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CONSCIOUSNESS LEVEL OF TURKISH TEXTILE CONSUMERS FOR SUSTAINABILITY-RELATED ISSUES

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Abstract

The textile and fashion industries significantly impact global sustainability issues including environmental pollution, inadequate labor rights, and economic resources. As a solution, it is crucial that consumers support practices of the circular economy after receiving transparent and comprehensive education. To determine the current situation, the sustainability-related values, attitudes, and behaviors of a group of Turkish consumers towards clothing purchase and disposal were determined. Results clearly demonstrate that a significant number of respondents are conscious about the most common environmental issues, such as unexpected climatic changes and the environmental impacts of waste. The sustainability concept is mostly affected by material, pollution-free production and green easy-care practices according to them. Respondents' purchase decisions still rely on the classic criteria such as price, aesthetic properties, functionality whereas sustainability-related criteria such as recycling practices and ecolabels come after. Participants' purchase frequencies do not appear to be influenced by their environmental attitudes as they frequently buy a significant amount of clothing. This confirms the previously identified gap between attitudes and behavior. Participants reported purchasing clothing based on their needs and only opting for green clothing if the price is equal to or lower than that of standard clothing. A significant proportion of the respondents stated that they use maintenance services and donate their old clothing. By determining the attitudes of consumers towards environmental, economic, and social aspects of sustainability, producers can gain valuable insight in this fast-changing world.

Keywords: attitude, environment, practice, sustainability, textile consumer

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