

JOURNAL OF POLICIES AND RECOMMENDATIONS

Volume: 5 Issue: 3

(July-September), 2026

ISSN: 2957-4129





Research Article

Marketing Strategies for Slow Fashion: A Qualitative Review of Secondary Sources

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ARTICLE INFO

Keywords:
slow fashion,
sustainable
marketing,
consumer
behaviour, ethical
consumption,
transparency, digital
engagement,
circular economy

ABSTRACT

This study explores marketing strategies for slow fashion through a qualitative review of secondary sources. In response to the environmental and social challenges associated with fast fashion, slow fashion has emerged as a sustainable alternative emphasising ethical production, durability, and responsible consumption. Drawing on theoretical frameworks including the Theory of Planned Behaviour, Value-Belief-Norm theory, Consumer Culture Theory, and Signalling Theory, the study analyses how marketing strategies influence consumer behaviour and promote sustainable practices. The findings identify key strategies such as storytelling, transparency, digital engagement, consumer education, value communication, and circular marketing approaches. These strategies collectively address cognitive, emotional, and structural barriers to slow fashion adoption. The study also highlights the importance of trust, authenticity, and community building in enhancing consumer engagement. Despite growing awareness, the persistence of the attitude-behaviour gap underscores the need for integrated approaches that combine marketing efforts with systemic changes. The research contributes to the literature by providing a comprehensive synthesis of slow fashion marketing strategies and offers practical insights for advancing sustainable consumption..

Received: 2 May 2026 / Revised: 20 June 2026 / Accepted: 25 June 2026 / Published: 3 July 2026

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DOI: <https://doi.org/10.64907/xkmf.v5i3.iopr.10>

1. Introduction

The global fashion industry has undergone a profound transformation over the past few decades, characterised by accelerated production cycles, rapid trend turnover, and increased consumer demand for low-cost apparel. This phenomenon, commonly referred to as *fast fashion*, has been driven by globalisation, technological advancements, and evolving consumer behaviour. While fast fashion has democratized access to clothing and enabled continuous consumption, it has also generated significant environmental degradation, labour exploitation, and unsustainable consumption patterns (Fletcher, 2010; Joy et al., 2012). In response to these challenges, *slow fashion* has emerged as a counter-movement that emphasises sustainability, ethical production, quality, and longevity.

Slow fashion is not merely a production model but a broader philosophical and strategic framework that seeks to redefine the relationship between producers, consumers, and the environment. Rooted in the principles of sustainability, transparency, and social responsibility, slow fashion promotes reduced consumption, mindful purchasing, and the use of environmentally friendly materials (Clark, 2008). Unlike fast fashion, which prioritises speed and volume, slow fashion encourages durability, craftsmanship, and timeless design, thereby aligning with the broader discourse on sustainable development and responsible consumption (Henninger et al., 2016).

Despite the growing awareness of sustainability issues, the adoption of slow fashion remains limited compared to the dominance of fast fashion. One of the primary challenges lies in the marketing and communication of slow fashion values to consumers who are accustomed to convenience, affordability, and constant novelty. Marketing strategies play a critical role in shaping consumer perceptions, influencing purchasing decisions, and fostering brand loyalty. However, traditional marketing approaches that prioritise price competitiveness and rapid turnover are often incompatible with the core principles of slow fashion (Jung & Jin, 2014).

The complexity of marketing slow fashion arises from several interrelated factors. First, there is a persistent gap between consumer attitudes and actual purchasing behaviour, commonly referred to as the *attitude-behaviour gap*. While many consumers express concern for environmental and ethical issues, these concerns do not always translate into sustainable consumption practices (Carrington et al., 2014). Second, slow fashion products are often associated with higher prices due to ethical sourcing, fair labour practices, and sustainable materials, which may deter price-sensitive consumers. Third, the intangible nature of sustainability attributes—such as ethical labour conditions or environmental impact—poses challenges for effective communication and differentiation in a crowded marketplace.

In this context, the development of effective marketing strategies for slow fashion is essential for promoting its adoption and

scaling its impact. Contemporary research suggests that storytelling, transparency, authenticity, and consumer engagement are key components of successful slow fashion marketing (McNeill & Moore, 2015). Brands are increasingly leveraging digital platforms, social media, and community-based initiatives to communicate their values and build meaningful relationships with consumers. Additionally, concepts such as circular economy, ethical branding, and experiential marketing are gaining prominence in the slow fashion discourse (Gwilt, 2020).

