceived behavioural control and knowledge. Further, the findings and their implications will be
192 discussed in the broadest context and will be highlighted for future research directions.

193 4.1. Value

194 Consumer values refer to relatively stable conditions as well as beliefs that have a strong
195 motivational impact on consumers' buying behaviour [28]. One of the most popular theory adopted
196 to study value is Theory of Consumption Value (TCV) [53]. This theory has gained special attention
197 and known as a stable construct in predicting consumer buying behaviour [25]. Consumption values
198 explain whether consumers choose to buy a specific product, why consumers choose one product
199 over another and why consumers choose one brand over another [53]. The creation of valuable
200 product will subsequently increase a consumer's intention to purchase and pay a price premium
201 [34]. Nowadays, instead of looking only at fabulous styles and trends, buyers have started to consider
202 about the new direction for authenticity and sustainability [35, 41]. In turn, these real buyers become
203 more selective and aware of issues regarding toxic materials, discharges, and pollution [39].

204 A past study by [14] covering the South African context exposed that the desire for
205 sustainable, genuine leather products and the consumption of luxury brands involves several
206 dimensions of customers' perceived value dimension [61, 62, 65] as constructed from the Theory of
207 Consumption Value [53]. It is a belief that South Africa focuses more on functional benefits entailed
208 to quality and durability of products. In line with that, sustainable apparel can be perceived as
209 premium value products which signify timelessness, durability, and quality. [48] agreed that fashion
210 evaluation in South Africa is based more on style, fit, colour and texture. These findings were echoed
211 in the conjoint study results for clothing where the highest value was for fit, followed by price and
212 quality as purchase criteria. In another research initiative by [43], it is revealed that the Post-90s
213 customers in China perceived the strongest hedonic values as well as uniqueness of second-hand
214 clothing. This finding is consistent with the existing literature in which this generation often chooses
215 to forego brand name purchases, in favour of choosing a product that retains the greatest long-term
216 value [13]. Meanwhile, the Post-80s held the highest perceived environmental values as well as
217 uniqueness of second-hand clothing as compared to other cohorts. This observation is in line with
218 the high level of awareness of environmental issues and support for environment protection among
219 Gen Y consumers [30, 51] because they grew up in an era when eco-consciousness became a norm.
220 Consistently, [60] study done in the context of India exposed that youths' experience with green
221 products, environmentally friendly values, and awareness of green brands were apparently
222 important. Youths' past experience with other organic products and brands is likely to influence their
223 future intention to purchase similar products.

224 Drawing on multiple literature covering the contexts of South Africa, China and India, the
225 countries showed a significant relationship between value and sustainable apparel consumption. In
226 the South African domain, customers are more attracted to the functional benefits. Meanwhile, in the
227 context of China, customers react in a more positive way to collaboration apparel consumption. On
228 the other hand, the Indian landscape shows that customers will only appreciate environmental values
229 after experiencing the quality of the products. To wrap up this section, it can be summarised that
230 environmental issues could be a new source of competitive advantage in business and are shifting
231 focus to provide environmentally conscious consumers with more product options that meet their
232 preferences, reflect their values, and represent their lifestyle.

233 4.2. Subjective Norm and Reference Group

234 The Theory of Planned Behaviour (TPB) and Theory Reasoned Action (TRA) are relevant in
235 explaining consumers' environmental-friendly purchases [33, 19]. One of the important variables is
236 subjective norm. The subjective norm can be a social pressure acting upon and guiding a behaviour.
237 Social pressure and reference group may also be viewed as the form of belief helping the individuals
238 in arriving at a decision regarding action towards approval or disapproval of a behaviour [2]. As a
239 fruitful theoretical lens, this variable has been adopted in several sustainable apparel studies to
240 understand the emerging market context.

