

References

1. Chan T, Wong C. The Consumption Side of Sustainable Fashion Supply Chain. *Journal of Fashion Marketing and Management* 2012; 16(2), p. 193-215.
2. Pui - Yan Ho, H, Choi T. A Five - R Analysis for Sustainable Fashion Supply Chain Management in Hong Kong: A Case Analysis. *Journal of Fashion Marketing and Management* 2012; 16(2), p. 161-175.
3. Godart F, Seong S. Is Sustainable Luxury Fashion Possible? Sustainable Luxury: Managing Social and Environmental Performance in Iconic Brands. Greenleaf Publishing, Sheffield, UK. 2014.
4. Jung S, Jin B. A Theoretical Investigation of Slow Fashion: Sustainable Future of the Apparel Industry. *International Journal of Consumer Studies* 2014 ; 38(5), p. 510-519.
5. Ceic Data - China Premium Database. Retrieved from: <https://info.ceicdata.com/en-products-china-premium-database>
6. Duan J.G. Technology Development of Re-pet Fiber Industry. *China Textile Leader* 2012; p. 71-73.
7. Puxuan Z, Wei C, Shenghui Z, et al. Research and Development of Fabric of Tactical Suit for SWAT. *China Personal Protective Equipment* 2012; 1.
8. Wen G. Green: the New Black or Just a Slogan of Advertisements-Prospects for Eco-Fashion in Recent China. 2010.
9. Kim J, Yum H. The Characteristic of Eco-Friendly Trend in Fabric Since 2000. *Journal of Fashion Business*. 2013; 17(4), p. 75-89.
10. Niinimäki K. Eco - Clothing, Consumer Identity and Ideology. *Sustainable Development* 2010; 18(3) : 150-162.
11. Neeti S. Eco Friendly Fibres. *International Journal of Home Science* 2016; 2(3) : 24-26.
12. Goworek H, Fisher T, Cooper T, Woodward S, Hiller A. The Sustainable Clothing Market: an Evaluation of Potential Strategies for UK Retailers. *International Journal of Retail & Distribution Management* 2012; 40(12) : 935-955.
13. Joergens C. Ethical Fashion: Myth or Future Trend? *Journal of Fashion Marketing and Management* 2006 ; 10(3) : 360-371.
14. Foulk JA, Chao WY, Akin DE, Dodd RB, Layton PA. Analysis of Flax and Cotton Fiber Fabric Blends and Recycled Polyethylene Composites. *Journal of Polymers and the Environment* 2006; 14(1) : 15-25.
15. Rukmini K, Ramaraj B, Shetty SK, Taraiya A, Bandyopadhyay S. Development of Eco - Friendly Cotton Fabric Reinforced Polypropylene Composites: Mechanical, Thermal, and Morphological Properties. *Advances in Polymer Technology* 2013; 32(1).
16. Ouchi A, Toida T, Kumaresan S, Ando W, Kato J. A New Methodology to Recycle Polyester from Fabric Blends with Cellulose. *Cellulose* 2010; 17(1) : 215-222.
17. Fletcher K. Sustainable Fashion and Clothing. Design Journeys, Earthscan, Malta. 2008.
18. Lundblad L, Davies IA. The Values and Motivations Behind Sustainable Fashion Consumption. *Journal of Consumer Behaviour* 2016; 15(2) : 149-162.
19. Wu B. Environmental Self-Protection Plays a Mediation Role in Moral Self-Identity and Sustainable Consumption (Doctoral dissertation). Nankai University, China. 2014.
20. Poortinga W, Steg L, Vlek C. Values, Environmental Concern, and Environmental Behavior: A Study into Household Energy Use. *Environment and Behavior* 2004; 36(1) : 70-93.
21. Lee JA, Holden SJ. Understanding the Determinants of Environmentally Conscious Behavior. *Psychology & Marketing* 1999; 16(5) : 373-392.
22. Wells VK, Ponting CA, Peattie K. Behaviour and Climate Change: Consumer Perceptions of Responsibility. *Journal of Marketing Management* 2011; 27(7-8) : 808-833.
23. Nguyen TTH, Yang Z, Nguyen N, Johnson LW, Cao TK. Greenwash and Green Purchase Intention: The Mediating Role of Green Skepticism. *Sustainability* 2019; 11(9) : 2653.
24. Sheth JN, Newman BI, Gross BL. Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research* 1991; 22(2) : 159-170.
25. Wei X, Jung S. Understanding Chinese Consumers' Intention to Purchase Sustainable Fashion Products: The Moderating Role of Face-Saving Orientation. *Sustainability* 2017; 9(9) : 1570.
