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Master's Thesis:

Sustainability issue in brand of creative industry company

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1. Abstract

In today's world, where environmental concerns are paramount, understanding the effectiveness of social media platforms in promoting sustainable fashion practices is crucial. With Turkey emerging as a hub for sustainable fashion initiatives, investigating the role of Instagram in shaping consumer perceptions and behaviors towards environmentally friendly clothing practices is highly relevant. The aim of the study is to understand the shaping of the phenomenon, creating the consumer environment on Instagram, and contributing to awareness about sustainability. The aim is to understand the shaping of the phenomenon, creating the consumer environment on Instagram, and contributing to awareness about sustainability.This study addresses this gap by examining the content shared by prominent Instagram accounts dedicated to sustainable fashion in Turkey. This thesis addresses the issue of sustainability in the fashion industry. Nowadays, the fashion industry faces various unsustainable practices such as rapidly changing trends, increasing consumption, and overuse of resources. This can have serious consequences in terms of environmental impact, social responsibility, and economic balance.

The focus of our thesis is to analyze in depth the issue of sustainability in the fashion industry. The first part of the study examines the current state of the fashion industry and the prevalence of unsustainable practices. Environmental and social impacts in the process from raw material production to the delivery of the product to the end user are addressed.

The third section explores sustainable fashion practices and strategies. These strategies include the use of recyclable materials, ethical production processes, fair trade practices, and carbon footprint reduction.

The final section evaluates the effectiveness and feasibility of sustainability practices in the fashion industry. This assessment includes the impacts of adopting and implementing sustainability strategies on fashion brands, consumers, and the environment.

Despite the increasing awareness of sustainability in the fashion industry globally, there remains a gap in understanding how social media platforms like Instagram contribute to promoting environmentally friendly fashion practices, particularly in Turkey. While there is growing interest in sustainable fashion, there is limited research focusing on the role of

Instagram accounts such as EcoVibe, GreenLife, SustainaBliss, Ecochic, and EcoWise in fostering sustainability awareness within the Turkish fashion context.

The analysis of content from Instagram accounts EcoVibe, GreenLife, SustainaBliss, Ecochic, and EcoWise reveals significant insights into how these platforms contribute to raising awareness about sustainable fashion practices in Turkey. The findings shed light on the strategies employed by these accounts to promote environmentally friendly clothing concepts and their impact on shaping consumer attitudes towards sustainability. This research underscores the importance of social media platforms in driving sustainable fashion movements and highlights the opportunities for further engagement and advocacy in the Turkish fashion industry.

2. Introduction

Today, the fashion clothing industry affects our daily lives and our environment more deeply. In line with globalization, technological advancement, and intense c, competition, there has been a change in the way consumers shop, use, and dispose of clothing, resulting in major social and environmental impacts. In the last 20 years, fast fashion, which quickly brings luxury fashion designs to the mass markets at affordable prices, has gained great success. Fast fashion clothing brands such as H&M from Sweden, Zara from Spain, and Forever 21 from the USA have actively entered international markets and achieved success in the global market, causing the concept of fast fashion to emerge as a global trend. The success of the fast fashion business comes from its ability to quickly respond to rapidly changing consumer preferences.

The average time it takes to produce a t-shirt at H&M's factory in Bangladesh is just 48.5 seconds. More importantly, gains in efficiency and economies of scale maintain production costs while the strategies implemented make products accessible to a wide range of consumers. However, as a result of the increasing interest in sustainability within consumer culture, fast fashion is often criticized for encouraging people to multiple purchases of clothing of low perceived value, which are quickly consumed and discarded. The consequence of the fast fashion business model is increased fashion waste, going against the sustainability trend. In this direction, slow fashion has emerged as the antithesis of the current fast fashion system, which accelerates the production speed and shortens the life of clothing products. The slow fashion movement is a business model that focuses on slowing down overconsumption/consumerism and respecting the environment and nature. It is an alternative to fast fashion, promoting a more ethical and sustainable way of living and consuming. Unlike fast fashion, slow fashion is based on quality production to extend the life of the garment or material. Developing clothing that has a cultural and emotional connection is the main goal

behind slow fashion. If consumers feel an emotional or cultural connection to an article of clothing, they will use that article of clothing for more than one season. Even though sustainability forms the basis of the idea of slow fashion, there are still hesitations about its ability to generate a sustainable profit margin. In other words, demand for slow-fashion items may be insufficient, mostly due to the necessarily higher prices of these items compared to mass-produced clothing. Even if the aim is to contribute to environmental and social well-being, the lack of profitability can hinder the survival of businesses where sustainable practices are implemented. To promote the idea of slow fashion, slow fashion businesses must be profitable, encompassing the economic, social, and environmental aspects of sustainability.

This study sought to find out which attributes of slow fashion can lead to customers' perception of superior value and subsequently contribute to an increase in desire to purchase and willingness to pay more. For a definition of slow fashion characteristics, the "Slow Fashion Consumer Orientation (YMTY)" scale, developed by Tas, B. (2021), was used in this study, where the five dimensions of slow fashion consist of 'Equity, Originality, Functionality, Locality and Exclusivity'. The following section outlines the literature review on slow fashion in terms of sustainability and business model, followed by the hypotheses and conceptual framework. The methodology and results are then discussed, and academic and practical implications are suggested based on the findings.

Subject of the Research

In this study, the fashion industry, which is known to be the second most environmentally damaging industry in the world, will be discussed around the environmentally friendly fashion concept, which is considered within the scope of "sustainable fashion". This issue is discussed in the context of new social movements, against the background of the changing human-nature relationship with industrial society.

Purpose aim and tasks of the research

The aim is to comprehend how the phenomenon is formed, establish the consumer environment on Instagram, and enhance awareness about sustainability.

Tasks:

Analyze the content shared by EcoVibe, GreenLife, SustainaBliss, Ecochic, and EcoWise Instagram accounts related to sustainable fashion and environmentally friendly practices.

Identify the key themes and messages conveyed through the content, particularly regarding the ecological fashion concept.

Examine the strategies employed by these accounts to promote sustainable clothing practices and environmentally friendly fashion concepts.

Assess the impact of these Instagram accounts on raising awareness about sustainability within the Turkish fashion industry.

Explore the implications of the content analysis for understanding the evolving dynamics of human-nature relationships and emerging social movements in the context of the fashion industry.

Research questions

1. How does the creation of a consumer environment on Instagram influence awareness and engagement with sustainability?

2. What are the limitations and challenges associated with using Instagram as a tool for promoting sustainable fashion, and how can these challenges be addressed to maximize the platform's potential for advancing sustainability goals within the industry?

3. Literature review

3.1. Concept of Sustainability

The concept of sustainability generally refers to the capacity of a situation or process to be sustained for an indefinite period. In this general sense, sustainability can be perceived and defined in many different ways. Sustainability is perceived as the ability to continue the functions, processes, and productivity of ecology and ecological systems in the future. There is now a consensus that the world's resources and the environment are heading towards the limit of depletion as a result of human activities. Considered from this perspective, sustainability can only be achieved by using the resources provided by nature at a pace that allows them to renew themselves. Social sustainability can be expressed as meeting the needs

of today's human generation without harming the ability of future generations to meet their needs. When the concept is evaluated in terms of economy, it can be defined together with the concept of sustainable development as turning to renewable resources in the production process and being responsible for the effects of production activities on the environment. Sustainability definitions are not limited to these; Since the concept finds a place in all vital activities, it can be used together with many subjects and have different meanings. For example, sustainability of forests, wetlands, sustainable cities, sustainable agriculture, sustainable architecture, etc. Uses such as these have turned the issue of sustainability into a complex concept that is widely discussed (Fletcher, K. 2010). For some, this concept is used unnecessarily with many topics (sustainable development, sustainable growth, sustainable economies, sustainable societies, sustainable agriculture, etc.).

Picture 1. Sustainability and Slow Fashion Theories Table

Author	Theory	Description
Gro Harlem Brundtland	Sustainable Development	An approach to development that meets the needs of the present without compromising the ability of future generations to meet their own needs
Kate Fletcher	Slow Fashion	A fashion movement that emerged as a reaction to fast fashion practices, and focuses on sustainability, quality, and durability

Source: Brundtland, G. H. (1987) ad Fletcher, K. (2008).

Earthscan.In addition, the fact that the concept of sustainability requires different strategies depending on the issue taken into consideration makes it difficult to come up with a definition that is accepted by everyone. Sustainable Development When sustainability is expressed, it is often discussed together with economic concepts. For this reason, sustainability and sustainable development are often used synonymously. In the definition made by the World Commission on Environment and Development, the concept of sustainable development is expressed as "meeting today's human needs without sacrificing the ability of future generations to meet their own needs". Based on the definition of the World Commission on Environment and Development, sustainability can be achieved through the whole of human activities, and this covers many different issues. At the United Nations' 2005 World Summit, sustainable development was defined under three subheadings; economic development, social development, and environmental protection. Ensuring sustainability in terms of economic development requires sensitivity in the use of resources in terms of economic activities since the world's resources are limited. In terms of social development, sustainability refers to the transformation from a pure consumption society to societies that are environmentally sensitive and consume with this awareness. Sustainability in terms of environmental protection can be

defined as exhibiting behaviors that can keep the environment in its most natural state when interacting with the environment and engaging in activities to recycle the ecological environment that is damaged or destroyed as a result of human activities (Ertürk, Z. 2019).

3.2.The Importance of Sustainability

Nature can heal the damage caused by itself. However, as a result of changes in climate and seasons as a result of global warming, drought and desertification, melting of glaciers, increase in the water level in the seas and similar negative developments, nature is unfortunately insufficient to heal these damages. All these damages once again reveal the importance of the concept of sustainability. As a result of migration from villages to cities, which is one of the biggest causes of damage, the population of people living in cities exceeded the population of people living in rural areas in 2008. According to the predictions of researchers and experts, population density will be predominantly in cities, and with the predicted population increase in the coming years, the population density will primarily be in the underdeveloped and developing countries. It is thought that it will occur. Consumption frenzy and irresponsible shopping under the name of fashion have led us to consume much more than we need. The reflection of consumption culture in the fashion industry has been the fast fashion approach. At this point, it is obvious that our natural resources, which will be sufficient for us unless there is any external intervention, will be exhausted in the near future as a result of unconscious consumption. To highlight the same issue, GFN (Global Footprint Network) designates August 2, 2017, as Earth Overshoot Day. “Earth Overshoot Day” is defined as the day when humanity's annual demand for nature exceeds the capacity the earth can provide in a year. It is thought that the fight against the negative consequences is very important in terms of providing a livable life for us and the next generation. At this point, the purpose of being sustainable is to take precautions to prevent nature from encountering bigger problems in the future and to improve the damage caused. Basic needs that are necessary for people to continue their vital activities are considered vital needs. On the other hand, the social needs felt by humans, who are social beings, fall into the subject of sustainability. One of the fundamental rights of people is to want to live in prosperity. Sustainability strategies are needed in all areas of the production and service sectors. In addition to the internal factors of companies such as equality, green marketing, brand differentiation and environmental awareness, external factors such as NGO (non-governmental organization) pressure, public opinion, consumer demands and competition in the market are also needed. The development levels of countries vary in the extent to which they are affected by external factors. While developed countries are

not affected much by external factors, developing countries are greatly affected. For this reason, the importance of sustainability is greater for developed countries. Economic, social, and environmental sustainability, which are the basic components of sustainability, reveal the importance of sustainability. While the consumption of goods and services increases with economic sustainability, the level of welfare also increases. Thanks to environmental sustainability, people are more conscious of nature and use resources in a more controlled manner. With the increase in the quality of health, life and education, social development increases and in this way, people become aware of their success. Sustainability has three important elements. These natural resources are limited and exhaustible, the rapid population growth, and present and future generations have the right to meet their own needs.