241 Galvanising consumer interest in this promising market, extant literature mentions, and
242 numerous studies have been done in the South Korean domain. An existing study by [23] revealed
243 that eco-clothing purchase in Korea is strongly influenced by both injunctive and descriptive norms.
244 This result is consistent with the previous researches by [39, 22] which reveal that conformity is a
245 crucial factor for people belonging to a collectivistic culture. In the perspective of collectivism, people
246 belong to groups that look after them in exchange for loyalty [28]. Exposure of others that belong to
247 the circle is pivotal in motivating consumers' buying behaviour in a collectivistic culture. Perhaps,
248 the present of moral intensity will show Korean customers concern for others' welfare [29]. [55]
249 asserted that Korean customers are already aware about this positive fashion movement and have
250 been approximately synchronised it with their values and others. In line with the findings of the
251 Korean market, subjective norm also found to have the highest influence on purchase intention in the
252 China context [6]. Similarly, this notion implies that consumers who are more collectivistic perceive
253 higher consumer effectiveness and hold more faith in concerning on eco-clothing purchase benefits
254 for environmental protection [11]. According to [43], the Post-80s in China demonstrated a higher
255 level of descriptive norms, when comparing different generation of customers in the scope of second-
256 hand clothing. This cohort had the highest awareness of friends, family members or other consumers
257 purchasing in owning second-hand clothing. Moreover, the strong practices of Confucian culture
258 lead customers to maintain a good public self-image and indirectly motivate them to purchase
259 sustainable apparel [64]. Another notion of study by [63] covering the Malaysian market showed a
260 significant positive effect of the philanthropic awareness factor that measures the consumers'
261 altruism in clothing disposal practices and their willingness to help the needy. This indicates that
262 philanthropic factors are the most preferred clothing disposal option of young consumers in
263 Malaysia. [1] strongly agreed that the Malaysians expressed their sustainable consumption by
264 motivating their needs in order to connect with others fulfilled and based on their experience.

265 Contrarily, a previous study by [57] has shown that social norms, moral norms and
266 controllability are not significant in predicting male consumers' intention to acquire eco-friendly
267 apparel in the context of the emerging of South African market. Respondents' attitudes and self-
268 efficacy are mostly influenced by the dimension of perceived behavioural control contributed to their
269 intention to acquire apparel in a pro-environmental manner. This, in return, encapsulates that brands
270 create an emotional connection with the consumers, and therefore potentially have the power to shift
271 consumers' attitudes and create emotional preferences that influence behaviour [48]. In a similar vein,
272 [36] also pointed out that social influence does not play a role in influencing consumers for the
273 products which are yet to penetrate mass consumers. In such situation, consumers in a collectivistic
274 culture like India tends to exhibit individualistic behaviour. Only a few numbers of early adopters
275 purchase new products because they do not need any social proof and tend to try new products.
276 Therefore, it is asserted that in emerging economies, majority of consumers (except early adopters)
277 purchase organic clothing because of individual-level reasons, such as environmental concerns,
278 health and safety concerns, and sustainability, and excluding the social influence. In other words, the
279 behaviour of consumers will be largely governed by personal motives when the product is at the
280 introductory stage of its life-cycle [58].

281 It is interesting to note that emerging countries including South Korea, China and Malaysia
282 signify a significant relationship between peer pressure and sustainable apparel consumption. This
283 is pointing to the fact that consumers' purchasing behaviour or intention in a collectivistic culture is
284 mostly influenced by exposure of others that belong to the circle. Therefore, other collectivistic
285 cultures like India and South Africa shift to individualistic behaviour as considering this fashion is
286 still at the nascent stages. The success of sustainable apparel also depends on customers attachment
287 to the product as well as the relevancy of this practices among their own group [12].

288 *4.3 Knowledge and Environmental Concern*

289 [44] expressed knowledge as an important role and antecedent to the receiver's capacity to
290 process the information. An earlier study by [38] found that environmental apparel knowledge had
291 a limited relationship with one's environmental concern. In that century, United States college-aged
292 consumers still lacked in considering environmental impacts when it came to clothing purchasing.
293 However, after two decades, this sustainable fashion movement has not only taken place in
294 developed countries, but also in Asia, Latin America and Eastern Europe [5]. This huge shifting
295 occurred when customers are more concerned with the materials and processes as well as the ethical
296 implication of the apparel that they purchase [54, 49, 14].