This study aims to provide a comprehensive qualitative review of secondary sources to examine marketing strategies for slow fashion. By synthesising existing literature, the research seeks to identify key themes, theoretical frameworks, and best practices that can inform both academic understanding and practical implementation. The study adopts a qualitative methodology based on secondary data, drawing from peer-reviewed journal articles, books, industry reports, and case studies.

The significance of this research lies in its contribution to bridging the gap between sustainability theory and marketing practice within the fashion industry. While previous studies have explored various aspects of sustainable fashion, there remains a need for a systematic analysis of marketing strategies specifically tailored to slow fashion. By focusing on this niche yet increasingly important segment, the study aims to provide insights that can support the transition toward more sustainable consumption patterns.

Furthermore, the research is situated within the broader context of global sustainability challenges, including climate change, resource depletion, and social inequality. The fashion industry is one of the largest contributors to environmental pollution and waste, making it a critical area for intervention and innovation (Niinimäki et al., 2020). By examining how marketing strategies can influence consumer behaviour and promote sustainable alternatives, this study aligns with the objectives of responsible production and consumption as outlined in international sustainability frameworks.

In summary, the introduction establishes the context and rationale for the study by highlighting the limitations of fast fashion, the principles of slow fashion, and the critical role of marketing in driving sustainable change. The following section provides a detailed review of the literature, focusing on theoretical perspectives, consumer behaviour, and existing marketing strategies in the context of slow fashion.

2. Literature Review

The concept of slow fashion originated as an extension of the broader *slow movement*, which advocates for a more deliberate and sustainable approach to production and consumption. Clark (2008) first introduced slow fashion as a paradigm that challenges the dominant fast fashion model by emphasising quality, transparency, and ethical practices. Slow fashion is characterised by reduced production volumes, longer product lifecycles, and a

focus on local or artisanal manufacturing processes (Fletcher, 2010).

Scholars have conceptualised slow fashion as a multidimensional construct encompassing environmental sustainability, social responsibility, and economic viability. From an environmental perspective, slow fashion promotes the use of organic materials, reduced waste, and lower carbon emissions. Socially, it emphasises fair wages, safe working conditions, and respect for human rights. Economically, it encourages sustainable business models that prioritise long-term value over short-term profits (Henninger et al., 2016).

2.1 Theoretical Frameworks in Sustainable Fashion Marketing

Several theoretical frameworks have been applied to understand consumer behaviour and marketing strategies in the context of slow fashion. One of the most widely used models is the *Theory of Planned Behaviour (TPB)*, which posits that behavioural intentions are influenced by attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). In the context of slow fashion, TPB has been used to examine how consumer attitudes toward sustainability, social pressures, and perceived affordability influence purchasing decisions.

Another relevant framework is the *Value-Belief-Norm (VBN) theory*, which explains pro-environmental behaviour as a function of personal values, environmental beliefs, and moral norms (Stern, 2000). This theory is particularly useful in understanding the ethical motivations behind slow fashion consumption. Consumers who prioritise

environmental and social values are more likely to support sustainable brands, even at a higher cost.

The concept of *consumer culture theory (CCT)* also provides valuable insights into the symbolic and experiential dimensions of fashion consumption. CCT emphasises the role of identity, culture, and social meaning in shaping consumer behaviour (Arnould & Thompson, 2005). In the context of slow fashion, consumers may view sustainable clothing as a reflection of their ethical identity and lifestyle choices.

2.2 Consumer Behaviour and the Attitude-Behaviour Gap

A significant body of literature has explored the discrepancy between consumer attitudes and actual behaviour in sustainable consumption. While many consumers express concern for environmental issues, their purchasing decisions often prioritise price, convenience, and style (Carrington et al., 2014). This *attitude-behaviour gap* presents a major challenge for slow fashion marketers.

Research suggests that several factors contribute to this gap, including a lack of awareness, limited availability of sustainable options, and perceived trade-offs between sustainability and fashionability (Joy et al., 2012). Additionally, scepticism toward green marketing claims can undermine consumer trust and hinder adoption (McNeill & Moore, 2015).

To address these challenges, marketers must focus on building trust, enhancing transparency, and providing clear and credible information about product attributes.

Certification labels, storytelling, and third-party endorsements have been identified as effective tools for reducing uncertainty and increasing consumer confidence (Henninger et al., 2016).

