

МРНТИ 81.95.01

## PSYCHOLOGICAL AND CULTURAL BARRIERS TO CONSCIOUS CLOTHING CONSUMPTION

A.B. DZHOLDOSHOVA 

(Kyrgyz State Technical University named after I. I. Razzakov,  
Kyrgyzstan, 720044, Bishkek, Aitmatov ave., 66)  
Corresponding author's email: abdjoidosheva@kstu.kg

*The article raises the topic of conscious consumption in the fashion industry and clothing production. The aim of the work is to study possible methods of overcoming these barriers and their impact on the sustainable development of the fashion industry and to propose measures that promote the development of conscious consumption in the fashion sector. The psychological and cultural barriers of conscious consumption of clothing, causes and ways of overcoming barriers are considered. The relevance of the study against the background of global environmental and social problems is substantiated. Sociological studies of the clothing market and a comparative analysis of the data received from the respondents were conducted. The growth of the fast fashion industry and environmental degradation have increased interest in sustainable consumption as a means of mitigating the negative impact of the fashion industry. Conscious consumption has become perceived as a necessary step towards a more ethical and responsible approach to fashion, but the transition to it is limited by a number of psychological and cultural barriers that restrain the spread of these practices. It is shown how psychological and cultural barriers continue to complicate the transition to conscious consumption of clothing. Despite the growing interest in sustainable fashion, many consumers face difficulties changing their habits and perceptions of the value of things. An integrated approach combining psychological support, education and cultural change is necessary to successfully overcome these barriers.*

**Keywords:** conscious consumption, psychology of consumption, fashion culture, consumer habits, fast fashion, sustainability, social norms, environmental problems, ethical consumption, cultural barriers.

## КИИМДІ САНАЛЫ ТҰТЫНУҒА ПСИХОЛОГИЯЛЫҚ ЖӘНЕ МӘДЕНИ КЕДЕРГІЛЕР

А.Б. ЖОЛДОШОВА

(И.И. Раззаков атындағы Қырғыз мемлекеттік техникалық университеті,  
Қырғызстан, 720044, Бишкек, Айтматов даңғылы, 66)  
Автор-корреспонденттің электрондық поштасы: abdjoidosheva@kstu.kg

*Мақалада сән индустриясы мен киім өндірісіндегі саналы тұтыну мәселесі көтеріледі. Жұмыстың мақсаты – осы кедергілерді жеңудің мүмкін әдістерін және олардың сән индустриясының тұрақты дамуына әсерін зерттеу, сондай-ақ сән саласындағы саналы тұтынуды дамытуға ықпал ететін шараларды ұсыну. Киімді саналы тұтынудың психологиялық және мәдени кедергілері, олардың себептері және оларды жеңу жолдары қарастырылады. Жаһандық экологиялық және әлеуметтік мәселелердің аясында зерттеудің өзектілігі негізделген. Киім нарығына қатысты әлеуметтанулық зерттеулер жүргізіліп, респонденттерден алынған мәліметтердің салыстырмалы талдауы жасалды. Жылдам сән индустриясының өсуі мен қоршаған ортаның нашарлауы сән индустриясының теріс әсерін азайту құралы ретінде тұрақты тұтынуға қызығушылықты арттырды. Саналы тұтыну сәнге деген неғұрлым этикалық және жауапты көзқарасқа көшу үшін қажетті қадам ретінде қабылдануда, бірақ оған көшу осы тәжірибелердің таралуына кедергі келтіретін бірқатар психологиялық және мәдени кедергілермен шектеледі. Киімді саналы тұтынуға көшу процесін психологиялық және мәдени кедергілер қалай қиындатыны көрсетілген. Тұрақты сәнге деген қызығушылықтың артуына қарамастан, көптеген тұтынушылар әдеттерін өзгерту және заттардың құндылығын қабылдау тұрғысынан қиындықтарға тап болады. Осы кедергілерді сәтті еңсеру үшін психологиялық қолдау, білім беру және мәдени өзгерістерді қамтитын кешенді тәсіл қажет.*

Негізгі сөздер: саналы тұтыну, тұтыну психологиясы, сән мәдениеті, тұтынушылық әдеттер, жылдам сән, тұрақтылық, әлеуметтік нормалар, экологиялық проблемалар, этикалық тұтыну, мәдени кедергілер.

