

# **Conceptualizing Climate Justice and Socio-Material Factors to Understand Ecological Fashion Adoption Intention**

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## **Abstract**

The fashion industry generates benefits to the global economy in terms of trade, employment, and income. Nevertheless, the fashion industry is one of the most polluting industry possesses a huge negative impact on the environment and society. The emergence of ecological fashion reflects the concerns of society for the environment and sustainability in the fashion industry. Environment awareness and responsibilities towards climate change are raised, while the transparency on clothing gets more attention. Consumers play key roles in sustainability implementation including motivating fashion companies to transform into a circular economy. However, there is a lack of research indicating the ecological consumer adoption intention towards circular fashion and becoming a barrier to the transition. Previous studies mainly focus on close the loops in supply chains, yet, lack the understanding of consumers' demand through transformation and adaptation of social practices. Considering this, the purpose of this study is to provide insights into the relationships of climate justice and socio-material factors with the consumers' ecological fashion adoption intention. A conceptual framework is developed to illustrate the potential of combining climate justice and socio-material factors to understand better ecological fashion adoption intention in developing a remedy for the crisis faced by nature. This study is expected to make a theoretical contribution to ecological fashion literature while offering practical insights to contribute to academia as well as practitioners in understanding and designing ecological fashion's corresponding facets.

**Keywords:** ecological fashion, adoption intention, climate justice, socio-material factors