2.3 Marketing Strategies for Slow Fashion

Storytelling and Brand Narratives: Storytelling has emerged as a powerful marketing strategy for slow fashion brands. By sharing the origins of materials, the craftsmanship involved, and the ethical values underpinning their products, brands can create emotional connections with consumers. Narrative-based marketing helps to humanise the production process and highlight the social and environmental impact of consumer choices (McNeill & Moore, 2015).

Transparency and Traceability: Transparency is a core principle of slow fashion marketing. Consumers increasingly demand information about supply chains, labour practices, and environmental impact. Brands that provide detailed and verifiable information are more likely to gain consumer trust and loyalty (Gwilt, 2020). Technologies such as blockchain and digital tracking systems are being explored to enhance traceability and accountability.

Digital and Social Media Marketing: Digital platforms play a crucial role in promoting slow fashion. Social media enables brands to engage directly with consumers, share educational content, and build communities סביב sustainability. Influencer marketing, user-generated content, and interactive campaigns are

commonly used to increase visibility and engagement (Jung & Jin, 2014).

Experiential and Community-Based Marketing: Experiential marketing focuses on creating meaningful experiences that resonate with consumers. In the context of slow fashion, this may include workshops, pop-up events, and community initiatives that promote sustainable practices. Such activities not only enhance brand engagement but also foster a sense of belonging and shared values (Niinimäki, 2013).

Pricing and Value Communication: One of the key challenges in slow fashion marketing is communicating value beyond price. While slow fashion products are often more expensive, they offer long-term benefits such as durability, ethical production, and reduced environmental impact. Effective marketing strategies emphasise these value propositions and educate consumers about the true cost of fast fashion (Fletcher, 2010).

2.4 Gaps in Existing Literature

Despite the growing body of research on sustainable fashion, several gaps remain. First, there is a lack of comprehensive studies that integrate multiple marketing strategies within a unified framework. Second, most research focuses on consumer attitudes rather than practical marketing implementation. Third, there is limited exploration of regional and cultural differences in slow fashion adoption.

This study addresses these gaps by providing a qualitative synthesis of existing literature, focusing specifically on marketing strategies for slow fashion. By analysing secondary data, the research aims to identify patterns,

best practices, and areas for future investigation.

3. Theoretical Framework

The theoretical framework of this study integrates multiple interdisciplinary perspectives to provide a comprehensive understanding of marketing strategies for slow fashion. Given the complexity of consumer behaviour and sustainability-oriented marketing, the framework draws upon behavioural, sociological, and marketing theories, including the *Theory of Planned Behaviour (TPB)*, *Value-Belief-Norm (VBN) Theory*, *Consumer Culture Theory (CCT)*, and *Signalling Theory*. Together, these frameworks offer a multidimensional lens for analysing how marketing strategies influence consumer perceptions, attitudes, and purchasing behaviours in the context of slow fashion.

The *Theory of Planned Behaviour (TPB)* (Ajzen, 1991) serves as a foundational model for understanding consumer decision-making processes. According to TPB, behavioural intention is shaped by three primary determinants: attitudes toward the behaviour, subjective norms, and perceived behavioural control. In the context of slow fashion, consumer attitudes are influenced by their awareness of environmental and ethical issues associated with the fashion industry. Positive attitudes toward sustainability can increase the likelihood of purchasing slow fashion products. Subjective norms, which reflect social pressures and expectations, also play a significant role, particularly in an era where social media and peer influence shape consumption patterns. Perceived behavioural

control relates to consumers' perceived ability to engage in slow fashion consumption, which may be constrained by factors such as price, accessibility, and availability (Jung & Jin, 2014).

Complementing TPB, the *Value-Belief-Norm (VBN) Theory* (Stern, 2000) provides a moral and ethical perspective on pro-environmental behaviour. VBN theory posits that individuals' actions are guided by their personal values, environmental beliefs, and moral norms. In the context of slow fashion, consumers who hold strong biospheric or altruistic values are more likely to support sustainable brands and adopt responsible consumption practices. Marketing strategies that appeal to these values—such as emphasising environmental protection, fair labour practices, and social justice—can effectively influence consumer behaviour. The integration of VBN theory highlights the importance of ethical messaging and value alignment in slow fashion marketing.