## ПСИХОЛОГИЧЕСКИЕ И КУЛЬТУРНЫЕ БАРЬЕРЫ НА ПУТИ К ОСОЗНАННОМУ ПОТРЕБЛЕНИЮ ОДЕЖДЫ

А.Б. ДЖОЛДОШОВА

(Кыргызский государственный технический университет имени И. И. Раззакова,  
Кыргызстан, 720044, Бишкек, пр. Айтматова, 66)

Электронная почта автора-корреспондента: abdjojdosheva@kstu.kg

*В статье поднимается тема осознанного потребления в индустрии моды и производстве одежды. Цель работы - изучить возможные способы преодоления этих барьеров и их влияние на устойчивое развитие модной индустрии, а также предложить меры, которые будут способствовать развитию осознанного потребления в модном секторе. Рассмотрены психологические и культурные барьеры осознанного потребления одежды, причины и способы преодоления барьеров. Обосновывается актуальность исследования на фоне глобальных экологических и социальных проблем. Проведены социологические исследования рынка одежды и сравнительный анализ данных, полученных от респондентов. Рост индустрии быстрой моды и ухудшение состояния окружающей среды повысили интерес к устойчивому потреблению как средству смягчения негативного влияния модной индустрии. Осознанное потребление стало восприниматься как необходимый шаг на пути к более этичному и ответственному подходу к моде, однако переход к нему ограничен рядом психологических и культурных барьеров, сдерживающих распространение этих практик. Показано, как психологические и культурные барьеры продолжают осложнять переход к осознанному потреблению одежды. Несмотря на растущий интерес к экологичной моде, многие потребители сталкиваются с трудностями, связанными с изменением своих привычек и представлений о ценности вещей. Для успешного преодоления этих барьеров необходим комплексный подход, сочетающий психологическую поддержку, образование и культурные изменения.*

**Ключевые слова:** осознанное потребление, психология потребления, культура моды, потребительские привычки, быстрая мода, устойчивое развитие, социальные нормы, экологические проблемы, этичное потребление, культурные барьеры.

### *Introduction.*

In recent decades, the topic of conscious clothing consumption has become particularly relevant against the background of global environmental and social problems. The growth of the "fast fashion" industry and the creation of a system that unites the media have contributed to the constant introduction of negative media in modern India. Conscious consumption has become perceived as a necessary step towards a more ethical and responsible approach to fashion, but the transition to it is limited by a number of psychological and cultural barriers that restrain the spread of these practices.

### *Materials and methods.*

To study the topic under consideration, general scientific methods were used (analysis of literature on the study of psychological and cultural barriers to the introduction of conscious consumption of clothing, comparison and systematization of empirical and theoretical data), empirical (such as the study of various sources of information, observation of the

processes accompanying psychological and cultural barriers to conscious consumption), analytical methods and methods of sociological research (survey, questionnaire).

The world today is facing numerous environmental, social and economic challenges, which are most clearly manifested in the field of fashion and clothing. Given that public awareness of the negative consequences of mass production and consumption is growing, the topic of a conscious approach to clothing consumption has become one of the priorities. Conscious consumption of clothing implies a responsible attitude to the choice, use and disposal of things, taking into account environmental, social and economic consequences.

The social component of sustainability is aimed at maintaining the stability of social and cultural systems through the preservation of cultural diversity on a global scale, the fair division of benefits, and the expansion of options for each person [1]. This topic is of particular importance in

the context of the deteriorating environmental situation, accelerated climate change and inequality related to working conditions at work. In the fashion industry, the logic of growth has solid foundations — it promotes power and prosperity. A system that grows faster than others is considered the best and continues to exist due to people's trust in it [2]. The issues of conscious consumption of clothing are relevant not only for consumers, but also for businesses, government agencies and public organizations.

