

# GREENWASHING MARKETING CONCEPT IN FASHION INDUSTRY

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**Abstract.** In conditions of hyper-competition, limited recourses, global warming, and other negative climate change, companies are forced to fight for the consumer, taking care of their reputation and image in order to obtain the planned profit and not receive a negative attitude of consumers towards the company for inefficient use of resources that harms the environment.

In this perpetual battle, fashion industry companies are using a wide number of marketing concepts and techniques, among which a special place should be given to greenwashing.

Studies on consumption theory showed that there is a strong relation between consumption values and green trust [1]. It was revealed that eco-labeling and certification affect consumer perception as a criterion of superior quality, higher value, and an indicator of a lifestyle [1].

Greenwashing is the practice of falsely promoting an organization's environmental efforts or spending more resources to promote the organization as green than are spent to actually engage in environmentally sound practices [2].

The greenwashing concept focuses on the intention to demonstrate sustainable company activities by highlighting one good

company practice and obscuring all others' company practices which lead to negative influences on the environment.

Greenwashing actions in the fashion industry are industry claims over synthetic fibers' sustainability or the promotion of recycled polyethylene terephthalate (PET) in new textile materials [3].

In practice, the company tends to persuade the consumer to be more loyal and tries to show sustainable production but in fact, the company does not conduct recycling product practices and does not implement new energy-saving technology, does not use high-quality raw materials, which allows longer use of apparel for the consumer, and so on but instead the company improves a tiny externally visible fraction fashion brand's goods to secure a profit for itself.

Thus researchers should scrutinize methods to deteriorate inefficient use of resources and the harmful effects of substances used by the fashion industry. At the same time, the emphasis should be placed on changing the behavior of consumers in the fashion industry from emotional behavior to rational and functional. Such changes will entail a change in the marketing communications practices of companies from emotional advertising to advertising that promotes sustainable consumption behavior.

**Keywords:** marketing; greenwashing; consumer behavior.

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