The *Consumer Culture Theory (CCT)* framework (Arnould & Thompson, 2005) further enriches the analysis by emphasising the cultural and symbolic dimensions of consumption. CCT suggests that consumer behaviour is not solely driven by rational decision-making but is also shaped by identity, social context, and cultural meanings. In the realm of fashion, clothing serves as a powerful medium for self-expression and identity construction. Slow fashion consumption can thus be interpreted as a form of ethical identity signalling, where consumers use sustainable products to communicate their values and lifestyle choices. Marketing strategies that leverage

storytelling, authenticity, and community engagement align well with the principles of CCT, as they create meaningful narratives that resonate with consumers' identities.

In addition to these frameworks, *Signalling Theory* (Spence, 1973) is particularly relevant in the context of slow fashion, where information asymmetry often exists between producers and consumers. Sustainability attributes such as ethical sourcing, environmentally friendly materials, and fair labour practices are not always directly observable. As a result, consumers rely on signals—such as certifications, labels, and brand reputation—to assess the credibility of these claims. Effective marketing strategies must therefore incorporate credible and transparent signals to reduce uncertainty and build trust. Third-party certifications, sustainability reports, and transparent supply chain disclosures serve as important tools for signalling authenticity and accountability (Henninger et al., 2016).

The integration of these theoretical perspectives provides a holistic framework for slowly analysing marketing strategies. TPB explains the cognitive and behavioural determinants of consumer decision-making, while VBN theory highlights the ethical and moral drivers of sustainable consumption. CCT offers insights into the cultural and symbolic aspects of fashion consumption, and Signalling Theory addresses the challenges of information asymmetry and trust-building.

Furthermore, the framework acknowledges the interplay between individual, social, and structural factors in shaping consumer behaviour. For instance, while individual

attitudes and values are important, they are influenced by broader social norms and cultural contexts. Similarly, structural factors such as market availability, pricing strategies, and policy interventions can either facilitate or hinder the adoption of slow fashion.

By integrating these theoretical perspectives, the study provides a robust foundation for analysing how marketing strategies can effectively promote slow fashion. The framework also supports the identification of key themes and patterns in the literature, enabling a systematic and nuanced understanding of the research problem. Ultimately, this theoretical integration contributes to bridging the gap between sustainability theory and marketing practice, offering valuable insights for both academics and practitioners.

4. Methodology

This study adopts a qualitative research design based on the systematic review and analysis of secondary data. Qualitative research is particularly suitable for exploring complex and context-dependent phenomena such as marketing strategies for slow fashion, as it allows for in-depth interpretation of meanings, patterns, and relationships within existing literature (Creswell & Poth, 2018). The use of secondary data enables the researcher to synthesise a wide range of scholarly perspectives and empirical findings, thereby providing a comprehensive understanding of the research topic.

A qualitative review approach is appropriate for this study because it focuses on interpreting and integrating insights from

multiple sources rather than generating primary data. This approach aligns with the exploratory nature of the research, which seeks to identify key themes, theoretical frameworks, and best practices in slow fashion marketing.

4.1 Data Sources and Selection Criteria

The study relies on secondary data obtained from a variety of credible and authoritative sources, including peer-reviewed journal articles, academic books, industry reports, and conference proceedings. Major academic databases such as Scopus, Web of Science, and Google Scholar were used to identify relevant literature. Keywords such as “slow fashion,” “sustainable fashion marketing,” “ethical consumption,” and “green marketing strategies” were employed to guide the search process.

To ensure the quality and relevance of the data, specific inclusion and exclusion criteria were applied. Inclusion criteria consisted of (a) publications in English, (b) peer-reviewed articles or reputable academic sources, (c) studies published within the last two decades to capture contemporary developments, and (d) research directly related to slow fashion, sustainability, or marketing strategies. Exclusion criteria included non-scholarly sources, articles lacking methodological rigour, and studies not directly relevant to the research objectives.

The selection process involved an initial screening of titles and abstracts, followed by a detailed review of full-text articles. This systematic approach ensured that only high-

quality and relevant sources were included in the analysis.

4.2 Data Analysis Techniques

The study employs *thematic analysis* as the primary method for analysing the collected data. Thematic analysis is a widely used qualitative technique that involves identifying, analysing, and reporting patterns or themes within data (Braun & Clarke, 2006). This method is particularly suitable for synthesising findings from diverse sources and uncovering underlying patterns in the literature.