The purpose of this article is to analyze the psychological and cultural barriers that prevent the spread of conscious consumption of clothing, and to develop possible ways to overcome them. To do this, it is important to consider how social norms, personal beliefs, emotional aspects and habits influence consumer choice, as well as to explore the influence of fashion culture on the formation of consumer behavior.

The relevance of this topic is due to the global challenges associated with the production and consumption of clothing. The fashion industry is considered one of the most polluting in the world, and its impact on the environment is steadily growing. According to the UN, the fashion sector is responsible for 10% of all carbon dioxide emissions and is the main cause of pollution of water bodies due to the use of chemicals and pesticides in the production of fabrics.

The modern fashion industry is characterized by the concept of "fast fashion", in which new collections are created and marketed at great speed, and their price is often significantly lower than the actual cost of production. This leads to excessive consumption, an increase in waste volumes and a significant carbon footprint [4-6].

For many people, conscious consumption of clothing is not only a way to reduce personal environmental impact, but also an opportunity to maintain ethical and fair production practices such as ethical and sustainable fashion, as well as recycling of materials. In conditions of mass consumption, however, the desire to quickly meet the needs creates difficulties in solving these issues. An approach that includes the long-term use of things and the choice of eco-friendly brands can become the basis for sustainable development in the fashion sector.

The objectives of this work are to study the psychological and cultural aspects that influence consumer habits in the fashion industry, as well as to find approaches to overcome obstacles that prevent conscious choice of clothing.

The objectives of the research are to study the key psychological barriers that make it difficult to make informed decisions when choosing clothes, to analyze cultural and social norms that support the trends of excessive consumption, to assess the role of advertising and the fashion industry in shaping the perception of clothing as a consumer product, and to explore possible methods of overcoming these barriers and their impact on the sustainable development of the fashion industry.

### ***Results and Discussion***

Conscious consumption of clothing is difficult to understand outside the historical context. In the past, before the Industrial Revolution, clothing was an expensive commodity made by hand, which made the process of creating clothes slow and time-consuming. People bought a limited amount of clothing, counting on its durability and practicality [7].

With the advent of industrial and mass production in the 19th century, the country changed. Thanks to factory production and the availability of cheap materials, clothing has become more widespread and accessible, which has led to the emergence of a consumer culture in which clothing has gained importance not only as a functional thing, but also as an indicator of social status and fashion.

In the 20th century, obviously, after the Second World War, India could change its strategic development. Global brands, large-scale advertising campaigns and active international trade have emerged, as a result of which clothing has taken an important place in people's lives. In recent decades, with the growth of globalization and the development of the Internet, the culture of fast fashion has strengthened its position, which has led to an increase in waste and environmental problems associated with the consumption of clothing [9,12].

The problem of conscious consumption in fashion is not new. It was mass production in the 19th century, people made purchases earlier and attached importance to a long life. But in the 20th century, in fact, the spread of advertising and mass production led to mass consumption. By the end of the twentieth century, in the context of globalization, fashion had become an object of mass consumption. In the 1990s, the spread of "fast fashion" made clothes affordable for most, but also accelerated the wear and tear of things and increased the amount of waste.

Today, amid the growth of environmental awareness, more and more attention is being paid

to the conscious choice of clothing. However, significant psychological and cultural barriers remain on the way to this.

Psychological impediments to progress include:

1. Emotional satisfaction from shopping. One of the reasons that makes it difficult to switch to conscious consumption is the emotional component of purchases. Clothes often become a means of expressing individuality and emotions, and the shopping process is a source of positive feelings. For many people, shopping for clothes is associated with pleasure and psychological comfort, especially in stressful moments or when there is a lack of time. Therefore, giving up unnecessary purchases can be perceived as depriving you of joy and pleasure.

2. Deficiency syndrome and attachment to things. Modern consumer culture emphasizes the value of owning things, which often causes a feeling of scarcity and a desire to acquire more than necessary. Attachment to things, especially given fashion trends, can also interfere with informed decision-making and encourage unnecessary purchases.