297 A recent comparative study carried out by [6] drew a parallel result between the United States
298 and China. It was found that customers in both countries tend to avoid incidences that are harmful
299 to the environment. [43] added, the current sustainable fashion is prevalent in many cities of China,
300 as well as the practice of collaboration fashion. Younger generations are found to have a stronger
301 intention to consume second-hand clothing. Their purchase behaviours may provide a momentum
302 for other Chinese consumers to see the value and reduce concerns of consuming more new clothing.
303 As sustainable fashion covers a wider element of the theme of fashion, [42] recommended this brand
304 to focus on one sustainable key theme. At the same momentum, producers are also able to build
305 knowledge specifically to build trust, respect and improved customer loyalty. [11, 17] argued that the

306 lack of specific information provided will make promotional messages less effective in stimulating
307 sustainable behaviours. The scarcity of environmental information also often leads users to find
308 difficulty in understanding this theme and leaving them to advance their own knowledge based on
309 their perspective to fully understand the nature of the message. A similar finding by [29] indicates
310 that the emergence of sustainable apparel in the Korean market is replicated from the rise of
311 environmental knowledge of organic and naturally dyed textile and apparel products. As
312 participants gain more knowledge and experience, the negative emotional state such as guilt will
313 control their emotion easily [21]. Consequently, customers will not feel reluctant to engage with this
314 fashion in the future [22]. Not only South Korea and China, Japan also has a strong level of
315 environmental awareness in terms of environmental concerns, product knowledge and positive
316 perceived benefits [45]. Despite a high level of environmental awareness, some customers still
317 hesitate to purchase sustainable apparels due to the presence of sceptical perspectives regarding its
318 quality and aesthetic value. In conjunction with that, it is essential for businesses to improve the
319 aesthetic aspects and credibility of the products [39].

320 In the present context of South Africa, [57] found out that gender differences play important
321 roles in influencing their pro-environmental awareness and attentiveness to gain knowledge. The
322 social circle and life experience will influence a belief and attention to acquire more knowledge.
323 Along the same line, [63] exposed that the basic barriers that stopped consumers from recycling their
324 unwanted clothes are embedded from the low level of awareness about sustainable fashion and the
325 knowledge of how and where to dispose their unwanted clothes. In contrast, the study by [60]
326 revealed that green knowledge and peer pressure do not influence organic clothing purchase
327 behaviour in the Indian context. This is consistent with the reasoning that organic clothing purchase
328 decision-making is directed based on the individual's perspective about green attitude and self-
329 concept.

330 Taken as a whole, knowledge is the key factor to stimulate customers to act in a sustainable way.
331 Based on this systematic literature review, South Korea, Japan and China have a strong
332 environmental concern, awareness and knowledge regarding sustainable apparel compared to India
333 and South Africa. Perhaps, the presence of positive social circles and life experiences will stimulate a
334 belief and attention to acquire more knowledge. On the basis of foregoing discussion, there is still a
335 lack of in-depth research that covers sustainable knowledge comprehensively taking part in
336 subjective and objective knowledge [39]. The inclusion of this two types of knowledge is pivotal in
337 influencing the decision process differently [8]. Objective knowledge influences search strategies
338 while subjective knowledge gives consumers greater self-confidence and is a predictor of purchase
339 behaviour [52]. In doing so, it is important to include these two types of knowledge in future
340 sustainable apparel studies.