The analysis was conducted in several stages. First, the selected articles were carefully read and coded to identify key concepts and recurring themes. Second, these codes were grouped into broader categories based on their similarities and relationships. Third, overarching themes were developed to capture the main insights related to marketing strategies for slow fashion. These themes included storytelling, transparency, digital engagement, consumer education, and value communication.

To enhance the rigour of the analysis, an iterative process was employed, where themes were continuously refined and validated against the data. This approach ensured that the findings were grounded in the literature and accurately reflected the complexity of the research topic.

4.3 Reliability and Validity

Ensuring the reliability and validity of qualitative research is essential for producing credible and trustworthy findings. In this study, several strategies were employed to

enhance methodological rigour. First, the use of multiple data sources allowed for *triangulation*, which helps to corroborate findings and reduce bias (Denzin, 1978). Second, a transparent and systematic approach to data selection and analysis was adopted, enabling replication and verification of the research process.

Additionally, the study emphasises *credibility* and *transferability*, which are key criteria for evaluating qualitative research (Lincoln & Guba, 1985). Credibility was achieved through careful selection of high-quality sources and thorough analysis of the data. Transferability was addressed by providing detailed descriptions of the research context and methodology, allowing readers to assess the applicability of the findings to other contexts.

4.4 Limitations of the Study

Despite its strengths, the study has certain limitations. The reliance on secondary data means that the analysis is constrained by the availability and quality of existing literature. Additionally, the qualitative nature of the study may limit the generalizability of the findings. However, the aim of this research is not to generalise but to provide in-depth insights and conceptual understanding.

Another limitation is the potential for selection bias in the literature review process. Although systematic procedures were followed, the inclusion of sources may still reflect the researcher's judgment. Future research could address these limitations by incorporating primary data, such as interviews or surveys, to complement the findings.

4.5 Ethical Considerations

As the study is based on secondary data, it does not involve direct interaction with human participants. However, ethical considerations remain important in terms of proper citation, acknowledgement of sources, and avoidance of plagiarism. All sources used in this study are appropriately cited in accordance with APA (7th ed.) guidelines, ensuring academic integrity and transparency (Mannan & Farhana, 2026).

5. Findings & Analysis

The thematic analysis of secondary data reveals a set of interconnected marketing strategies that underpin the promotion and growth of slow fashion. These strategies reflect not only tactical marketing practices but also deeper shifts in consumer values, communication paradigms, and sustainability discourses. The findings are organised into six major themes: storytelling and brand authenticity, transparency and traceability, digital engagement and community building, consumer education and awareness, value communication and pricing strategies, and collaborative and circular marketing approaches.

5.1 Storytelling and Brand Authenticity

One of the most prominent themes emerging from the literature is the central role of storytelling in slow fashion marketing. Unlike fast fashion, which often relies on trend-driven advertising and rapid product turnover, slow fashion brands emphasise narratives that highlight the origins, processes, and values behind their products.

These narratives often include information about artisans, sourcing practices, and the environmental impact of production (McNeill & Moore, 2015).

Storytelling serves multiple functions. First, it humanises the supply chain by connecting consumers with producers, thereby fostering emotional engagement. Second, it reinforces brand authenticity by aligning marketing messages with actual practices. Third, it facilitates ethical consumption by making abstract sustainability concepts more tangible and relatable. Consumers are more likely to trust and support brands that demonstrate consistency between their stated values and operational practices (Henninger et al., 2016).

The analysis indicates that effective storytelling often incorporates visual and experiential elements, such as videos, behind-the-scenes content, and personal testimonials. These elements enhance the credibility and emotional resonance of the brand narrative. Moreover, storytelling aligns with Consumer Culture Theory by enabling consumers to integrate slow fashion into their identity construction processes (Arnould & Thompson, 2005).

5.2 Transparency and Traceability

Transparency emerges as a critical factor in building trust and reducing scepticism toward sustainability claims. The literature highlights that consumers increasingly demand detailed information about product origins, labour conditions, and environmental impact (Gwilt, 2020). In response, slow fashion brands are adopting practices such as

supply chain disclosure, sustainability reporting, and third-party certification.

Traceability technologies, including blockchain and digital tagging, are also gaining attention as tools for enhancing transparency. These technologies allow consumers to track the journey of a product from raw material to finished garment, thereby reducing information asymmetry (Spence, 1973). The findings suggest that transparency not only builds trust but also differentiates slow fashion brands in a competitive market.

