

## Drivers of Fashion Overconsumption: A Systematic Literature Review

Md. Hasan Sheikh<sup>1</sup>, Ummey Hani Barsha<sup>2</sup>, and Mazed Islam<sup>3</sup>

<sup>1</sup>University of North Carolina at Greensboro, USA, <sup>2</sup>Auburn University, <sup>3</sup>University of Southampton

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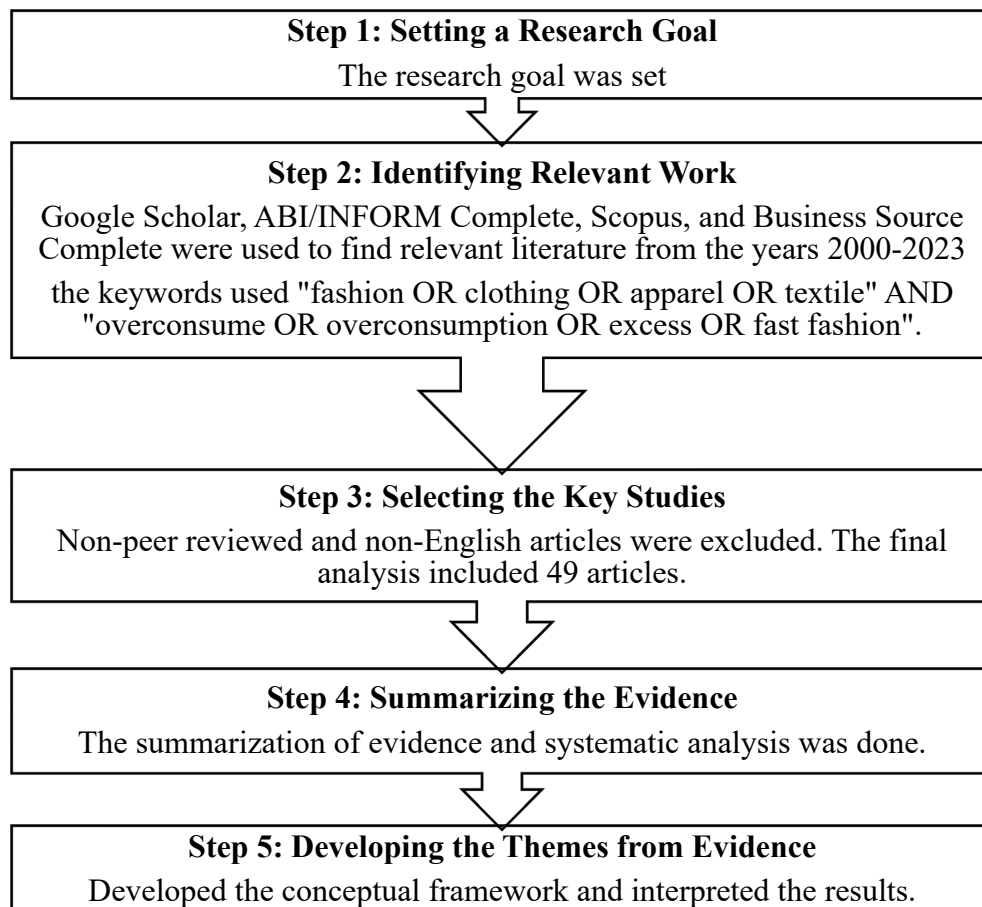
**Introduction and Research Purpose:** Overconsumption of fashion, including clothing and accessories, has been a dramatic trend in recent decades and is associated with the world's economic growth (Marques et al., 2020). Fashion overconsumption can be defined as buying fashion items irresponsibly or consuming so many fashion items that it leads to negative consequences (Hakansson, 2014; Pan, 2019). There are various factors behind people buying fashion products impulsively and disposing of them quickly (Gadhvi & Sahni, 2020; Shrivastava et al., 2021). However, this could have long-term negative consequences for consumers, society (Gadhvi & Sahni, 2020), and the environment (Xiao & Nicholson, 2013). Excessive consumption has led to a throwaway culture, excessive production by exploiting labor in the fashion industry, as well as the use of harmful materials in production, all of which contribute to environmental degradation (Atik et al., 2022; Ciornea, 2020; Ullah et al., 2021). Worldwide stakeholders, including manufacturers, designers, and retailers, are being suggested to reduce overconsumption and related issues to achieve sustainability (Weber & Weber, 2022). To tackle this problem, it is crucial to understand fashion overconsumption's driver along with the promotion of sustainable fashion while informing about sustainable strategies (Harris et al., 2016; Kusumawati et al., 2019). The harmful impact of excessive fashion consumption on the environment and society has gained significant attention in recent years. Therefore, it is crucial to identify the factors that drive this phenomenon (Diddi et al., 2019; Frick et al., 2021). Excessive consumption may be caused by fast fashion (Segre, 2005), peer pressure, and too many options (Shrivastava et al., 2021). Previous research investigated the "sharing economy" and "collaborative consumption" over the years (e.g., Belk, 2014; Schor & Fitzmaurice, 2015), but no study has yet studied the drivers of the overconsumption of fashion (Carol Cavender, 2018). This study aimed to identify the drivers of fashion overconsumption and examine the relationship between these driving factors and overconsumption behavior by developing a conceptual framework.