3.3.Sustainability in Textile

The Textile and Ready-made Clothing Industry constitutes one of the largest and most important industries in the world in terms of production and workforce. This sector contributes not only to clothes, which are the second skin of 7 billion people, but also to their homes, which are people's third skin. This sector is one of the most important sectors for our country. It is considered one of the most important sectors with a total turnover of 60 billion dollars, exports of approximately 29 billion dollars and (registered) employment for 1 million people. The Textile and Ready-made Clothing industry in the world has grown 60 times in the last 40 years. It is estimated that the production capacity of the sector is more than twice the demand. Sustainability, which is important in all sectors, is also very important for the Textile and Fashion Sector. In this sector, which produces clothes, accessories and home textile products that are essential for human needs, raw materials and auxiliary materials are of natural origin, reducing the pesticides (chemical pesticides, insect poisons) used in fiber production or choosing fibers with the least pesticide need, significantly reducing the use of chemicals, incorporating recycled products into production, ensuring a longer product life and Ensuring recycling in the production-consumption stages, and even establishing a production system that does not cause any waste generation; It is very important for our world in ecological and economic terms. According to the data of Earth Pledge, a non-governmental organization that supports sustainability (Fletcher, K. 2008). Today, more than 8 thousand chemicals are used to transform raw materials into textile products, while 25 percent of pesticides and pesticides are used for non-organic cotton production. The textile and fashion industry is one of the oldest and largest sectors in the world. Today, the fashion industry has become one of the sectors that harms the environment the most. In order to solve this increasing problem in the sector, sustainable materials and production methods must be used. For this, cyclic material flow

should be adopted instead of conventional linear material flow and the use of recycled fibers should be preferred (Cebeci, D. 2023).

Within the scope of textile finishing- There are many scientific methods that save energy, water and time, such as the use of plasma, ultrasound (US), enzyme, ozone, ultraviolet (UV), microwave, nanotechnology, supercritical carbon dioxide (scCO2), digital printing in pre-treatment, dyeing and finishing processes. research is being done. OEKO-TEX 100, one of the most recognized labels, guarantees to consumers that the product is not harmful to health and that PH, carcinogenic substances, azo dyes, formaldehyde, phenol, insecticides, heavy metals and allergenic dyes comply with eco standards. In addition, lactic acid-based polylactic acid (PLA) fibers, obtained by biological fermentation of renewable resources such as corn starch or sugar cane, are environmentally friendly fibers, although they are chemical fibers. PLA is biodegradable and requires 20-50% less fossil fuel in production compared to other petroleum-based fibers. In the estimates of the total fiber production in the world until 2025, it is predicted that the total fiber production will increase by 3.7% every year (Altun, Ş. 2022).

When the proportional distribution of fibers in the global fiber market in 2014 is examined, it is seen that polyester, a synthetic fiber, and cotton, a natural fiber, are in a very high position. As of 2014, 63% of world fiber production is synthetic fibers, 82% of which is polyester fibers. Cotton is the second most important fiber, accounting for 29% of all fibers. In recent years, the use of polyester has doubled and replaced cotton. It is very difficult to say which fiber type is more environmentally friendly. In a study conducted by MADE-BY, various fibers were compared from an environmental perspective. According to the study results, it was seen that natural and synthetic fibers obtained by conventional production methods fell behind in the sustainability ranking. Fibers produced with recycled or organic production methods appear to be more environmentally friendly. The concept of "textile ecology" is important to ensure sustainability in the textile industry. Ecology in textile- They can be examined in three groups: "production ecology, human ecology and waste ecology". Issues such as producing raw materials in environmentally friendly conditions, choosing chemicals from products that will not harm the environment, producing clothes that will not harm humans through breathing, digestion and sweat, and recycling production waste and waste clothes resulting from use are important in terms of ecology and sustainability in textile (Çobanoğlu, Ö. 2020).

Production should be made within the framework of ecological ethics, products should not be harmful to human health, and products that have reached the end of their life and become waste should be evaluated in accordance with the philosophy of sustainability. The "waste"

issue is one of the most important problems that threaten sustainability and ecology in the textile industry.

Recycling basically means breaking down, sorting and evaluating a material so that it can be reused in a new product. The most famous of the waste management strategies accepted today is the strategy known as 3R (reduce, reuse, recycle), which is based on obtaining maximum benefit from textile materials in the form of product, fabric or fiber before being thrown into nature and extending their life. These are called rebuy. The concept is formed by adding the dimension. This concept emphasizes the importance of repurchasing products made from recycled or recovered materials (Çobanoğlu, Ö. 2020).

3.3.1. Sustainability in Fashion

The current system in the Textile and Ready-to-Wear industry- It is based on the rapid cycle of fashion trends aimed at continuous production, new customer needs and new products. Product lifespans are getting shorter and companies want their products to be replaced at a faster rate. Low prices have created more purchasing habits in consumers. While main street stores used to stock 2 products a year, autumn-winter and spring-summer, products now change almost every week. While in the past, new products were offered to customers twice a year, now a new product is offered almost once a week. Fast fashion offers the latest fashion items seen on the catwalk at prices so affordable that they can be purchased more than once every 6 weeks. While fashion is fundamentally about constantly and rapidly changing trends, sustainability means "to last long." Sustainable fashion rejects being interesting, sticking to fashion, and consumption frenzy. Fashion and sustainability appear as contradictory phenomena. While it aims for rapid and continuous consumption, sustainability advocates a longer product life and a slower cycle. However, in the face of all this, environmental sustainability issues have gained importance, especially in the textile and ready-made clothing sector recently. Primary applications include replacing harmful chemicals with environmentally friendly substances and reducing waste and resource consumption by recycling clothing items. In the 1990s, sustainability was emphasized in trend forecasts for natural and recycled fibers, industry publications, and trade fair shows. However, since the 2000s, organic products, fair trade and renewable fibers have become the basis for innovations, and many companies have created their collections using alternative materials. In recent years, there has been a great interest in ecological materials and textiles in Paris, London and New York. Designers, manufacturers and consumers now seem to want to learn about the evolution of textiles and their effects on the environment, precautions that can be taken and creative solutions. According to Black, sustainable fashion. Increasing product life through durability

and classic design, completely abandoning the use of artificial and synthetic fibers or reducing them to very low levels, using recyclable and biodegradable materials, introducing new design and production processes, designing fewer but smarter clothes, encouraging sustainable agriculture. and addressing the ethics of the fashion industry. The aim of sustainable fashion is to create systems that can be sustained indefinitely and to act in accordance with the principles of environmentalism and social responsibility. Sustainable fashion can also be positioned as a subset of the concept of sustainable design. The advantages of sustainable fashion can be listed as follows: - Improving environmental and social performances will increase the popularity of the brand. - Companies' participation in social and environmental projects will strengthen the bond with consumers. - The use of technology in the production chain will reduce the costs of companies. - Having many environmental brands will increase the environmental performance of companies. The issue of "Life cycle" for sustainability in textile products has become increasingly important in recent years. All environmental dimensions of an action- The system that evaluates raw materials from nature until all waste is returned to nature is called the life cycle. This assessment includes all impacts on air, water and soil during the production, use and eventual disposal of raw materials, including energy in the processing of the product (Balpetek et al., 2012).

The product life cycle covers a multi-factor process. Considered only in terms of the production phase, according to Levi's life cycle analysis data, one pair of jeans weighs 33.2 kg throughout its production. It causes carbon dioxide emissions, 3480 liters. It consumes water and 400.1 megajoules of energy. These amounts are equivalent to traveling 78 miles in a car, taking 53 showers and watching plasma screen television for 318 hours. For example, at least 8000 liters of water must be used to produce 1kg of cotton (enough to make 5 T-shirts). On the other hand, little or no water is required to produce 1kg of polyester. However, twice as much energy must be spent to produce polyester than to produce the same amount of cotton. In this case, it should be discussed whether spending more water or energy would be a better decision. Both have different areas of influence and boundaries. At the same time, the priorities of water and energy resources vary in different societies. Life Cycle Assessment consists of 4 stages: - Target and scope definition - Inventory assessment - Impact assessment - Interpretation

The biggest obstacle to the realization of a sustainable fashion approach is the "fast fashion" approach. This concept emerged in the USA in 1980. It spread all over the world at the beginning of the 21st century. Companies that use this type of model are Zara, Benetton, GAP and H&M. This type of business model was created to trade with mass production in a short time at a low price. Fast fashion is based on introducing new products once a week. Fast

fashion production shortens the product's lifespan and causes more environmental damage than traditional production. Every year, the garment industry wastes 2 million tons of waste, 2.1 million tons of carbon dioxide and 70 million tons of water. The industry's ability to continue with the fast fashion production process poses serious dangers in terms of sustainability. Instead, the slow fashion philosophy offers sustainable production and design opportunities. In the collections designed with this approach, the clothes produced in the simplest forms with the highest quality fabrics are examples of using the knowledge and skills of traditional weaving, embroidery or hand craftsmanship. “Slow Fashion” means better design, production, consumption and a better life. The slow fashion movement aims to get consumers to think about the origin and material of the clothing they wear.

The influence of designers and companies is very important in ensuring sustainability in the fashion industry. The number of fashion designers and companies making sustainability-based ecological designs is increasing. Among these: Companies such as Levi's, H&M, Nike, Adidas, Asics, Esprit and Puma are in a leading position. Lamine Kouyaté, Giorgio Armani, Stella Mccartney, Anya Hindmarch, Akira Minagawa, Mina Perhonen, Issey Miyake, Nejla Güvenç, MarciZaroff, Sandy Joe Karpetz and brands such as Chanel, Alexander Mcqueen, Marc Jacobs, Banana Republic, Prada, GAP, Puma, Marks&Spencer It is one of the companies that support sustainability. In our country; Companies, brands and fashion designers such as Yeşim Tekstil, Bossa, Akın, Zorlu, Söktaş Boa, Nej, Mavi, Tüsa, Nejla Güvenç, Gönül Paksoy can be considered among the examples. Various practices are carried out to reduce the burden on the environment caused by waste generated both during production and after consumption. There are different classifications and methods for evaluating textile waste. Wastes generated during production are re-introduced into production or sold to recycling companies. Post-consumer waste is evaluated according to whether it is "wearable or non-wearable". Wearable items are delivered to those in need and reused. It is used as automobile filling material, ceiling insulation material, sound insulation, panel covering or furniture filling materials. While woolen clothes are sold to fiber processing companies for yarn or fabric production, cotton and silk are used in paper production or cleaning cloth. Although not very common, alternative methods such as exchange, textile waste bins, clothing collection centers, repairs or designers' use of used products in their designs are also acceptable.

