


# Chapter 6


## Mediation of Sustainable Consumption Between Ethical Personalization and Fashion E-Commerce

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### ABSTRACT

*In this chapter, the author discusses how to mediate sustainable consumption, referring to ethical personalization and e-commerce in the realm of fashion. Incorporating 390 study participants, we resorted to qualitative methods of quantitative investigation in showing interaction between these variables. The paper will commence with justifying the significance of sustainable consumption as a growing dimension of the modern fashion industry, in which the ethical individualization of style is in demand among consumers. We found that ethical personalization has a noteworthy impact*

DOI: 10.4018/979-8-3373-5525-2.ch006

*on the behavior of sustainable consumption in fashion e-commerce environments. Moreover, the approach reveals that the relationship is mediated by consumer trust and perceived value, and this aspect emphasizes the importance of a differentiated approach to marketing. The chapter adds value to the existing body of literature by presenting empirical evidence of the mechanisms through which ethical personalization leads to sustainable consumption.*

## INTRODUCTION

The factor of sustainable consumption has received a worldwide concern in an age where people are getting more concerned with the environment and their needs are also changing (Lo & Lin, 2024; Mangudhla, 2025). The fashion industry has a long history of negative environmental impact issues and ethical concerns and has increasingly been getting pressure to embrace greener practices (Sardianou & Briana, 2025). Sustainable consumption is a notion that was created in the 1980s, which focuses on the necessity of a compromise between the depletion of resources and conserving the environment (Rana, 2024; Ashuro et al., 2025). With the increasing awareness of the consumer on the ethical aspect of their purchases, there has been increased demand on ethical personalization (Mukherjee et al., 2024), that is, on the products and marketing strategies to suit individual's values (Shao et al., 2024). In the empirical literature, there is an increased synergy between consumer behavior and sustainability that suggests that personalized marketing can bring about the sustainability choices (Cossatin et al., 2024; Lemi et al., 2025). Researchers also observe that when people believe that products and services are compatible with their own views, then they will be willing to take part in sustainable consumption (Allahverdiyev, 2025). Nonetheless, there are practical obstacles such as the fact that it is hard to execute ethical personalization strategies effectively and to quantify the effect they have on consumer behavior (Zubaidah et al., 2024). Striking the balance between personalization and sustainability is a challenge most fashion retailers face, and are met with skepticism by consumers (Wasilewski & Zgrzywa-Ziemak, 2024).

In this chapter, the author seeks to deal with these dilemmas through examining how sustainable consumption is mediated between ethical personalization and fashion e-commerce. Although the literature has provided a starting point on the subject matter, there remain a lot of gaps on how the relationship is facilitated. Our research is aimed at bridging these gaps by using statistically sound models that can be used to acquire data on the effect of ethical personalization on sustainable consumption as mediated by mediators such as consumer trust or perceived value. The main research question that informs the study involves: ***How ethical personalization mediates sustainable consumption behaviors in the case of fashion e-commerce?***

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