26. Song XZ. Study on The Psychology of The Public's Image and The Expert's Image (Doctoral dissertation). Shandong Normal University, China. 2005.

27. Jin B, Kang JH. Face or subjective norm? Chinese College Students' Purchase Behaviors Toward Foreign Brand Jeans. *Clothing and Textiles Research Journal* 2010; 28(3) : 218-233.
28. Brown P, Levinson SC, Levinson SC. Politeness: Some Universals in Language Usage (Vol. 4). Cambridge university press. 1987.
29. Chan RY. Determinants of Chinese Consumers' Green Purchase Behavior. *Psychology & Marketing* 2001; 18(4) : 389-413.
30. Cho YN, Thyroff A, Rapert MI, Park SY, Lee HJ. To Be or not to Be Green: Exploring Individualism and Collectivism as Antecedents of Environmental Behavior. *Journal of Business Research* 2013; 66(8) : 1052-1059.
31. Tascioglu M, Eastman JK, Iyer R. The Impact of the Motivation for Status on Consumers' Perceptions of Retailer Sustainability: The Moderating Impact of Collectivism and Materialism. *Journal of Consumer Marketing* 2017; 34(4) : 292-305.
32. Witness G. The Truth about Diamonds: Conflict and Development. London: Global Witness. Probing the Roles of Governance and Greed in Civil Strife in West Africa. 2006; 85.
33. Eagly AH, Chaiken S. The Psychology of Attitudes. Harcourt Brace Jovanovich College Publishers. 1993.
34. Liu X, Hu J. Adolescent Evaluations of Brand Extensions: The Influence of Reference Group. *Psychology & Marketing* 2012; 29(2) : 98-106.
35. Ciasullo M, Maione G, Torre C, Troisi O. What about sustainability? An empirical analysis of consumers' purchasing behavior in fashion context. *Sustainability*, 2017; 9(9), 1617.
36. Dickson MA. Utility of no sweat labels for apparel consumers: Profiling Label users and Predicting their Purchases. *Journal of Consumer Affairs* 2001; 35(1) : 96-119.
37. Laczniak GR, Murphy PE. Fostering Ethical Marketing Decisions. *Journal of Business Ethics* 1991; 10(4) : 259-271.
38. Cha G, Kim M. A Study on the Effects of Ethical Consumption Consciousness on Purchase Attitude of Consumers-Focused on Recycled Apparel. *Journal of the Korean Society of Costume* 2014; 64(5) : 125-140.
39. Ceppa C. Spreading the Culture of a Sustainable Manufacturing of Eco-Fashion Products. Focus on International Brands that Make the Synergy Between Fashion Design and Sustainability their Success. *Applied Mechanics and Materials* 2014 ; 496 : 2692-2696. Trans Tech Publications.
40. Vermeir I, Verbeke W. Sustainable Food Consumption: Exploring the Consumer "Attitude-Behavioral Intention" Gap. *Journal of Agricultural and Environmental Ethics* 2006; 19(2) : 169-194.
41. Rettie R, Burchell K, Riley D. Normalising Green Behaviours: A New Approach to Sustainability Marketing. *Journal of Marketing Management* 2012; 28(3-4) : 420-444.
42. Jeon M, Jung HJ, Oh KW. The Effect of the Education Program for Ethical Consumption of Clothing on Adolescents Ethical Consumption Consciousness of Clothing, General Ethical Consumption Knowledge and Behaviors. *Fashion & Textile Research Journal* 2013; 15(6) : 932-941.
43. Hong Kong Trade Development Council. China's Middle-Class Consumers: Attitudes towards Green Consumption. 2017. Retrieved from <http://economists-pick-research.hktdc.com/business-news/article/Research-Articles/China-s-Middle-Class-Consumers-Attitudes-towards-Green-Consumption/rp/en/1/1X000000/1X0AB4QY.htm>
44. Sudolska A, Drabkowska-Skarba M, Łapińska J, Kądziaławski G, Dziuba R. Exploring Corporate Social Responsibility Practices in the Clothing Industry: the Case of Polish and British Companies. *FIBRES & TEXTILES in Eastern Europe* 2020; 28, 1(139): 14-19. DOI: 10.5604/01.3001.0013.5852.
45. Markkula A, Moisander J. Discursive Confusion Over Sustainable Consumption: A Discursive Perspective on The Perplexity of Marketplace Knowledge. *Journal of Consumer Policy* 2012; 35(1) : 105-125.
46. Shaw D, Hogg G, Wilson E, Shiu E, Hassan, L. Fashion Victim: The Impact of Fair Trade Concerns on Clothing Choice. *Journal of Strategic Marketing* 2006; 14(4) : 427-440.