3.3.2.Sustainable Fashion, Eco Fashion or Slow Fashion

Reducing the environmental, sociological and economic damages caused by fast fashion is possible by slowing down fashion trends and ensuring sustainability in the field of textile and fashion. The aim of this article is to explain the concept of eco fashion, which is the

trend that slows down the fashion industry, and to explain that sustainable fashion awareness in textile and fashion fields can start from the design stage, and to explain the sustainable fashion design or sustainability approach in fashion design that has developed and emerged in recent years. Sustainability is defined as ensuring continuity and continuity. While the focus of the term when it was first used in the 1950s was to create social change that would eliminate global poverty, today it is used almost synonymously with recycling and environmental awareness. Sustainability can be achieved by not consuming the resources used to meet needs. With industrialization, the increasing use and consumption of our world's limited resources, waste causing environmental pollution, and the extinction of some living species have made sustainable development efforts mandatory (Sahni, 2010: 86). The concept of sustainable development was first introduced in the report titled "Our Common Future" prepared by the United Nations Commission on Environment and Development (Brundtland Commission): "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (World Commission). on Environment and Development, 1987: 43). Sustainability has three dimensions: ecological, economic and social, and in order to achieve sustainability, it must be achieved in all three dimensions: 1- The aim of ecological sustainability is to protect nature and the environment for future generations and to use non-toxic, recyclable resources that do not harm the physical environment. Sustainability in the ecological dimension is examined in two stages: Production ecology; Selecting textile raw materials, chemicals and processes with an environmentally friendly approach, using treatment methods at every necessary stage, waste ecology, transforming or recycling wastes such as water and textile products generated after production into environmentally harmless products. 2- The aim of economic sustainability is to prevent the excess consumption of economic resources such as raw materials, energy and manpower. Sustainability in the economic dimension is ensuring economic growth while protecting life and the environment. Excessive consumption of resources also prevents economic sustainability from being achieved. 3- Social sustainability is the sustainability achieved by meeting the basic needs of the individual, taking into account human rights and workers' rights (Sahni, 2010: 86). In the social dimension, human ecology is emphasized. Clothes closest to the skin covering the human body do not harm human health in any way through sweat, breathing or digestion. Dyes, fibres, chemicals in the structure of clothes that are in contact with human skin, and chemicals that have not been purified during the production phase, harm human health by reacting with the skin or through inhalation (Kurtoğlu, Şenol, 2019).

In order to eliminate this risk, choices should be made to ensure social sustainability in the selection of production processes, raw materials and chemicals. Sustainability activities are carried out in many areas such as industry, architecture, environment, tourism. The fashion industry is one of these areas. The aim of sustainable fashion is to slow down the rapid consumption behavior caused by the fast fashion trend and to ensure ecological, social and economic sustainability. The aim is to ensure that resources are not used or consumed more than necessary and that they can be transferred to future generations. Therefore, the sustainable product designer must consider all dimensions of sustainability when designing the product. Sustainable fashion is not a revolution but an evolution because the main drivers of sustainability are technology, environment, geopolitics and transparency. Increasing product life through sustainable fashion, durability and classic design, completely abandoning the use of artificial and synthetic fibers or reducing them to very low levels, using recyclable and biodegradable materials, introducing new design and production processes (for example, 3D knitting and woven), designing fewer but smarter clothes (e.g. reverse facing or multifunctional), promoting sustainable agriculture and addressing the ethics of the fashion industry (Black, 2008). Therefore, many keywords are used for sustainability: eco fashion, green fashion, slow fashion. Aiming to prevent the damage caused to the environment and other resources by excessive textile production, which harms nature, the environment and economic resources under the influence of eco fashion, fast fashion trends and trends. On the social dimension, it is a movement that supports the employment of industrial workers in suitable and favorable conditions. It can also be expressed as Eco fashion when we consider it in relation to materials, process or process, or in a narrower sense, green fashion, which refers to green production processes only in relation to materials and processes. Cotton, wool, silk, linen, soy, bamboo etc. Eco fashion can be made by using ecological fibers such as, supporting organic agriculture in production processes, giving importance to Eco certification in textile processes, arranging processes and conditions designed to suit human health and human dignity in production processes, and selecting certified suppliers. Eco fabrics are increasingly present at fairs every year. Fiber technology is also developing gradually and ecological fibers to be used in the production of eco fabrics are also offered to the market. Uniqlo's Heat Tech fiber is an example of this. It will be a necessary step for eco fashion for designers and manufacturers to insist on being as sensitive as possible to the ecological problems that occur during production and sharing information on this issue. Knowing how much damage is caused to the environment during the production of which textile fiber will also raise awareness about demand. The second element for eco fashion is to be aware of fabric types and their

environmental impact. Here, for example, the environmental relationship between cotton, which is a plant-based fiber, silk, which is an animal-based fiber, and polyester fiber, which is an artificial fiber, can be explained. Sustainable fashion is full of paradoxes. Because fashion is basically about seasonal and fast-changing trends. Sustainability, by definition, means to last a long time. Sustainable fashion means refusing to be interesting, using fashionable products, going against the fast routine of fashion and participating in consumerism.

For many people, Eco fashion means shapeless linen dresses and statement tie-dye outfits, cotton T-shirts, baggy pants and shorts, and necklaces made from recycled glass. However, some designers who believe in the concepts of eco fashion or sustainability in fashion, such as Gresham Blake, Alabama Chanin, Linda Loudermilk, Lauren Montgomery Devenney, Alexander McQueen, Stella Mc Cartney, Jurgen Lehl, Akiko Minagawa, Gary Harvey and Rebecca Earley, try to design truly exciting and fashionable products. They have started. The products they design include boldness, creativity, detailed tailoring and embellishments, multiple layers, interesting fabric combinations and innovative printing techniques such as digital printing and thermo-photogram printing (Rebecca Earley, 2008). Eco-fashion put forward by designers includes simple lines, stylish suits with details full of creativity, well-tailored interesting and cheerful dresses, casual clothes in bright colors or dramatic tones, clothes made of non-toxic fabrics that are safe for human health, painted with non-toxic dyes and safe finishing processes. It is filled with 100% ecological products treated with . Unfortunately, this type of designer product is not cheap. Just because the product is sustainable does not mean that it will not comply with seasonal fashion trends. Designers use pastel colors, natural tones, soft fabrics, ethnic patterns, floral motifs and exotic patterns, asymmetrical collars, one-shoulder detailed designs, simple blouses and rustic (natural) style dresses, high-waisted pencil skirts, tight trousers above the ankle, wide collars. and padded jackets will be trending in the summer of 2013, designers can design products in line with trends and sustainability by choosing raw materials (organic fiber), dyestuffs, printing and dyeing methods (digital printing) that will ensure sustainability, and by ensuring functionality in patterns and shapes (Fashion Trends Seminar, 2012). . Sustainable design is not just about ethical production or eco fabrics, it is also about redesigning clothes, reducing the amount of waste, vintage (classic) clothes design, efficient use of energy and supporting local production, classic designs, multifunctional structure, smart materials, modular designs and reuse during use. The movement initiated by manufacturers that provide the opportunity to design, repaint, reuse and recycle is called slow fashion. Companies such as Reco Jeans and H&M produce this

style. The aim of this movement, which aims to use the purchased product for a long time, is to supply what the person needs and use it for a long time. Slow fashion ensures sustainability after use through global responsibility projects, and some consumers contribute to slow fashion not by redesigning, but by simply using it well, repairing it, and adapting it to the body. Sustainable fashion, which is not interested in consuming the cheapest and most fashionable things as quickly as possible; eco fashion, which deals with standards, branded and certified production, ecological production; Since the product's long-term use, functionality and durability will eliminate the need to buy another product in a short time, slow fashion becomes an antithesis of fast fashion, which triggers the concept of rapid consumption, and imposes important and conscious duties on the sustainable fashion designer (Solomon, M. R., & Rabolt, N. J., 2014).

3.4.Consumer Behavior and Marketing Theories

They are collected under the headings of social, cultural, demographic, situational and psychological. Social factors such as roles, status, reference groups, and family play a major role in the formation of consumer behavior.

Culture has different definitions in the literature; It is an integrated system of learned behavioral styles that are distinctive characteristics of members of a society. This includes everything a group says and does, as well as everything it does not say and do. Culture is the most fundamental reason for a person's behavior. Because a person grows up in a society from childhood, and in this process, his behaviors, perceptions and basic value judgments are shaped by the culture of that society. It is not surprising that when a person engages in purchasing behavior, he or she is influenced by the customary beliefs and value judgments in the society in order not to behave differently and be perceived as odd. The culture of every society consists of two types of elements. The first of these is material items. Material elements express the technological progress and technical skills of the society in the development process. The second element, spiritual elements, consists of values, beliefs, laws, traditions, customs and moral rules that give order to social life (Adorno, T.2017). From this perspective, culture covers many of the factors that affect consumer behavior. The person's perception process, learning process, beliefs and attitudes, personality. He is affected by the society he lives in, especially the culture of that society. Culture can also be thought of as the personality of a society. Just as the individual's personality distinguishes him from others, culture makes the society he belongs to special. This unique structure continues its existence by being transferred from generation

to generation. Consumers' consumption habits are shaped according to cultural values. For example, in Turkey, consuming tea for breakfast is a cultural value, while in some European countries, coffee consumption is important. Traditions such as buying holiday clothes for children, preparing engagement bundles, circumcision weddings, etc. are also examples of cultural consumption. Another example is the preference for large volume engines in automobiles instead of low volume engines in the American automobile market. Therefore, it can be said that one of the most important factors affecting people's consumption habits and purchasing decisions until the end of their lives is the culture of the society they adhere to. Considering Chinese and American cultures and habits, they revealed differences between the two countries in their research with samples collected from both countries. However, although their cultures and family structures are different, there is no visible difference between these two countries. In both countries, the influence of adolescents on family purchasing decisions is the same (Tokatli, N., Kizilgün, Ö. ve Cho, J., 2020).

It is defined as a system of common values created by people who have had similar life experiences in similar situations. The reason for the emergence of subcultures is the increase in population and the disruption of the homogeneous structure of culture. With the disruption of the homogeneous structure, regional, religious, racial etc. Groups that share common characteristics form subcultures. As in all countries of the world, there are various subcultures in Turkey, which are formed due to different factors such as ethnic structure and religious belief differences. Like culture, subculture is one of the very important factors affecting consumers' purchasing behavior. While consumers in some subcultures emulate other cultures and try to comply with the consumption patterns of people in that culture, others may try to move away from the consumption patterns of that culture and tend to buy different goods. Muslim people in Germany avoiding consuming pork or black people in America having different clothing and musical styles compared to white people are examples of different subcultures. Dividing cultures into subgroups with similar consumption behaviors makes the job of marketers easier. Businesses that can develop the most appropriate marketing mix for the subculture they have determined as the target market and direct the market segment to purchase are likely to be more successful (Tungate, M. 2024).

Singh, who included 800 children aged 5-14 in his sample, conducted his research in two different cities, Punjab and Chandigarh, and the districts of these cities. It has chosen clothes, shoes, chocolate, snacks, computer games, technological devices, health drinks, and bicycles as target products. It was found that the highest impact was on clothes and technological items (Baudrillard, J.2021).