**Method:** The widely used systematic literature review approach developed by Khan et al. (2003) was used for this study where initially (1) the research goal was established, then (2) relevant literature was searched using different sources, (3) select the key studies where peer-reviewed articles are accepted, non-peer reviewed and non-English articles were excluded, followed by (4) summarizing the literature evidence systematically, (5) developing themes and framework based on literature evidence. Figure 1 illustrates the five-step approach. A total of 49 articles related to the drivers of fashion overconsumption were selected for inclusion in this review. After an in-depth screening of the articles, themes were generated, and a framework was proposed (Figure

2). The literature findings suggest that the stimulus-organism-response (SOR) framework is applicable to show the interconnection of the identified drivers.

### Figure 1

#### *Five-step Systematic Literature Review Approach*

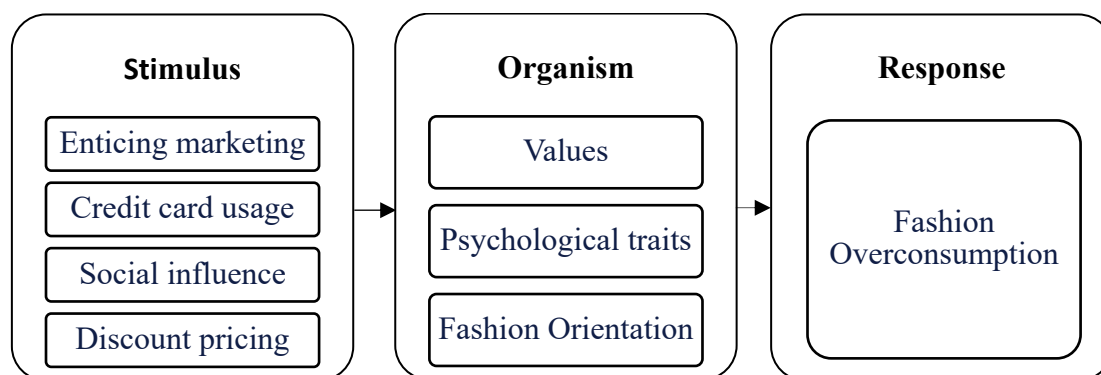


**Result and Discussion:** After analyzing 49 studies, seven themes emerged - enticing marketing, credit card usage, social influence, discount price, values, traits, and fashion orientation. Busalim et al. (2022) found that marketing, credit cards, social influence, and discounts are stimuli, while values, traits, and fashion are organisms, and overconsumption is the result of these in line with the SOR theory. Online content, along with viral marketing methods and other concepts, entice consumers to overconsume fashion (Ardley & May, 2020; Frick et al., 2021; Puspita & Chae, 2021), recognized as a stimulus by the SOR theory (Alanadoly et al., 2022). Retail stores leverage credit cards for purchasing fast fashion on the spot (Gawior et al., 2022), suggesting that credit card usage encourages overconsumption (Ahlstrom et al., 2020). Social influence also significantly impacts consumer behavior through actions, opinions, and behaviors (Paez et al., 2008). Consumers may over-purchase due to social influences such as keeping up with neighbors, social pressures, and the influence of fashion leaders (Carol Cavender, 2018;

Cornwell & Drennan, 2004; Harris et al., 2016; Jeong & Koo, 2015) that prompts an organism's in the form of overconsumption behavior. Retailers use low prices and discounts to encourage over-purchasing (Alghanim & Ndubisi, 2022; Amornpetchkul et al., 2018; Ciornea, 2020; Rahman & Gong, 2016). According to SOR theory, these external stimuli influence consumer behavior (Chen & Yao, 2018). Fashion consumption is linked with materialistic and hedonic values (Tarka et al., 2022), which leads to overconsumption, as buying trendy, unique products is seen as exciting and enjoyable (Gupta et al., 2019). SOR theory posits that these values can influence an individual's internal state caused by external factors (Kimiagari & Asadi Malafe, 2021; Lavuri et al., 2023) and leads to overconsumption (Wilk, 2022). Per SOR theory, consumer behavior is affected by internal physiological factors (Zhang et al., 2022). Overconsumption sometimes works as a coping mechanism for emotional distress (Prete, 2022), leading to excessive spending (Achtziger, 2022), where psychological traits play a role. These internal traits are also shaped by external stimuli, influencing overconsumption behavior. Finally, a person's fashion orientation also significantly influences interests and perceptions about fashion products (Weber & Weber, 2022). People who prioritize trendy, fashionable items may overconsume (Carol Cavender, 2018) to fulfill their aesthetic desires and own a particular identity (Bang & Delong, 2022; Mcneill et al., 2020; Weber & Weber, 2022). As per SOR theory, fashion orientation is an organism influenced by external stimuli and leads to overconsumption behavior (Bakhshian & Lee, 2022).

### Figure 2

*Framework Generated from the Findings of Systematic Literature Review*



**Conclusion and Implications:** Understanding overconsumption is key to promoting sustainable lifestyles (Fook & Mcneill, 2020). This study identifies key drivers of fashion overconsumption and proposes a framework for industry practitioners, academics, and consumers to promote sustainability. This paper presents a detailed examination of the drivers contributing to fashion overconsumption, using the S-O-R theory to understand its complex nature. Fashion industries can apply these insights to adopt sustainable practices for reducing the overproduction and overconsumption of their products (Pieroni et al., 2021). One effective method to minimize overconsumption is to shift consumers' perspectives on consumption towards more environmentally responsible habits (Brown & Cameron, 2000). This research will make consumers aware of the factors that drive overconsumption habits.

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