341 *4.4 Perceived Behavioural Control and Self efficacy*

342 To improve the explanatory power of TRA, [2] further introduced the TPB by adding another
343 construct named PBC to the TRA. [2] argued that a person's intention to perform a specific behaviour
344 is expected to control the volitional factors. These factors indicate the extent of efforts to make and
345 the degree of willingness to try, by individuals, in order to produce the behaviour [40]. Thus, PBC is
346 defined by behaviour of interest. According to [59] consumers' self-interest is an important

347 antecedent which can increase their involvement with eco-friendly apparel. On one hand, the greater
348 behavioural control is perceived by consumers, a stronger positive relationship between attitude and
349 purchase intention is more likely to occur.

350 In the Chinese context, perceived behavioural control significantly impacts sustainable apparel
351 consumption. This result portrays that Chinese consumers' have a higher level of confidence in
352 translating their intention to purchasing behaviour of eco-apparel lines [6]. This finding is consistent
353 with [23] study which covers the South Korean context. The scholar had shown a direct and strong
354 effect on perceived behavioural control, which means that purchasing behaviours of others influence
355 an individual's perception of ease or difficulty of buying the product. Nevertheless, the study by [57]
356 exposed a different result. The researchers included two dimensions of perceived behavioural control
357 comprising of self-efficacy and controlability. The result of self-efficacy has a positive effect on the
358 male consumers' pro-environmental intent to engage in eco-friendly apparel acquisition, while
359 contradicting with controlability elements. The availability of the eco-apparel in the South African
360 market makes customers unable to consume and experience the quality of this product.

361 Subsequently, perceived behavioural control gives impact to China, South Africa and South
362 Korea. It shows that these emerging countries have a strong interest and willingness to try this new
363 sustainable fashion apparel.

364 5. Conclusions

365 This paper has conducted a systematic literature review to analyse previous published
366 research articles that discover factors influencing sustainable apparel consumption in the context of
367 emerging countries. Altogether, only 19 articles were selected and matched the scope of study.
368 Further, the results of the review are presented in four comprehensive themes and explained in-depth
369 based on each emerging country context. Simply, the level of sustainable apparel consumption in
370 emerging countries context can be divided into three categories which are high, middle and low.
371 Japan, South Korea and China can be categorised as the countries who have a high level of acceptance
372 towards this type of product. The customers in these countries shown a consistent significant result
373 in part of high value, knowledge, social norm and perceived behavioural control when dealing with
374 sustainable apparel. This promising fashion already become a culture and a part of them. For a
375 middle level consumption, Malaysia experienced a slow growth but promising progress. With the
376 growing of new start-up entrepreneur and designer who jump into sustainable design including
377 Kloth Malaysia, Real-M, Kanoe, Nukleus, Zibossa, let customers enjoy a variety of collections and
378 styles. At the same time, social circle and environment also play an important role in shaping this
379 positive consumption in Malaysia. Finally, the low-level sustainable apparel consumption are India
380 and South Africa. Some of the main factors that contribute to a low consumption are the irrelevancy
381 of sustainable apparel concepts among their social circle, low level of knowledge and the lack of
382 availability of the product in the present market.

383

384 Taken together, this review is beneficial to academicians, businesses and manufacturers to learn
385 more about the sustainable apparel landscape in emerging countries while filling more valuable

386 insight to increase consumers' interests with sustainable apparel products. However, there are still
387 some limitations that represent potential interesting avenues for future studies. Firstly, it is
388 recommended to examine the different roles of gender, education, income and occupation in
389 influencing the decision to purchase organic clothing. Most of the studies did not focus on
390 understanding the organic clothing purchase behaviour of other age groups and was restricted to
391 youths. Secondly, for a better understanding, the present study could be extended by using other
392 theoretical framework perspectives. In addition to this emerging and potentially promising research
393 direction, it is also recommended for the future researchers to touch other factors that might affect
394 sustainable apparel purchasing decisions, including the availability, premium pricing and style of
395 the apparel. Thus, more researches still need to be carried out in emerging countries in order to get a
396 better understanding about the factors that can influence customers' sustainable apparel
397 consumption.

398

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