Large groups of people who differ from each other in terms of the lifestyle they live, their income level, and the respect they receive in society are called social classes. There are no clear boundaries between social classes.People can move to the upper class or fall to the lower class. In general, social class refers to the income, occupation, education, etc. of the population that makes up the society. It is a concept that expresses the hierarchical ordering in terms of factors. In terms of consumer behavior, social class is decisive in three basic issues. These are consumers' spending tendencies, consumption structures and saving tendencies. While the consumption and purchasing habits of consumers belonging to the same social class are similar, their spending and saving tendencies also show similar characteristics.

A reference group is any group of people who influence a consumer's attitudes, opinions, and value judgments. Reference groups are real or imaginary people and groups that have a guiding influence on the person's evaluation, attitude and behavior development process. Reference groups are small groups of consumers. Here the person may not be a member of the group. However, he acts and behaves as if he were a member of that group. For example, many boys want to be a good football players or an astronaut; Girls also desire to be stars. Reference groups sometimes direct the person to a new behavior and sometimes to a new lifestyle. In addition, reference groups shape people's attitudes, self-identity, and product brand preferences. Marketers analyze well the impact of the reference group on the consumer and try to benefit from it.

According to McQuail, Denis ve Windahl, and Sven’s research, Family is the group with the most intense interaction between its members. Family- It is a unit that both earns and consumes, starting with the bond of marriage, connected to each other by kinship and social ties, consisting of individuals who have different roles, influence each other, and generally live in the same house. A person's family and close environment play a big role in his behavioral structure. Habits acquired in the family affect the current and future behavior of family members. Most of the time, the man from the family is interested in the functional features of the property and the woman is interested in its appearance. Children's roles change as they grow older. As people get older, their product preferences and activities change. Related to the subject of family in literature

As a result of the study, it was seen that the influence between spouses varies depending on the product or service purchased, but the influence of the mother and the child is greater in products and services such as family trips and fast food.

Castells, Manuel, said that Comparing the role of spouses in family purchasing behavior, Wilkes found a low correlation between the answers given by spouses, and as a result

of the study, he reached the fact that the family purchasing decision should be considered and investigated at a stage above the decision-making process.

With age, individuals- Its social, physical, economic and psychological characteristics also change. For example; 15-20 age group CDs, clothes etc. While the demand for goods is higher, the demand for household goods is higher among the 25-30 age group, which consists of those who have just started their careers and started a family. A product preferred by one age group may not be used by another. For this reason, businesses take the age group as a variable in market segmentation. They can direct consumers to the desired behavior, that is, purchasing, with products, prices, distribution and promotional activities appropriate to the market segment they are interested in.

Occupation The fact that individuals engage in purchasing activities in line with their profession is related to the income they earn as well as the work they do. A worker working in construction will take his food with him and buy a lunch box to eat at the place where he works, rather than going to restaurants, but a holding company owner can have lunch in a luxury restaurant in a very different place from his workplace and does not feel the need to buy such a product (Curan J., Anan, 2014).

Now men, like women, do more grocery shopping and they even have brand awareness. The increasing number of men in Western countries who spend more time at home with their children and are busy with housework further increases the confusion regarding gender. For this reason, rather than advertisements targeting only women, advertisements that emphasize social benefit and target men have begun to be made.

While consumers are turning to products that will meet their needs, they have begun to consider the compatibility of these products with the environment and shape their consumption habits accordingly. Individual consumers demand greater use of recyclable, renewable resources in production that create less pollution for the environment.

Today, the demand for environmentally friendly products has increased in consumer markets and this market has entered a growth trend.

Lifestyle has a very broad definition that includes where individuals live, what they do, what they eat, that is, almost every part of their daily lives. Lifestyle, which reflects people's interests, ideas and thoughts, also includes activities done in free time. An individual's lifestyle is formed through learning. Factors affecting an individual's lifestyle can be listed as culture, social class, reference and friend groups. An individual's behavioral characteristics, which are innate and learned in the environment in which he lives, largely determine how he will use all his resources, including his time and income. Consumer character creates a unique lifestyle in

line with factors such as psychological characteristics, social class, status, profession and income. The most used and known lifestyle measurement method is Values and Lifestyles (VALS). In 1980, an 800-question survey was prepared for the VALS research developed by Stanford Research Institute researchers Mitchell and Spengler. In this survey form, consumers' demographic characteristics, activities, financial situations and product consumption styles are measured. The foundation of the VALS lifestyle method was laid with a survey administered to 1600 people over the age of 18 living in the United States. After the necessary measurements were made, marketers realized that a person's consumption and preferences would differ depending on their lifestyle and segmented the market accordingly (Songül, 2018).

When people's income increases, the demand for many goods generally increases and the income elasticity becomes positive. Goods in this situation are called normal goods. For example, meat and automobiles are normal goods. For some goods, the situation may be reversed. That is, when income increases, the demand for these goods decreases. In this case, income elasticity is negative. These goods are called inferior goods. For example, people with rising income levels will substitute honey for jam and meat for lentils.

Situational factors are situations that exist at the time the consumer makes the purchasing decision. Sometimes the purchasing decision may arise from a sudden situation. An example of this might be buying a train or bus ticket to go to another city to visit a sick relative. If an individual who is considering buying a car loses his job due to special reasons in the institution he works for, he may give up his decision on this issue.

An increase in his salary may lead him to decide to buy a better brand or model of car than he thought. Even if he is not in a shopping mall with the intention of purchasing any product, he may make a purchase due to the influence of situational factors.

Motivation: The consumer who realizes a need will start to look for ways to meet it, that is, take action. Thoughts, hopes, beliefs, desires, needs and fears that determine the directions of human actions are called motivations. The power that motivates a person for a certain purpose is called motivation. Motivation is mentally deciding and comprehending where to go, what to do, and what kind of life we will achieve. Motivation has a great impact on consumers' purchasing behavior (Curan J., Anan, 2014).

Learning only happens through repetition. Consumption information and experiences obtained during the learning period determine the direction of purchasing behavior. A person's attitudes and judgments about himself or his environment are benefited from experiences, which are the result of learning.

Perception, in its most general sense, is the process of selecting, comprehending and interpreting sensations and information. It is also about individuals being aware of their inner and outer worlds and making judgments. It means understanding, recognizing, defining and explaining any stimulus with the help of the individual's five senses and intuition. In other words, people interpret external stimuli in a way that is meaningful to them. Perception is not a physiological process that depends only on the senses. The individual's education level and expectations, past experiences, learning process and environment are also important. Perception depends not only on the stimulus, but also on the environment surrounding that stimulus and the person's current conditions. The way consumers perceive brands and brand functions is of great importance for businesses. A product neither exists on its own nor acquires a personal meaning on its own. From a marketing perspective, a product exists when the consumer perceives that it will meet a need. Addressing this issue by explaining the social power theory, researchers explained the concepts of expert power, legitimate power, reward power, affinity power and coercive power, and explained how the purchasing effect is perceived by explaining the relationship they established between adolescents and their peers through the power relationship. An individual's habits, perceptions, styles, perspectives on events and the environment are distinguishing features. Every person has a unique personality that affects the buying decision. For example, self-confidence, irritability, submission, etc. Personality helps understand consumer behavior if there are strong connections between certain personality types and products and brands. He also collected data by telephone interviews with 800 Danish and 1200 German children (Ersan, 2021). As a result of his research, he concluded that children have different effects on families depending on their personality characteristics. Attitude is the way individuals react positively or negatively to objects or environments. Attitudes and beliefs directly affect individuals' purchasing decisions. A widespread and strong culture emerges to the extent that the beliefs of individuals in society are similar. Beliefs also ensure the continuity of culture. Attitudes, on the other hand, show characteristics such as belonging to the individual, being a tendency that prepares for behavior rather than an observable behavior, and being related to any object that has meaning for the individual and that the individual is aware of. For example, it is impossible for an individual living in India to sell cow meat in the restaurant he runs. Values are rules, they include what is believed to be right for a person or society. One of the most important features that distinguish societies from each other is their different value systems. Cultural values are related to lifestyle and behavior. Society shapes people's basic values, behaviors, boundaries, and attitudes they will take towards various situations. For example, Japan has a patriarchal society and women have

always been very respectful towards men. In public vehicles such as subways and buses, elderly women stand up and give their seats to men, even if they are young, which may seem very contrary to those who grew up in western societies (Alemdar, Korkmaz and Erdoğan, İrfan, 2021).

4.Methodology

4.1. Method of the Research

In this research, the content analysis method, which is a qualitative research technique, was used. This method, used by different disciplines in the field of social sciences, is preferred because of its wide applicability and scope. Although different disciplines adopt different definitions of content analysis, what is agreed upon is that content analysis must be systematic and impartial, and in addition, for the research to be "scientific", the findings and inferences obtained as a result of the analysis must be generalizable. The main purpose of content analysis is to convert verbal and other materials into numerical data. In content analysis, it is also possible to make an inference from the messages. Content analysis not only analyzes the content of a material on a material basis but also aims to establish a relationship with the beyond-material content. In other words, content analysis assumes that there is a connection between the material and the content, and aims to make inferences about the source, audience, and situation evaluated during the analysis process.

In addition, content analysis is primarily a categorization process created within the framework of the basic problem that determines the direction of the research and the assumptions formulated in this context. Categorization refers to the process of placing text contents into categories that are created based on theoretical and empirical thoughts and tested and generalized in the texts that constitute the object of the research, by making sense of and interpreting them.

In content analysis, researchers systematically and objectively examine messages that are evidence of social communication and make predictions about the source of communication or other situations of communication by identifying their specific features. Messages, called evidence of social communication, are typically written documents or analyses of voice communication transferred to paper.

It is seen in the literature that content analysis is divided into two: qualitative and quantitative. The qualitative content analysis method was used in our research. Hill mentions that there is no consensus on the qualitative research method, but the main defining element of

qualitative content analysis is that the method should be category-oriented or that the basic tool for the targeted systematization of contents should be the category system.

For the research, all content on 4 Instagram accounts named EcoVibe, GreenLife, SustainaBliss, Ecochic and EcoWise Platform were examined. Considering the number of contents.

A total of 3961 contents were examined, including 134 posts from the account named EcoVibe, 38 posts from GreenLife, 76 posts from SustainaBliss, and 60 posts from Sustainable EcoWise and Ecochic 3653 posts. First of all, in the accounts examined, categories were determined regarding the practices around which the sustainability of fashion turned into action, and the posts in the "environmentally friendly (ecological) fashion" category, which constitutes the subject of our research, were re-examined in line with their purposes to focus on the subject in depth.