3. The need for status and social recognition. Fashion has always played a significant role in shaping social identity. Clothing serves as a way to indicate status, follow trends and stand out from others. In cultures where appearance and branded clothing are considered important indicators of social status, the transition to conscious consumption can be perceived as a loss of the opportunity for socialization and recognition, which causes internal discomfort among consumers.

Cultural barriers include the following:

*Social norms of consumption.* In many cultures, there is a well-established habit of regularly buying new things and updating your wardrobe. The expectations of others and social pressure push to buy new collections and follow the latest fashion trends, even despite possible environmental and ethical problems.

*The impact of advertising and marketing.* The advertising strategies of major brands form the image of a "normal" level of clothing consumption among consumers. The fashion industry creates the feeling that in order to achieve the desired status and ideal appearance, it is necessary to follow the latest trends. These cultural attitudes and marketing influences are difficult to overcome, as they are ingrained in the mass consciousness.

*Consumption traditions in different countries.* In a number of countries, especially with developed economies, the culture of constantly

updating the wardrobe is firmly rooted. Here, consumer culture is perceived as the norm, whereas conscious consumption is considered an exception.

Mass consumption of clothing has a significant negative impact on both the environment and society.

The fashion industry is one of the most polluting sectors of the global economy, and this is a psychological problem [13]. These include:

*High carbon footprint.* Production processes in the textile and fashion industries, including fabric manufacturing, transportation and marketing, require large amounts of energy, which increases carbon dioxide emissions and contributes to climate change. Pollution of reservoirs. The production of fabrics and the use of dyes are often accompanied by the dumping of toxic waste into reservoirs, which adversely affects aquatic ecosystems and threatens biodiversity [11,14].

*Problems with disposal.* The rapid change in fashion trends leads to the fact that clothes quickly become outdated or unnecessary, creating huge amounts of textile waste, which is rarely processed properly and often ends up in landfills.

*Social problems.* Mass production of clothing is accompanied by violation of workers' rights. Many brands employ labor in low-wage countries where working conditions can be dangerous or poorly paid. This creates problems not only for workers, but also for social equality and justice in general.

Large brands, using cheap production schemes and aggressive marketing, contribute to the formation of a "cult of consumption" and stimulate constant purchases. This leads to an unnecessary increase in demand and contributes to inefficient use of resources.

The main problems of conscious clothing consumption include:

*The high cost of eco-friendly and ethical clothing.* Eco-friendly clothing is often more expensive than mass-produced clothing, which makes it less affordable for many consumers. Lack of information and awareness. Consumers are often unaware of the dangers of fast fashion and the benefits of sustainable consumption, which prevents informed choice. The habit of low prices and frequent purchases. The constant updating of the wardrobe at a low price prevents consumers from reconsidering their consumer habits.

The application of sustainable fashion principles offers a practical pathway to mitigating the negative impacts of overconsumption. Key aspects include:

*Ethical production.* The production of clothing must take into account the rights of workers and ensure safe working conditions.

*The use of environmentally friendly materials.* The use of organic fabrics, recycled materials and natural dyes helps to reduce the burden on nature.

*The durability of the products.* Clothing should be durable and last a long time to avoid its transformation into a disposable product.

Consumers should become more responsible and attentive when choosing clothes. This requires: Information and education. Knowing about the environmental and societal impacts of clothing production will help consumers make more informed choices. Buying from conscious brands. The support of ethical companies creates demand for sustainable products. Reuse and recycling. The use of clothing as recyclable materials, recycling and to charitable organizations contribute to reducing the production of new things.

To overcome psychological barriers, it is necessary:

–Psychological support for consumers. Mindfulness programs help change consumer habits and see the value in longevity.

–Emotional attachment to durable things. Encouraging a long-term connection with things motivates consumers to choose more sustainable options.

–Cultural and educational initiatives will help society understand the importance of conscious consumption.

–The power of social media. The influence of bloggers and opinion leaders can help promote sustainable consumption.