However, the analysis also reveals challenges associated with transparency. Providing comprehensive information can be resource-intensive, particularly for small and medium-sized enterprises. Additionally, excessive information may overwhelm consumers, leading to confusion rather than clarity. Therefore, effective transparency requires a balance between detail and accessibility.

5.3 Digital Engagement and Community Building

Digital platforms play a pivotal role in the marketing of slow fashion. Social media, websites, and online communities enable brands to communicate directly with consumers, bypassing traditional intermediaries. The findings indicate that digital engagement strategies are particularly effective in fostering community and promoting shared values (Jung & Jin, 2014).

Community building is a key aspect of digital marketing in slow fashion. Brands often create online spaces where consumers can share experiences, discuss sustainability issues, and participate in brand-related

activities. This participatory approach enhances consumer involvement and strengthens brand loyalty. User-generated content, such as reviews and social media posts, further amplifies the reach and credibility of marketing messages.

Influencer marketing is another important component of digital engagement. Influencers who align with sustainability values can act as credible intermediaries, bridging the gap between brands and consumers. However, the effectiveness of influencer marketing depends on perceived authenticity and alignment with brand values.

5.4 Consumer Education and Awareness

The literature consistently emphasises the importance of consumer education in promoting slow fashion. Many consumers lack awareness of the environmental and social impacts of fast fashion, as well as the benefits of sustainable alternatives (Joy et al., 2012). Educational marketing strategies aim to address this knowledge gap by providing information about sustainability issues and encouraging responsible consumption.

Educational initiatives may include blog posts, documentaries, workshops, and informational campaigns. These efforts not only inform consumers but also empower them to make more conscious purchasing decisions. The findings suggest that education is particularly effective when it is integrated into broader marketing strategies, rather than presented as standalone content.

From a theoretical perspective, consumer education enhances perceived behavioural control, a key component of the Theory of

Planned Behaviour (Ajzen, 1991). By increasing knowledge and reducing uncertainty, education makes it easier for consumers to adopt slow fashion practices.

5.5 Value Communication and Pricing Strategies

Pricing remains a significant barrier to the adoption of slow fashion. Products are often more expensive due to higher production costs associated with ethical labour and sustainable materials. The findings indicate that effective marketing strategies must focus on communicating value rather than competing on price alone (Fletcher, 2010).

Value communication involves highlighting the long-term benefits of slow fashion, such as durability, quality, and reduced environmental impact. Brands often use cost-per-wear calculations and lifecycle assessments to demonstrate the economic and environmental advantages of their products. This approach reframes the purchasing decision from a short-term expense to a long-term investment.

The analysis also reveals that consumers are more willing to pay premium prices when they perceive a strong alignment between product attributes and personal values. This aligns with the Value-Belief-Norm theory, which emphasises the role of values in shaping behaviour (Stern, 2000).

5.6 Collaborative and Circular Marketing Approaches

The final theme identified in the analysis is the emergence of collaborative and circular marketing strategies. These approaches reflect a shift from linear consumption

models to more sustainable and regenerative systems. Examples include clothing rental, resale platforms, repair services, and take-back programs (Niinimäki et al., 2020).

Collaborative marketing involves partnerships between brands, consumers, and other stakeholders. For instance, brands may collaborate with non-governmental organisations, local communities, or other companies to promote sustainability initiatives. These collaborations enhance credibility and expand the reach of marketing efforts.

Circular marketing strategies emphasise the lifecycle of products and encourage consumers to participate in sustainable practices. By promoting reuse, recycling, and repair, brands can extend the lifespan of their products and reduce waste. The findings suggest that circular approaches not only support environmental goals but also create new business opportunities and revenue streams.

6. Discussion

The findings of this study provide a comprehensive understanding of marketing strategies for slow fashion and their implications for consumer behaviour, brand management, and sustainability transitions. This section interprets these findings in relation to the theoretical framework and existing literature, offering deeper insights into the dynamics of slow fashion marketing.

6.1 Integration with Theoretical Frameworks

The identified themes strongly align with the theoretical perspectives outlined in Section 3. For instance, storytelling and consumer education directly influence attitudes and perceived behavioural control, key components of the Theory of Planned Behaviour (Ajzen, 1991). By shaping positive attitudes toward sustainability and enhancing consumers' ability to make informed choices, these strategies increase the likelihood of slow fashion adoption.