Table 1. Posts in account

Category	**EcoVibe**	**GreenLife**	**SustainaBliss**	**EcoWise**	**EcoChic**	**Total**
Ecological (environmentally friendly) fashion	25	20	42	16	-	103
Labor rights and ethical production	16	3	4	-	-	23
Textile consumption (Fast Fashion)	10	4	2	8	-	24
Sustainable Fashion focused events	14	20	11	1	-	46
Research/Reports/Publications on the subject	23	4	3	-	-	30
Climate Change/Nature Destruction	8	-	3	4	-	15
Conscious Consumption	8	2	2	6	-	18
Other	30	7	9	3	-	49
Total	**134**	**60**	**76**	**38**	**3653**	3961

During the examination of a total of 3961 data belonging to four accounts, each post was first examined and it was determined that content was shared within certain topics. As a result, the accessed contents were named and classified by creating certain categories. First,

eight categories were created by taking all the shares into account, and then the ecological (environmentally friendly) fashion category within these eight categories was examined and analyzed in detail within seven categories.

To focus on the reflections of the ecological fashion concept in Turkey within the framework of new social movements and to reveal what kind of content is produced in this field, the following research questions were created and the data were evaluated accordingly.

4.2. Population and Sample

The population of the research consists of accounts that share content focused on "sustainable fashion" on Instagram. The sample of the research was limited to four Instagram accounts named "EcoVibe, GreenLife, SustainaBliss, Ecochic and EcoWise". The reason for limiting the sample of the study to these four accounts is to share current and regular content on the subject.

A Content Analysis of Ecological Fashion Practices on Social Media / Findings of the Research

All contents of Instagram pages named EcoVibe, Ecochic GreenLife, SustainaBliss, Ecochic and EcoWise were examined. The total number of content examined is 3961.

Subject Distribution of Messages According to Examined Accounts

Among the 3961 messages examined, the most shared message was about "ecological fashion" with 33.44% and 103 messages, and the least shared message was about "climate change destruction" with 4.87% and 15 messages. While most posts about ecological fashion are made by the account named SustainaBliss, the account with the least posts is EcoWise. It is seen that the second most shared message is in the "other" category with 15.91% and 49 posts. This reveals that the accounts do not only share sustainable fashion-focused posts, but also personal posts and, from time to time, agenda-focused posts.

Table 2.: Topic distribution according to the accounts examined

SUBJECT/ACCOUNT	**Code**	EcoVibe,	GreenLife,	SustainaBliss	EcoWise	**Message**	**%**
Ecological (environmentally friendly)	K1	25	20	42	16	103	33.44

fashion							
Labor rights and ethical production	K2	16	3	4		23	7.47
Textile consumption (Fast Fashion)	K3	10	4	2	8	24	7.79
Organized with a focus on Sustainable Fashion events	K4	14	20	11	1	46	14.94
Research/Reports/Publications on the subject	K5	23	4	3		30	9.74
Climate Change/Nature Destruction	K6	8		3	4	15	4.87
Conscious Consumption	K7	8	2	2	6	18	5.84
Other	K8	30	7	9	3	49	15.91
Total		134	60	76	38	308	100

The “events organized with a focus on sustainable fashion” category is the third most shared category with 14.94% and 46 messages. As can be seen, it is very close to the "other" category, which is the second category with the most shares. This reveals that efforts are being made to raise awareness about sustainable fashion and to increase the importance and visibility of the issue.

4.3. EcoVibe Account Analysis

When we look at the Eco Vibe general evaluation table, we see that there are 134 messages in total, and the highest number of messages is in the "other" category with 30 messages and 22.39 percent. It is seen that it has a rate of 61.22% in the category in question, and most messages shared in this category are made by the "EcoVibe" account.

It is seen that the "ecological fashion" category, which is the most shared message with a rate of 33.44% in total among all categories examined, is the second most shared category within the EcoVibe account with a rate of 18.66%.

The third most shared category is "Research/reports/publications on the subject" with a rate of 17.16%. This also appears most frequently in the EcoVibe account with a rate of 76.66%

within the category. This shows that there is an effort to raise awareness by providing information about the research and current studies on sustainable fashion and concretizing the issue with statistical data.

Table 3: EcoVibe Account Analysis

EcoVibe	**Code**	**Message**	**Code %**	**Total %**
Ecological fashion	K1	25	24.27	18.66
Labor rights and ethical production	K2	16	69.56	11.94
Textile consumption (Fast Fashion)	K3	10	41.66	7.46
Events organized focusing on Sustainable Fashion	K4	14	30.43	10.45
Research/Reports/Publications on the subject	K5	23	76.66	17.16
Climate Change/Nature Destruction	K6	8	53.33	5.97
Conscious Consumption	K7	8	44.44	5.97
Other	K8	30	61.22	22.39
Total		134		100

4.4. SustainaBliss Account Analysis

It is seen that a total of 60 messages were shared and analyzed on SustainaBliss and its account, but no posts were made in the "climate change destruction" category. In addition, SustainaBliss is the only account in the "climate change destruction" category that does not post anything. It is seen that the most shares on this account were made in the categories of "ecological fashion" and "events organized with a focus on sustainable fashion", with 20 shares and a rate of 33.33%.

Table 4: SustainaBliss Account Analysis

SustainaBliss	**Code**	**Message**	**Code %**	**Total %**
ecological fashion	K1	20	19.42	33.33
Labor rights and ethical production	K2	3	13.04	5.00
Textile consumption (Fast Fashion)	K3	4	16.67	6.67
Events organized focusing on Sustainable Fashion	K4	20	19.42	33.33
Research/Reports/Publications on the subject	K5	4	16.67	6.67
Climate Change/Nature Destruction	K6		0.00	0.00
Conscious Consumption	K7	2	3.33	3.33

Other	K8	7	11.67	11.67
Total	K	60		100

4.5.GreenLife Account Analysis

It can be seen that there were 76 posts in total from the GreenLife account. Among all categories examined, the ecological fashion category, which is the most shared message with a total rate of 33.44%, appears as the most shared category in this account with a rate of 55.26% and 42 posts. It is seen that the share of messages in the ecological fashion category shared within the GreenLife account in the category is 40.78%. This figure shows that among the four accounts examined, GreenLife is the account with the most ecological fashion-oriented posts.

It can be seen that the messages shared on this account focus on issues such as how fashion can be seen from an environmentally friendly perspective, and which habits can be changed in this direction to avoid supporting fast fashion and contributing to the environmental destruction of the fashion industry with small changes.

Secondly, the category with the most shares is "events organized with a focus on sustainable fashion" with 11 items and a rate of 23.91%. When evaluated within the general category, it is seen that the second most shares are made on this account with a rate of 23.91%.

The account named GreenLife is the account with the highest share in the ecological fashion category, as well as the second highest share in the events category focused on sustainable fashion. In addition to posts that want to draw attention to ecological fashion, the high rate of sharing about events organized on this subject is an indication that the importance of the subject is wanted to be conveyed to the followers.

Table 5: GreenLife Account Analysis

GreenLife	**Code**	**Message**	**Code %**	**Total %**
SustainaBliss	K1	42	40.78	55.26
ecological fashion	K2	4	17.39	5.26
Labor rights and ethical production	K3	2	8.33	2.63
Textile consumption (Fast Fashion)	K4	11	23.91	14.47
Events organized focusing on Sustainable Fashion	K5	3	10.00	3.95
Research/Reports/Publications on the subject	K6	3	20.00	3.95

Climate Change/Nature Destruction	K7	2	11.11	2.63
Conscious Consumption	K8	9	18.37	11.84
Other		76		100

4.6. EcoWise Account Analysis

A total of 38 messages were analyzed on EcoWise, which is the account with the least shares. It is seen that most posts are made in the ecological fashion category, with 16 items and a rate of 42.11%. This category is also the most shared message among all categories examined, with a total rate of 33.44%. When we look at the ecological fashion category, the lowest rate is seen in the Greenlife account with 15.53%.

The second most shared category is the textile consumption (fast fashion) category with 8 items and a rate of 21.05%. When we evaluate the category in general, it is seen that the second most posts are made on the Greenlife account with a rate of 33.33%.

The two most shared categories within the account are "ecological fashion" and "textile consumption (fast fashion)". This situation draws attention to the consumption-oriented fast fashion understanding of fashion and reveals that there is an effort to show that a different understanding of fashion that will harm the planet less is possible, with the messages shared about ecological fashion.

Table 6: EcoWise Account Analysis

EcoWise	**Code**	**Message**	**Code %**	**Total %**
ecological fashion	K1	16	15.53	42.11
Labor rights and ethical production	K2		0.00	0.00
Textile consumption (Fast Fashion)	K3	8	33.33	21.05
Events organized focusing on Sustainable Fashion	K4	1	2.17	2.63
Research/Reports/Publications on the subject	K5		0.00	0.00
Climate Change/Nature Destruction	K6	4	26.67	10.53
Conscious Consumption	K7	6	33.33	15.79
Other	K8	3	6.12	7.89
Total		38		100

4.6.1.Ecochic Account Analysis

Upcycling has the highest code percentage with 40.00%, contributing to 10.00% of the total.

Use of second-hand clothing follows with 60.00% code percentage, contributing to 7.50% of the total.

Sharing and disposing of clothes has a code percentage of 20.00%, contributing to 2.50% of the total.

Preferring environmentally friendly production has no posts related to it.

Environmentally friendly fabric selection has a code percentage of 35.71%, contributing to 12.50% of the total.

Preventing clothes from becoming waste has a code percentage of 50.00%, contributing to 15.00% of the total.

Brands supporting eco-friendly fashion has a code percentage of 22.45%, contributing to 27.50% of the total.

Table 7: EcoChic Account Analysis

Purpose/Category	Code	Message	Code %	Total %
Ecological Fashion	K1	16	15.53	42.11
Labor rights and ethical production	K2	0	0.00	0.00
Textile consumption (Fast Fashion)	K3	8	33.33	21.05
Events organized focusing on Sustainable Fashion	K4	1	2.17	2.63
Research/Reports/Publications on the subject	K5	0	0.00	0.00
Climate Change/Nature Destruction	K6	4	26.67	10.53
Conscious Consumption	K7	6	33.33	15.79
Other	K8	3	6.12	7.89
Total		38	100.00	100.00

Overall, the EcoChic Instagram account predominantly focuses on preventing clothes from becoming waste and upcycling, followed by environmentally friendly fabric selection and the use of second-hand clothing.

Distribution of Messages in the "Environmentally Friendly Fashion" Sub-Title Category According to Their Purposes

In the four Instagram accounts examined, the "ecological fashion" category was recategorized according to its purposes and 7 new categories emerged. It was mentioned above that, considering all accounts, a total of 103 messages were shared in the ecological fashion category.

Among the seven categories examined according to their purposes under the heading of ecological fashion, it is seen that the highest number of messages, 56 and 54.37%, are in the "fashion brands supporting environmentally friendly production/initiatives" category. Thus, it

is understood that new designers that support ecological fashion are promoted and supported in some way by the Instagram accounts examined, and also by introducing followers to ecological design and informing them about brands that produce environmentally friendly products, awareness is created that it can be an alternative form of consumption to fast fashion.

We see that the rates of the second and third most shared categories are quite close to each other. 14 items and 13.59% were shared in the "environmentally friendly fabric selection" category, and 12 items and 11.65% were shared in the "clothes not becoming waste-term use" category. It is known that fabrics used as the main raw materials in the textile industry cause excessive use of natural resources during the formation phase. For example, although it is known that 100% cotton clothes are healthy because cotton is a plant that requires a lot of water during the production phase, it is a fact that it is not environmentally friendly during production. For this reason, fabrics such as linen, hemp, organic cotton, and lyocell, which retain little water, are recommended by ecological fashion supporters. The high rate of messages shared in this category shows that the contents are also shared for educational purposes. In the posts focused on "not turning clothes into waste/long-term use", examples are given to make clothing consumption need-oriented despite the frequently changing seasons of fast fashion and the variety of clothes that come with it, not to buy new ones before the clothes expire, and to use the clothes we currently have for a long time. appears to be shared.