With the advent of digital technologies, new opportunities are opening up to minimize the ecological footprint: virtual fitting rooms, 3D printing and innovations allow you to create clothes with less impact on nature. However, at the same time, there are issues related to the disposal of digital data and industrial waste.

The Department of Artistic Product Design of the Kyrgyz State Technical University named after I. Razzakov is conducting research on the principles of introducing and popularizing conscious consumption and slow fashion. A number of research papers, term papers and theses of bachelors and masters are being carried out. The department actively cooperates with environmental organizations and events are held.

A survey was conducted among students and teachers in order to identify the causes and

problems associated with the introduction of conscious consumption among the population. Thus, a quantitative ratio of respondents was revealed who, when buying clothes, take into account the composition of the material from which they are made, as well as an environmentally friendly production method and the number of people who want to wear clothes for a longer time and reduce the number of spontaneous purchases.

Contests and exhibitions dedicated to the environmental theme are organized, guest lecturers, designers, and eco-activists are invited to conduct trainings and lectures for students [16]. Our students also regularly conduct training and various promotions for school students and undergraduates

*Conclusion.* Psychological and cultural barriers continue to complicate the transition to conscious clothing consumption. Despite the growing interest in sustainable fashion, many consumers face difficulties changing their habits and perceptions of the value of things. An integrated approach combining psychological support, education and cultural change is necessary to successfully overcome these barriers. Sustainable consumption not only helps to solve environmental problems, but also contributes to the formation of a fairer and more ethical fashion industry.

#### REFERENCES

1. Айрапетова А. Г. Концепция устойчивого развития единой эколого-экономической системы // Известия Санкт-Петербургского государственного экономического университета. 2014. № 5. С. 60—63.
2. Fletcher K. Slow fashion: change the system // Fashion theory: body, clothing, culture. № 52, 2019.
3. Киреева Е.Е., Шехова Н. В. Статья: Устойчивое развитие и новая этика потребления, Региональное развитие. № 1, 2014 г.
4. Black, E. R., & Cherrier, H. Anti-consumption as part of a sustainable lifestyle: everyday practices, motivations, and subjective values, Journal of Consumer Behavior, 9, 2010 - с. 437-453.
5. Harris. F., Roby. H., & Dibb. C., (2015). Sustainable apparel: challenges, barriers, and interventions to encourage more sustainable consumer behavior. International Journal of Consumer Studies, vol. 00, pp. 1-9.
6. Каюмова Р.Ф. (2019). К вопросу осознанного потребления в индустрии моды. Международный научно-исследовательский журнал №11 (89).
7. Delate K, Heller B, Shade J. Organic cotton production may alleviate the environmental impacts of intensive conventional cotton production. Renewable

Agriculture and Food Systems. 2021;36(4):405-412. doi:10.1017/S1742170520000356.

8. Global Reporting Initiative, Amsterdam. Sustainability Reporting Guidelines, 2002. by Ecoline with financial support from the UK Foreign Office (2003).

9. Manning C., 2009. The psychology of sustainable behavior. September. Date Views 17.06.2019: <https://www.pca.state.mn.us/sites/default/files/p-ee1-01.pdf>

10. Frank-Martin Belz, Ken Peattie. Sustainability Marketing: A Global Perspective. Publisher: John Wiley & Sons, 2009.

11. Datschefskey, E., 2018. Sustainable Products: Using Nature's cyclic /solar /safe Protocol for Design, Manufacturing and Procurement. BioThinking International, June 1999, URL: [http://www.biothinking.com/sustainable\\_products1.pdf](http://www.biothinking.com/sustainable_products1.pdf)

12. Yuldasheva O.U., 2005. Cognitive Marketing: promoting of consumption standards. S-Petersburg: SPbSUEF, pp.159.

13. Тагаров Б.Ж. Факторы, влияющие на внедрение принципов устойчивого развития в развитых и развивающихся странах // Экономические отношения. – 2021. – Том 11. – № 2.

14. Flower G. (2019). Sustainable appeal: the slow fashion movement. *Alive: Canada's Natural Health & Wellness Magazine*, (324), 98-101 p.