47. Bly S, Gwozd W, Reisch LA. Exit from the High Street: An Exploratory Study of Sustainable Fashion Consumption Pioneers. *International Journal of Consumer Studies* 2015; 39(2) : 125-135.
48. Ekström KM. Consumer Behaviour: A Nordic Perspective. Studentlitteratur. 2010.
49. Ritch EL. Consumers Interpreting Sustainability: Moving Beyond Food to Fashion. *International Journal of Retail & Distribution Management* 2015; 43(12) : 1162-1181.
50. DE BOSTON GC. Sustainability Nears a Tipping Point. MIT Sloan Management Review. 2012.

51. Lloyd B, Nelson A, Sharoff R. 'Green' Apparel not Quite Ripe Yet: Higher Prices Stunt Growth, Stores Say. *Daily News Record* 1993; 18,(1).
52. Carrigan M, Attalla A. The Myth of the Ethical Consumer—Do Ethics Matter in Purchase Behaviour? *Journal of Consumer Marketing*. 2001; 18(7) : 560-578.
53. Wu MSS, Chaney I, Chen CHS, Nguyen B, Melewar TC. Luxury Fashion Brands: Factors Influencing Young Female Consumers' Luxury Fashion Purchasing in Taiwan. *Qualitative Market Research: An International Journal* 2015; 18(3) : 298-319.
54. Lee JY, Kim YS. A Study on Appearance Management Behavior Related to Well-being lifestyles of Women. *International Journal of Costume and Fashion* 2007; 7(2) : 1-17.
55. Thomas S. From "Green Blur" to Eco-fashion: Fashioning An Eco-Lexicon. *Fashion Theory* 2008; 12(4) : 525-539.
56. Lee N, Choi YJ, Youn C, Lee Y. Does Green Fashion Retailing Make Consumers More Eco-Friendly? The Influence of Green Fashion Products and Campaigns on Green Consciousness and Behavior. *Clothing and Textiles Research Journal* 2012; 30(1) : 67-82.
57. Hayes LL. Synthetic Textile Innovations: Polyester Fiber-to-Fiber Recycling for the Advancement of Sustainability: Recycling Existing Polyester Garments into New Polyester Fiber Has Less Negative Impact on the Environment than Producing Virgin Polyester. *AATCC Review: The Magazine of the Textile Dyeing, Printing, and Finishing Industry* 2001; 11(4) : 37-41.
58. Huang YD, Long-Bo DU. Research on The Relationship of The Corporate Public Image and Corporate Performance. *Technoeconomics & Management Research* 2011; 06.
59. Lin L. Research on Enterprise's Green Procurement Policy and Implementation (Doctoral dissertation). Fudan University, China. 2012.
60. Chen K. Analysis of Mechanism of Psychological Factors on Sustainable Consumer Behavior - Perspective Based on Green Consumer Behavior Study of Mental Processes. *Enterprise Economy* 2013; 1 :124-128.
61. Lao K. Study on The Impact of Consumers' Innovation on Sustainable Consumption. *Nankai Business Review* 2013; 16(4) : 106-113.
62. Zhou X. The Middle Class: Why and How to Be Sustainable. *Jiangsu Social Sciences* 2002; 06.
63. Li C. Middle - Class Consumption and Consumption Patterns. *Social Sciences in Guangdong* 2011; 4 : 210-218.
64. Delgado MS, Harriger JL, Khanna N. The Value of Environmental Status Signaling. *Ecological Economics* 2015; 111 : 1-11.
65. Arnold MJ, Reynolds KE. Hedonic Shopping Motivations. *Journal of Retailing* 2003; 79(2) : 77-95.
66. Klein LR. Evaluating the Potential of Interactive Media Through A New Lens: Search Versus Experience Goods. *Journal of Business Research* 1998; 41(3) : 195-203.
67. Hair JF, Black WC, Babin BJ, Anderson RE, Tatham RL. *Multivariate Data Analysis* 2006 ; 6.
68. Fornell C, Larcker DF. Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research* 1981; 18(1) : 39-50.
69. Bagozzi RP, Yi Y, Nassen KD. Representation of Measurement Error in Marketing Variables: Review of Approaches and Extension to Three-Facet Designs. *Journal of Econometrics* 1998; 89(1-2) : 393-421.
70. Krause J. Relationship between the Voluntary Instrument of CSR in the Textile Industry in the Czech Republic and Financial Performance. *FIBRES & TEXTILES in Eastern Europe* 2018; 26, 5(131): 8-12. DOI: 10.5604/01.3001.0012.2524.