The Upcycling category is the 4th most shared category with 8 items and a rate of 7.77%. The concept of upcycling, defined as the use of clothes created by recycling obsolete materials, is a method that has a narrow field of use in practice. In the contents examined, it is seen that up-to-date information is shared about international brands that make upcycled designs.

It is seen that a similar number of shares were made in the categories of "use of second-hand clothes" and "disposing of clothes by sharing (donation, exchange, clothes piggy bank, etc.)", which are easy to apply in practice, with 5 items and a rate of 4.85%. The fact that the examined accounts share less in these categories suggests that the use of second-hand clothing, which is very common in Europe and America, is still a practice that cannot be adopted.

Table 8: Ecological fashion by purpose

Ecological Fashion (Purpose)/Account	Code	EcoVibe	GreenLife	SustainaBliss	EcoWise	EcoChic Instagram	Total
Upcycling	K1-1	2	2	2	2	4	12
Use of second-hand clothing	K1-2		4	1	5	3	13
Sharing and disposing of clothes	K1-3	1	1	2	1	1	6

Preferring environmentally friendly methods during production phase	K1-4	3			3	0	6
Environmentally friendly fabric selection	K1-5	9	1		4	5	19
Preventing clothes from becoming waste/Long-term use	K1-6	2	2	7	1	6	18
Brands/designers who support environmentally friendly production/initiatives	K1-7	8	14	27	7	11	67
Total		25	20	42	16	30	141

"EcoVibe" Account Analysis According to Purposes

In the EcoVibe account, where a total of 25 posts were shared in the ecological fashion category, it is seen that the most posts were made in the "environmentally friendly fabric selection" category, with 9 posts and a rate of 36.00%. When we evaluate within the category

We see that the most shares in the "environmentally friendly fabric selection" category, with a rate of 64.29%, were made on the Ecovibe account. The second most shared category on the said account is the "brands/designers that support environmentally friendly production " category with 8 items and 32.00%.

When evaluated within the category, it is seen that the most and only shares in the "preferring environmentally friendly methods in the production phase" category, with a rate of 100% and 3 messages, were made on the EcoVibe account. In addition, the EcoVibe account appears as one of the two accounts in the "second-hand clothing use" category where no posts are made.

Table 9: Eco-fashion by Purpose/ EcoVibe

EcoVibe	**Code**	**Message**	**Code %**	**Total %**
Upcycling	K1-1	2	25,00	8,00
Use of second-hand clothing	K1-2			
Sharing and disposing of clothes (donation, barter, clothes	K1-3	1	20,00	4,00
Preferring environmentally friendly methods during the production phase.	K1-4	3	100,00	12,00
Environmentally friendly fabric selection	K1-5	9	64,29	36,00
Preventing clothes from becoming waste/Long-term use	K1-6	2	16,67	8,00
Brands/designers who support environmentally friendly production/initiatives	K1-7	8	14,29	32,00

Total		25		100

Of the total 20 messages shared on GreenLife's account, it can be seen that the most shares were in the "brands that support environmentally friendly production " category, with 14 posts and a remarkable rate of 70.00%. This rate suggests that ecological fashion-focused posts on the "sustainable fashion platform" account focus on brands that produce for this purpose, and that clothing shopping can be done from brands that support environmentally friendly production, in addition to major fast fashion brands at the global and local level. In addition, the second highest number of messages were shared in the "upcycling" and "clothes not becoming waste -term use" categories, with 2 and a rate of 10.00%.

Table 10: Ecological fashion by purpose/ GreenLife

GreenLife	**Code**	**Message**	**Code %**	**Total %**
Upcycling	K1-1	2	25,00	10,00
Use of second-hand clothing	K1-2			
Sharing and disposing of clothes (donation, barter, clothes	K1-3	1	20,00	5,00
Preferring environmentally friendly methods during the production phase.	K1-4			
Environmentally friendly fabric selection	K1-5	1	7,14	5,00
Preventing clothes from becoming waste/Long-term use	K1-6	2	16,67	10,00
Brands/designers who support environmentally friendly production/initiatives	K1-7	14	25,00	70,00
Total		20		100

In this account, 27 posts were shared in the "brands/designers that support environmentally friendly production " category with a very high rate of 64.29%, and when evaluated within the category, it is seen that most posts were made in the "SustainaBliss" account with a rate of 48.21%. When we evaluate the "clothes not becoming waste/long-term use" category, which ranks second in terms of the number of shares, we see that the most shares are made on this account. It can be seen that the two most shared categories on the sustainable fashion guide account constitute 34 of the messages under the title "ecological fashion", of which there were 42 shares in total and approximately 81.00%. In the account in question, it is seen that the focus is on brands that support ecological fashion in line with the environmentally

friendly approach to fashion, and a perspective towards changing shopping habits against fast fashion prevails.

In the GreenLife guide account, no content has been shared about two categories such as "choosing environmentally friendly fabric" and "preferring environmentally friendly methods in the production phase".

Table 11: Eco-fashion by purpose/ SustainaBliss

SustainaBliss	**Code**	**Message**	**Code %**	**Total %**
Upcycling	K1-1	2	25,00	4,76
Use of second-hand clothing	K1-2	4	80,00	9,52
Sharing and disposing of clothes (donation, barter, clothes	K1-3	2	40,00	4,76
Preferring environmentally friendly methods during the production phase.	K1-4			
Environmentally friendly fabric selection	K1-5			
Preventing clothes from becoming waste/Long-term use	K1-6	7	58,33	16,67
Brands/designers who support environmentally friendly production/initiatives	K1-7	27	48,21	64,29
Total		42		100

In the EcoWise account, where no sharing is made in the "preferring environmentally friendly products during the production phase" category, "use of second-hand clothes", "disposal of clothes by sharing (donation, barter, clothes piggy bank, etc.)" and "preventing clothes from becoming waste/long-term use" It can be seen that the same number of posts was shared at least in three categories, with 1 item at a rate of 6.25%. In this account, the most shares were made in the "brands that support environmentally friendly production/initiatives" category, as in the sustainable fashion guide and sustainable fashion platform accounts. The “environmentally friendly fabric selection” category ranks second with 4 items and a rate of 25.00%.

Considering the sharing rates, the Ecovibe account appears to be content within the framework of ecological fashion, in which brands that create designs focusing on ecological fashion are promoted, and brands that have been operating in the fashion industry for a long time are included in their efforts for the sustainability of fashion, although not at a sufficient level.

Table 12: Eco-fashion by Purpose/ EcoWise

EcoWise	**Code**	**Message**	**Code %**	**Total %**
Upcycling	K1-1	2	25,00	12,50
Use of second-hand clothing	K1-2	1	20,00	6,25
Sharing and disposing of clothes (donation, barter, clothes	K1-3	1	20,00	6,25
Preferring environmentally friendly methods during the production phase.	K1-4			
Environmentally friendly fabric selection	K1-5	4	28,57	25,00
Preventing clothes from becoming waste/Long-term use	K1-6	1	8,33	6,25
Brands/designers who support environmentally friendly production/initiatives	K1-7	7	12,50	43,75
Total		16		100

Table13. Eco-fashion Content Analysis - EcoChic Instagram Page

Purpose/Category	Code	Message	Code %	Total %
Upcycling	K1-1	4 posts	40.00	10.00
Use of second-hand clothing	K1-2	3 posts	60.00	7.50
Sharing and disposing of clothes	K1-3	1 post	20.00	2.50
Preferring environmentally friendly production	K1-4	0 posts	0.00	0.00
Environmentally friendly fabric selection	K1-5	5 posts	35.71	12.50
Preventing clothes from becoming waste	K1-6	6 posts	50.00	15.00
Brands/designers supporting eco-friendly fashion	K1-7	11 posts	22.45	27.50
Total				100.00

The EcoChic Instagram page has a diverse range of content related to eco-fashion.

Posts related to upcycling, second-hand clothing, and preventing waste are notable, covering 40.00%, 60.00%, and 50.00% respectively of the total content in those categories.

However, there is a lack of content emphasizing environmentally friendly production methods (K1-4), which could be an area for improvement.

The page has a strong focus on promoting brands and designers supporting eco-friendly fashion, with 22.45% of the content falling under this category.

Overall, the page demonstrates a commitment to promoting sustainable fashion practices, but could benefit from diversifying content to include more emphasis on environmentally friendly production methods

This analysis provides an overview of the content distribution on the EcoChic Instagram page and offers insights into its strengths and areas for improvement in promoting eco-fashion.

Ecochic appears to have a broader focus on various aspects of sustainable fashion, covering categories such as ecological fashion, textile consumption, climate change, and conscious consumption. However, it lacks content related to environmentally friendly production methods (K1-4).

Considering the broader coverage of sustainability topics and the strong emphasis on promoting brands and designers supporting eco-friendly fashion, **EcoChic** may have a

slight edge in terms of its potential for broader impact and influence in the field of sustainable fashion. However, both accounts could benefit from addressing areas of improvement, such as filling the gap in content related to environmentally friendly production methods.

Table 14. Findings

Key Topics	Highlight Status on Instagram
Environmental Impact	- Informative content about the environmental impacts of the fast fashion industry. For example, posts on pollution, resource depletion and waste production.
	- Content that emphasizes the importance of reducing carbon emissions, minimizing water use, and adopting environmentally friendly materials and production processes.
Ethical Production	- Posts focusing on issues related to workers' rights, fair wages and working conditions in the fashion supply chain.
	- Content that showcases brands' and influencers' commitment to ethical sourcing, fair trade practices, and supporting artisan communities.
Consumer Behavior	- Posts that encourage discussions on conscious consumption. Content that encourages followers to reconsider their shopping habits, put quality over quantity, and choose second-hand or sustainable fashion brands.
	- Content sharing tips on extending the life of clothes, recycling and reusing.

CONCLUSION AND DISCUSSION

Our research delved into the environmentally friendly fashion concept within the broader scope of sustainable fashion, focusing on Turkey's growing interest and development in this field amid increasing environmental awareness. Through the analysis of content shared on Instagram pages such as EcoVibe, GreenLife, SustainaBliss, Ecochic, and EcoWise, we aimed to evaluate the reflections of the ecological fashion concept in Turkey within the framework of new social movements.

Key findings from our study highlight the significant strides Turkey is making in adopting sustainable fashion practices, evidenced by the proliferation of brands and designers pioneering innovations in environmentally friendly clothing. The increasing interest in sustainable lifestyles, particularly among the younger generation, underscores the shifting attitudes towards more eco-conscious consumption habits.

Furthermore, our analysis revealed the pivotal role of social media platforms, particularly Instagram, in disseminating information and fostering awareness about sustainable fashion practices. Accounts like EcoVibe, GreenLife, SustainaBliss, Ecochic, and EcoWise serve as crucial information sources and platforms for promoting eco-friendly textiles and advocating for a more sustainable fashion industry in Turkey.