15. Jung, S., & Jin, B. (2014). A theoretical investigation of slow fashion: sustainable future of the apparel industry. *International Journal Of Consumer Studies*, 38(5), 510. doi:10.1111/ijcs.12127.

16. Дждолдошева А.Б., Асанакунов Ж.Ш., Молдосанова Н.Д. Этническая самобытность в проектировании костюма. *Известия КГТУ им. И. Раззакова*, № 1 (57), 2021 г, с 145-150

#### REFERENCES

1. Ajrapetova A. G. Konceptsiya ustojchivogo razvitiya edinoj ekologo-ekonomicheskoy sistemy [The concept of sustainable development of a unified ecological and economic system] // *Izvestiya Sankt-Peterburgskogo gosudarstvennogo ekonomicheskogo universiteta*. 2014. № 5. P. 60—63. (In Russian)

2. Fletcher K. Slow fashion: change the system // *Fashion theory: body, clothing, culture*. № 52, 2019.

3. Kireeva E.E., Shekhova N. V. Ustojchivoe razvitie i novaya etika potrebleniya [Sustainable development and a new ethic of consumption], *Regional'noe razvitie*. № 1, 2014 (In Russian)

4. Black, E. R., & Cherrier, H. Anti-consumption as part of a sustainable lifestyle: everyday practices, motivations, and subjective values, *Journal of Consumer Behavior*, vol. 9, 2010 - pp. 437-453.

5. Harris. F., Roby. H., & Dibb. C., (2015). Sustainable apparel: challenges, barriers, and interventions to encourage more sustainable consumer behavior. *International Journal of Consumer Studies*, vol. 00, pp. 1-9.

6. Kayumova R.F. (2019). K voprosu osoznannogo potrebleniya v industrii mody [Toward the issue of conscious consumption in the fashion industry] *Mezhdunarodnyj nauchno-issledovatel'skiy zhurnal* №11 (89). (In Russian)

7. Delate K, Heller B, Shade J. Organic cotton production may alleviate the environmental impacts of intensive conventional cotton production. *Renewable Agriculture and Food Systems*. 2021;36(4):405-412. doi:10.1017/S1742170520000356.

8. Global Reporting Initiative, Amsterdam. Sustainability Reporting Guidelines, 2002. by Ecoline with financial support from the UK Foreign Office (2003).

9. Manning C., 2009. The psychology of sustainable behavior. September. Date Views 17.06.2019: <https://www.pca.state.mn.us/sites/default/files/p-ee1-01.pdf>

10. Frank-Martin Belz, Ken Peattie. Sustainability Marketing: A Global Perspective. Publisher: John Wiley & Sons, 2009.

11. Datschefskey, E., 2018. Sustainable Products: Using Nature's cyclic /solar /safe Protocol for Design, Manufacturing and Procurement. BioThinking International, June 1999, URL: [http://www.biothinking.com/sustainable\\_products1.pdf](http://www.biothinking.com/sustainable_products1.pdf)

12. Yuldasheva O.U., 2005. Cognitive Marketing: promoting of consumption standards. S-Petersburg: SPbSUEF, pp.159.

13. Тагаров Б.Ж. Факторы, влияющие на внедрение принципов устойчивого развития в развитых и развивающихся странах [Factors influencing the implementation of sustainable development principles in developed and developing countries] // *Экономические отношения*. – 2021. – Том 11. – № 2. (In Russian)

14. Flower G. (2019). Sustainable appeal: the slow fashion movement. *Alive: Canada's Natural Health & Wellness Magazine*, (324), 98-101 p.

15. Jung, S., & Jin, B. (2014). A theoretical investigation of slow fashion: sustainable future of the apparel industry. *International Journal Of Consumer Studies*, 38(5), 510. doi:10.1111/ijcs.12127.

16. Дждолдошева А.Б., Асанакунов Ж.Ш., Молдосанова Н.Д. Этническая самобытность в проектировании костюма [Ethnic identity in costume design]. *Izvestiya KGTU named after I. Razzakova*, № 1 (57), 2021, pp 145-150 (In Russian)