

Chapter 7

Sustainable Fashion– Based Innovations and Consumer Behavior in Ethiopia

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ABSTRACT

Fast fashion items are affordable trend-driven garments and are often perceived by consumers as poorer quality. This investigation looks at the agility of trend-driven fast fashion, inventions centered on viable fashion, and usability patterns in

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Ethiopia, with the goal of understanding how viability stimulus consumer decisions. Information from 374 respondents was obtained utilizing a quantitative investigation approach, and analyses were carried out using Kaiser-Meyer-Olkin (KMO) measures, exploratory factor analysis, and structural equation M (SEM) using AMOS. The findings manifest that fashion that transforms fast has a main effect on usability patterns, with inventions centered on viable fashion serving as an major mediator in this connection. The findings manifest that as consumers become more aware of the trade ecosystem and communal consequences of their shopping decisions, their participation with extended lasting durable practices grows, changing their purchasing habits. This investigation contributes to the expanding discussion around extended lasting durable fashion.

INTRODUCTION

The international fashion trade has seen a wonderful change in depict decades, with the advent of trend driven fashion fundamentally changing Usability patterns and trade ecosystem viability. Trend driven fashion, demarcated by its rapid operational and usability periods, has employed in enhanced surplus and reserve depletion, spurring a rising discussion about extended lasting durable options. Extended lasting durable fashion, which focuses eco-friendly resources, moral work parameters, and little trade ecosystem effect, has evolved as a major response to the issues faced by quick fashion. In Ethiopia, where the fashion industry is thriving, knowing the arbitrating function of inventions centered on viable fashion in Usability patterns is critical for fostering responsible purchasing habits (Chen, et al., 2021). The notion of extended lasting durable fashion sprang from larger trade ecosystem and communal actions, notably in response to the harmful effects of industrialization and internationalization on the earth. Scholars have emphasized the need of incorporating viability into fashion methods, calling for a change from linear usability methods to circular economies. According to empirical literature, consumers are becoming more conscious of the trade ecosystem and moral consequences of their shopping decisions, which is driving demand for extended lasting durable fashion solutions. However, the extent to which extended lasting durable fashion innovations may successfully manage Usability patterns in the setting of fashion that transforms fast is understudied, particularly in poor countries such as Ethiopia (Minbale et al., 2024).

Despite the rising interest in extended lasting durable fashion, various practical hurdles prevent its widespread implementation. These include restricted access to extended lasting durable resources, a lack of buyer understanding about the benefits of extended lasting durable options, and the great draw of trend driven fashion due to its low cost and trendiness. Also, the Ethiopian fashion trade confronts explicit

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