The examination of content categories on these Instagram pages provided insights into the multifaceted approach to sustainability within the fashion industry, covering aspects such as production practices, consumption behaviors, and ethical considerations. By focusing on the "ecological fashion" category, we were able to delve deeper into the environmentally friendly consumption approach and its alignment with evolving human-nature relationships and new social movements.

Overall, our research underscores the importance of holistic approaches to sustainability within the fashion industry and highlights the potential of social media platforms in driving awareness and fostering positive change. Moving forward, further research and collaboration among stakeholders can contribute to advancing sustainable fashion practices in Turkey and beyond.

According to Collier, who reveals the threatening dimensions of the modern social conditions we live in today in the form of risk intensity, the category of created environment or "socialized nature" points to the changing relationship between human beings and the physical environment. Ecological hazards evaluated under this category vary and arise from the fact that nature is equipped with humanity's information systems. The serious risks in

socialized nature, which are quite numerous, are frightening: radiation from major accidents at nuclear power plants or leaks from nuclear waste, pollution of the seas due to chemicals that harm phytoplankton, which replenishes most of the oxygen in the atmosphere, a "greenhouse effect" caused by atmospheric pollutants that damage the ozone layer, causing the melting of some parts of the glaciers and flooding in large areas, damage to rainforests, an essential source of renewable oxygen. The infertility of millions of acres of agricultural land as a result of the widespread use of artificial fertilizers is an example of the ecological dangers of the modern world.

The problems created by the continuous growth-oriented industrial progress in natural balance have been ignored in almost every culture, natural resources have been put into an endless cycle of use, and as a result, environmental problems have emerged as a global problem.

Deterioration of ecological balance, population growth, extinction of plant and animal species, and errors in the use of natural resources form the basis of environmental problems that are considered in the formation of environmentalist social movements.

Industrial activities have a purely growth-oriented structure; This has led to people ignoring several issues affecting social and daily life. The damages caused by industrial production on the natural environment, however, social and economic-based issues such as working conditions, workers' rights, gender inequality, and wage inequality remain in the background, except for a few non-governmental organizations to bring them to the agenda and find a place on social media.

Nowadays, the fashion industry has become controversial due to its industrial activities that hurt the environment. The fashion industry, which is held responsible for 10% of environmental pollution, has negative effects on the environment during the consumption and production stages, especially with the many habits that come with the fast fashion approach. The energy, water, chemicals, and dyestuffs used during the production phase of clothes mix with nature, as well as the waste generated, causing irreversible ecological damage to our planet. Karaduman's idea that everything produced today is produced according to its destruction comparable to the speed of inflation explains the concept of fast fashion that has taken over the fashion industry. The variety of clothing and cheap prices created by global store chains with up to 50 seasons a year bring with it the uncontrolled destruction of the environment along with unlimited consumption.

Vigneron, F., & Collier, B. mention that the fashion and textile industry affects the environment in the same amount as the chemical industry, which is one of the most

environmentally damaging sectors today. The proportion of resources consumed by the fashion industry is quite high, and the sector is located on a plane where consumption is dominated by the fast fashion concept. The life cycle of textile products can be defined as the resources used during the production phase, production, consumption, and the resulting waste processes.

The concept of "fast fashion", which we have started to hear frequently in the fashion industry, is discussed around issues such as the fact that ready-made clothing brands change their seasons frequently, thus arousing more curiosity in consumers, the emergence of many fast fashion brands with this understanding, and the increase in accessibility of clothes as they become cheaper. In addition, with textile products becoming cheaper, clothing consumption has moved away from being a need-oriented consumption and started to serve conspicuous consumption, as Collier stated, natural resources have been damaged more for more clothing production, and with the increase in production, this leg has become a source of cheap labor. It produces visible results such as shifting to countries such as India, Pakistan, and Bangladesh, as well as many indirect consequences.

The textile industry, which has come to the fore with the destruction it causes in the natural environment, has focused on efforts to protect natural life and the planet in recent years, and many initiatives have emerged. Fast fashion created by the fashion industry offers an attractive image with endless trends and cheap and numerous products. However, the damage it has caused in the background has become visible in recent years, and concepts such as ethical fashion, Greenlife, ecological fashion, and slow fashion, which focus on the sustainability of fashion, have become controversial to reduce the impact of fast fashion, which focuses on consumption. Global brands that come to mind when it comes to fast fashion have prepared collections to contribute to the environmental sustainability of fashion for purposes such as presenting nature-friendly designs in textile production, minimizing textile waste, reducing practices that harm the environment during the production phase, and the materials and invitations used in fashion shows by big brands are recyclable. Care has begun to be taken to ensure that the materials are made of There are also small-scale designers who build their brands entirely on this understanding and produce within the framework of environmentally friendly production policies.

It is possible to directly or indirectly support the sustainability of fashion through individual contributions as well as initiatives taken by brands operating within the sector. Workshops, symposiums, and exhibitions are organized on the subject by universities, designers, academics, and non-governmental organizations. These and similar events have created a space for themselves, especially on social media. In our study, we focused on the

activity on social media on the subject, and the contents of 4 Instagram accounts sharing about the sustainability of fashion were examined and analyzed.

Practices for the sustainability of fashion were categorized and it was seen that the most shares were made in the ecological (environmentally friendly) fashion category. This showed that the posts adopted focal points such as establishing an environmentally friendly fashion concept and raising awareness by revealing the environmental consequences of the processes that textile products go through until they reach the desired stage. The ecological fashion category was divided into categories within itself and examined in detail. “Brands/designers that support environmentally friendly production/initiatives” is the category with the most posts. Global fast fashion brands that come to mind when textile consumption is mentioned are the venues for widespread clothing shopping. Many of the brands in question make various designs for sustainability, but these constitute a very small part of their collections. Despite this, the support provided, even if small, is a noteworthy issue. Unlike fast fashion brands, some brands adopt an environmentally friendly fashion approach with their small-scale product range and create all of their designs using environmentally friendly materials. The fact that the most focused topic in the ecological fashion concept category is in this area brings to the agenda the idea that production and a different shopping rhythm may be possible by reducing the damage to the environment, and that consumption can be nature-friendly by changing consumption habits based on the fast fashion concept. In the image below shared by the sustainable fashion guide, the environmentally friendly design brand named "Reflect Studio" is shared with the following explanation:

Image 1: An image shared on the account

SustainaBliss.

“Reflect Studio is a sustainable fashion brand with the "B-Crop" certificate, which symbolizes companies that add "social and environmental value" rather than focusing their earnings solely on environmental balance sheets. When you click on the website to buy a product, you can find information on the environmental story of the product you want to buy, such as carbon emissions, water consumption, and how much you avoid chemicals in its production, and make conscious consumption. With the Seventh Continent Collection for the 16th Istanbul Biennial, Reflect Studio was inspired by the visible effects of the Anthropocene period and transformed masses, water, and floating plastics into reflective and striking figures. Natural fabric and fabric used in the products

The combination of recycled plastic symbolizes a world where human and non-human, production systems and natural elements drift together.”

As can be seen, brands that support nature-friendly production implement these activities in many areas, take part in different activities, and support initiatives to protect the environment. This situation also supports that the relationship we establish with the environment cannot be limited to a single area and that over time, it will start to show itself in many activities and we will organize our activities around this awareness. In addition, the fact that the website of the brand in question includes information about the products and the relationship of that product with the environment is slowly becoming a trend. It is very important to show concretely the contributions of this understanding to our world. However, since the cost of protecting the environment is high, the prices of clothes produced as a result of sustainable production are higher than the fast fashion products that dominate the market. This situation is seen as a deterrent factor for consumers when purchasing environmentally friendly designs.

R 2: What are the limitations and challenges associated with using Instagram as a tool for promoting sustainable fashion, and how can these challenges be addressed to maximize the platform's potential for advancing sustainability goals within the industry?

Environmentally friendly fabric selection is one of the most frequently focused topics. We have talked about the damage that the fashion industry causes to the natural environment in most of the stages that a garment goes through until it reaches the store. At this point, the importance of fabric selection, which fabrics are less harmful to the environment, and in what respects they are called environmentally friendly fabrics are also brought to the agenda without being ignored by the examined calculations. For example, it is new information for many of us that the cannabis plant, the image of which is shared below, can be turned into fabric and turned into clothing.

What is written in the description section of the image is quite self-explanatory:

“When you think of hemp, do you think of a recreational substance or a sack when you imagine clothes made of hemp? Think again. Hemp, which is a very old plant and has a wide range of uses, is now making a comeback, although its production declined in the 1930s due to anti-cannabis reasons and was banned in some countries. It is one of the main agricultural issues that countries focus on because it grows very quickly, requires less water than cotton, uses fewer chemicals, and everything that can be made from plastic can also be made from hemp. with

R 2: How does the creation of a consumer environment on Instagram influence awareness and engagement with sustainability?

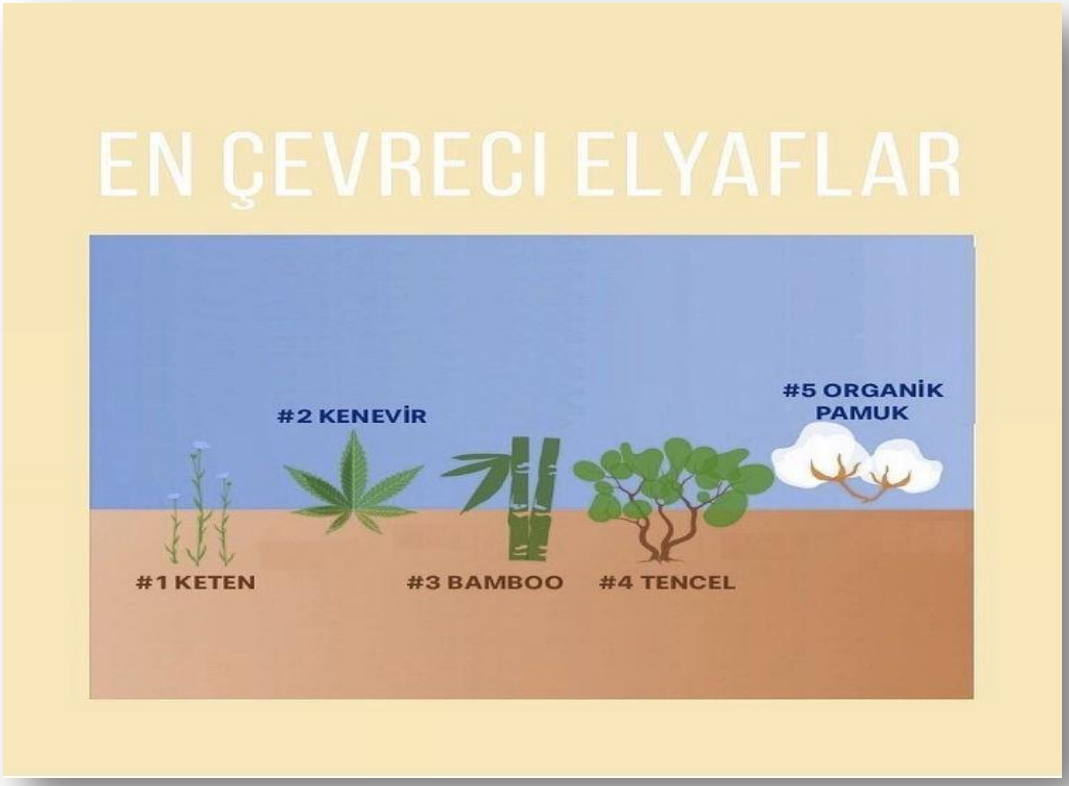
In textiles, brands such as Levi's and Patagonia have already started to include cotton blends in their collections. So, do you think what we need in the fashion industry is a new innocent fiber or a closed-loop method of bringing used materials back to life?"