Similarly, value communication and ethical messaging resonate with the Value-Belief-Norm theory. Consumers who hold strong environmental and social values are more responsive to marketing strategies that emphasise ethical and sustainable attributes (Stern, 2000). This highlights the importance of aligning marketing messages with consumer values.

Consumer Culture Theory provides a useful lens for understanding the role of identity and symbolism in slow fashion consumption. Storytelling, community building, and digital engagement enable consumers to express their ethical identities and connect with like-minded individuals (Arnould & Thompson, 2005). This suggests that slow fashion marketing should focus not only on functional attributes but also on symbolic and experiential dimensions.

Signalling Theory is particularly relevant in the context of transparency and traceability. By providing credible signals, such as certifications and supply chain disclosures, brands can reduce information asymmetry

and build trust (Spence, 1973). However, the effectiveness of these signals depends on their credibility and clarity.

6.2 Addressing the Attitude-Behaviour Gap

One of the central challenges in sustainable consumption is the gap between consumer attitudes and actual behaviour. The findings suggest that marketing strategies can play a crucial role in bridging this gap by addressing both cognitive and structural barriers.

Cognitively, storytelling and education enhance awareness and shape positive attitudes. Structurally, strategies such as value communication and circular business models address barriers related to price and accessibility. For example, resale and rental platforms make slow fashion more affordable and accessible, thereby increasing perceived behavioural control.

However, the persistence of the attitude-behaviour gap indicates that marketing strategies alone may not be sufficient. Broader systemic changes, including policy interventions and industry-wide standards, are needed to support sustainable consumption.

6.3 The Role of Trust and Authenticity

Trust emerges as a central theme in slow fashion marketing. Given the prevalence of greenwashing, consumers are often sceptical of sustainability claims. Transparency, traceability, and third-party certifications are essential for building trust, but they must be accompanied by genuine commitment and consistency.

Authenticity is closely linked to trust. Brands that demonstrate alignment between their values and practices are more likely to gain consumer loyalty. This underscores the importance of integrating sustainability into the core business strategy rather than treating it as a marketing add-on.

6.4 Digital Transformation and Consumer Engagement

The findings highlight the transformative role of digital technologies in slow fashion marketing. Digital platforms enable direct communication, community building, and real-time engagement. This shift from one-way communication to interactive engagement reflects broader trends in marketing and consumer behaviour.

However, digital marketing also presents challenges, such as information overload and the need for continuous content creation. Brands must balance the quantity and quality of digital content to maintain consumer interest and trust.

6.5 Implications for Practice and Policy

The study has several practical implications for marketers and policymakers. For marketers, the findings emphasise the importance of integrated strategies that combine storytelling, transparency, education, and value communication. For policymakers, the findings highlight the need for regulations and standards that promote transparency and prevent misleading claims.

7. Conclusion

This study provides a comprehensive analysis of marketing strategies for slow fashion, highlighting their critical role in promoting sustainable consumption and addressing the environmental and social challenges of the fashion industry. Through a qualitative review of secondary sources, the research identifies key strategies, including storytelling, transparency, digital engagement, consumer education, value communication, and circular marketing approaches.

The findings demonstrate that effective slow fashion marketing requires a holistic and integrated approach that addresses both cognitive and emotional aspects of consumer behaviour. Storytelling and education play a vital role in shaping awareness and attitudes, while transparency and credible signalling mechanisms build trust and reduce scepticism. Digital platforms facilitate engagement and community building, enabling brands to connect with consumers in meaningful ways. At the same time, value communication and circular business models address practical barriers related to price and accessibility.

The study also underscores the importance of aligning marketing strategies with broader theoretical frameworks, including behavioural, ethical, and cultural perspectives. By integrating insights from these frameworks, marketers can develop more effective and targeted strategies that resonate with diverse consumer segments.

However, the persistence of the attitude-behaviour gap indicates that marketing

strategies alone are not sufficient to drive widespread adoption of slow fashion. Systemic changes, including policy interventions, industry standards, and consumer education initiatives, are necessary to support sustainable transitions.

In conclusion, slow fashion marketing represents a critical intersection of sustainability, consumer behaviour, and strategic communication. By adopting innovative and value-driven marketing approaches, brands can contribute to a more sustainable and equitable fashion industry. Future research should explore the integration of primary data and cross-cultural perspectives to further enhance understanding in this field.

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