Image 2: An image shared by the account named GreenLife.

In image number 2, it is seen that images of plants such as flax, hemp, bamboo, Tencel, and organic cotton, which can be used in the production of nature-friendly fabrics and are frequently used by designers who adopt such a production method, are shared.

R1: How do the findings of Instagram content analysis regarding fashion sustainability contribute to enhancing awareness and understanding among fashion brands, retailers, and consumers, thus facilitating more informed decisions regarding sustainable fashion practices?

Image 3: An image shared by the EcoVibe account



It is also seen that attention is drawn to the importance of long-term use to prevent clothes from becoming waste. We have mentioned in detail the cost of a single piece of textile product to nature. Informative posts were made to prevent the purchased product from becoming a burden on the environment when it becomes waste, in addition to the damage it causes during the production phase. In this regard, there are many alternatives for consumers. Clothes that have become obsolete can be evaluated by upcycling to reuse them, they can be brought together with other consumers on different platforms as second-hand clothes, and they can be put in clothing boxes placed in different parts of the city by municipalities shortly, they can be evaluated through donation or exchange, or they can be used as a part of daily life. Various options that would not be possible were also brought to the agenda during our study, but it was determined that the shares of the examined accounts on this subject were quite limited. In the country, there are websites where second-hand clothes can be bought and sold on social media or digital platforms, as well as markets where only second-hand clothes or accessories are sold. This issue can be addressed as another research topic.

Many of the activities we do in daily life (consuming plastic, driving, producing garbage, etc.) increase our carbon footprint. As the cheap clothing industry around the world grows due to increasing demand, consumption in the fashion industry also emerges as a factor that negatively affects the carbon footprint. The fashion industry causes more carbon emissions to be released into the atmosphere than the total carbon emissions caused by flights and maritime transportation. In addition, eighty-five percent of all textile products are thrown away every year, and when some types of clothing are washed, thousands of pieces of plastic are released into the seas and oceans.

Image 3: An image shared by the GreenLife account.

At this point, it would not be wrong to say that the most effortless activity to support ecological fashion is to prevent the formation of textile waste by using the clothes we buy for a longer time to reduce the carbon footprint.

Another method to prevent clothes from becoming waste is the upcycling method, as seen in the two images below. We see that the raincoat seen in image number 4 turns into a bag in image number 12. This method, also known as objects gaining a second life, has been used by famous designers in their fashion shows as the sustainability of fashion has come to the fore.

Image 4: A photo shared by the account SustainaBliss.

Image 5: An image shared by the account named GreenLife.

Upcycling products are evaluated as a design focus in many industrial areas. In the fashion industry, it is possible to have a different outfit by making small changes to our clothes with our efforts and keeping the cost very low, without turning it into a design product.

Visual 6: EcoVibe Exhibition.

Image 7: An image shared by the account named GreenLife.

When we evaluate it in general, as a result of the content analysis, it can be seen that an effort is being made to create awareness about ecological fashion, and some efforts are being carried out through social media, which is an easy-to-reach medium. The contents of the accounts examined on this subject mostly include; It has been shared that an environmentally friendly shopping practice is possible in contrast to fast fashion, that there are brands other than the global brands that are imposed on us, with which we can have a shopping experience by minimizing the damage we will cause to nature. The focus is on raising awareness in the purchasing process, and the alternative is preferred to preserve the ecological balance in the process of disposing of clothes. It was observed that the methods were mentioned to a small extent. The analysis of the EcoChic Instagram page reveals a commendable commitment to promoting eco-fashion and sustainability within the fashion industry. The page effectively showcases various aspects of eco-fashion, including upcycling, second-hand clothing, environmentally friendly fabric selection, and preventing clothes from becoming waste.

Notably, the emphasis on promoting brands and designers supporting eco-friendly fashion aligns with the broader goal of encouraging conscious consumerism and supporting sustainable

practices within the fashion industry. This focus reflects a proactive approach towards highlighting and endorsing businesses that prioritize environmental responsibility.

However, the analysis also identifies areas for potential improvement. While the page covers a wide range of eco-fashion categories, there is a notable absence of content emphasizing environmentally friendly production methods. Incorporating content that educates followers about sustainable production processes could enrich the page's offerings and provide a more comprehensive understanding of eco-fashion principles.

In conclusion, the EcoChic Instagram page serves as a valuable platform for advocating eco-friendly fashion choices and fostering awareness about sustainable practices. By continuing to diversify content and address identified gaps, the page can further strengthen its impact and contribute to the advancement of eco-fashion ideals.

The number of brands and designers who have a supportive attitude towards the sustainability of fashion is increasing day by day. Fashion magazines, published globally and focusing on the glittering face of the fashion industry, have stopped being indifferent to the issue and started to include environmentally friendly, sustainable designs and the climate crisis. In addition, we mentioned the academics working in the field of fashion, who draw attention to the importance of the subject, and the exhibitions and symposiums prepared in cooperation with other countries. According to the results of the research, an effort is being made to raise awareness of ecological fashion through social media, that fashion can continue to exist in an environmentally friendly way by focusing on the destruction caused by the fashion industry in the natural environment, and that practices for this effort are implemented both at the consumption and production stages through shared visuals and long explanations. It has been determined that it has been presented in a way that is quite guiding, informative, and applicable.

Limitations

Our study focused primarily on content shared on Instagram pages related to sustainable fashion. While Instagram provides valuable insights into consumer trends and perceptions, limiting the analysis to this platform may overlook important perspectives from other social media platforms or offline sources. The analysis was conducted based on content available in Turkish on Instagram pages. This language limitation may have excluded relevant content shared in other languages, potentially overlooking valuable insights from international perspectives on sustainable

fashion. Although we examined a significant number of contents across multiple Instagram pages, the sample size may not fully represent the diversity of perspectives and practices within the sustainable fashion community in Turkey. A larger sample size or inclusion of additional platforms could provide a more comprehensive understanding.

Contributions

Our research contributes to the understanding of sustainable fashion practices in Turkey by analyzing content shared on Instagram pages dedicated to this topic. By identifying key themes and trends, we provide valuable insights into the current state of sustainable fashion and emerging consumer preferences.

Through our analysis, we highlight the growing interest and development of sustainable fashion in Turkey, particularly among younger generations. By shedding light on innovative practices and initiatives within the industry, our research contributes to raising awareness about the importance of sustainability in fashion.

The Instagram pages examined in our study serve as platforms for sharing knowledge, experiences, and ideas related to sustainable fashion. By showcasing these platforms and their contributions, we provide a valuable resource for individuals and organizations interested in promoting sustainability within the fashion industry.

Overall, despite the limitations inherent in our study, we believe that our research offers valuable insights and contributes to ongoing discussions about sustainable fashion in Turkey. By addressing these limitations and building upon our findings, future research can further advance our understanding of sustainable fashion practices and their impact on society and the environment.

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Resümee

Jätkusuutlikkuse probleem loomemajandusettevõtte kaubamärgis

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Tänapäeva maailmas, kus keskkonnaprobleemid on esmatähtsad, on sotsiaalmeedia platvormide tõhususe mõistmine jätkusuutlike moetavade edendamisel üliloluline. Kuna Türgi on kujunemas säästva moealgatuste keskuseks, on väga asjakohane uurida Instagrami rolli tarbijate arusaamade ja käitumise kujundamisel keskkonnasõbralike riietumistavade suunas. Uuringu eesmärk on mõista nähtuse kujunemist, tarbimiskeskkonna loomist Instagramis ning panustamist jätkusuutlikkuse alase teadlikkuse tõstmisse. Eesmärk on mõista nähtuse kujunemist, luua Instagramis tarbimiskeskkonda ja aidata kaasa teadlikkuse tõstmisele jätkusuutlikkusest. See uuring käsitleb seda lünka, uurides sisu, mida jagavad silmapaistvad Instagrami kontod, mis on pühendatud säästvale moele Türgis. See lõputöö käsitleb jätkusuutlikkuse küsimust moetööstuses. Tänapäeval seisab moetööstus silmitsi mitmesuguste jätkusuutmatute praktikatega, nagu kiiresti muutuvad trendid, kasvav tarbimine ja ressursside liigkasutus. Sellel võivad olla tõsised tagajärjed keskkonnamõju, sotsiaalse vastutuse ja majandusliku tasakaalu seisukohalt.

Meie lõputöö keskendub moetööstuse jätkusuutlikkuse teema süvitsi analüüsimisele. Uuringu esimene osa uurib moetööstuse hetkeseisu ja mittejätkusuutlike tavade levikut. Käsitletakse keskkonna- ja sotsiaalseid mõjusid protsessis alates tooraine tootmisest kuni toote lõpptarbijani jõudmiseni.

Kolmas osa uurib säästva moe tavasid ja strateegiaid. Need strateegiad hõlmavad taaskasutatavate materjalide kasutamist, eetilisi tootmisprotsesse, õiglase kaubanduse tavasid ja süsiniku jalajälje vähendamist.

Viimases osas hinnatakse jätkusuutlikkuse praktikate tõhusust ja teostatavust moetööstuses. See hinnang hõlmab jätkusuutlikkuse strateegiate vastuvõtmise ja rakendamise mõju moebrändidele, tarbijatele ja keskkonnale.

Hoolimata sellest, et moetööstuses on ülemaailmne teadlikkus jätkusuutlikkusest, jääb arusaamatuks, kuidas sellised sotsiaalmeediaplatvormid nagu Instagram aitavad kaasa keskkonnasõbralike moetavade edendamisele, eriti Türgis. Kuigi huvi säästva moe vastu kasvab, on vähe uuringuid, mis keskenduvad Instagrami kontode (nt EcoVibe, GreenLife, SustainaBliss, Ecochic ja EcoWise) rollile jätkusuutlikkuse teadlikkuse edendamisel Türgi moe kontekstis.

Instagrami kontode EcoVibe, GreenLife, SustainaBliss, Ecochic ja EcoWise sisu analüüs paljastab olulisi teadmisi selle kohta, kuidas need platvormid aitavad tõsta teadlikkust säästva moe tavadest Türgis. Tulemused valgustavad nende kontode strateegiaid keskkonnasõbralike rõivakontseptsioonide edendamiseks ja nende mõju tarbijate hoiakute kujundamisel jätkusuutlikkuse suhtes. See uurimus rõhutab sotsiaalmeedia platvormide olulisust jätkusuutlike moeliikumiste juhtimisel ning toob esile võimalused edasiseks kaasamiseks ja propageerimiseks Türgi moetööstuses.

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