

Romanian knowledge and attitude on sustainability and sustainable clothing: exploring the reliability and validity of a measurement scale

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Abstract. *Sustainability is crucial in balancing environmental conservation and economic growth. However, consumer knowledge and attitudes towards sustainable clothing are underexplored. This study aims to contribute to the existing literature by exploring a measurement scale, the Sustainable Clothing Measurement Scale (SCMS) that evaluates consumers' knowledge and attitudes toward sustainability and sustainable clothing consumption of 1,250 Romanian participants. Statistical methods such as exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) confirm the scale's reliability and validity, with strong internal consistency and significant correlations between the dimensions. This study introduces a new tool beneficial for researchers and practitioners in exploring knowledge and attitudes toward sustainability and sustainable clothing. SCMS has the potential to offer valuable insights destined to enrich consumer behaviour studies, inform policy initiatives, and create educational programs that promote sustainability in the textile industry and other related fields. Future research should continue with improving and further testing this new conceptualized tool.*

Keywords: Sustainable Clothing Measurement Scale (SCMS), scale development, sustainability, sustainable clothing consumption.

JEL Classification: D12, C20, C10, Q56.

1. Introduction

Sustainability has become a significant global challenge over the last two decades. The concept was first brought to discussion with the Brundtland Report “Our Common Future” in 1987 (World Commission on Environment and Development, 1987, p. 43), when sustainability (also referred to as sustainable development) was defined as “development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs”. The Brundtland definition emphasizes a long-term temporal frame, a feature often absent in more commonly used definitions. Sustainability, in its truest sense, demands the ability to maintain its viability indefinitely. The only way for an initiative, policy, or community to sustain itself over time is by refraining from detrimental impacts on the environment, economy, and social welfare. However, the reports’ ambiguous view of sustainability has faced criticism from many scholars, with numerous studies aimed at understanding and predicting this broad and multifaceted field. (Balderjahn et al., 2013; Costanza and Patten, 1995)

Understanding the motivations behind sustainable behaviour is essential for fostering the societal transformations required to prevent environmental, social, and economic crises resulting from natural resource exhaustion and climate change. (Zwickle and Jones, 2018) The broad and multidimensional nature of sustainability, along with its broad appeal across different groups, has motivated scholars from various academic backgrounds to explore it through different theoretical and methodological lenses.

Many attempts have been made to clarify and refine the meaning of sustainability within the business sector. Amid this expansive exploration, there is a rising emphasis on sustainable consumption, which incorporates approaches like green consumption. (Ng et al., 2023; Peattie, 2010), political consumption (Halkier, 2004; Toth et al., 2022), and ethical consumption (Devinney et al., 2010; Karimzadeh and Boström, 2024; Newholm and Shaw, 2007). These approaches tend to centre around specific factors influencing sustainable behaviours and often fall short of addressing the wider perspective of sustainable consumption. (Balderjahn et al., 2013)

Various measurement instruments have been developed to assess the multiple components of sustainability. (Balderjahn et al., 2013; Gilg et al., 2005; Iwata, 2006; Pepper et al., 2009) A significant number of initiatives have contributed to the development of tools for assessing sustainable consumption, (Fischer et al., 2017; Geiger et al., 2018) and awareness. (Balderjahn et al., 2013) Prominent among measurement tools are the Sustainable Apparel Consumption Scales, which cover multiple dimensions of sustainable clothing consumption, including eco-fashion consumption, post-acquisition behaviours, and environmental awareness, (Zhang, 2014) The Sustainable Clothing Consumption Scale is designed to evaluate the cognitive, emotional, and behavioural dimensions when consuming sustainable clothing. (Park and Lee, 2021), and the Sustainable Fashion Awareness Scale focuses on consumer knowledge and awareness of sustainable fashion practices and items. (Shen et al., 2013)

Despite significant advancements, most consumers still engage in unsustainable behaviours. (Wang and Udall, 2023). There is still a gap in assessing individuals’

understanding and attitudes toward sustainability and sustainable clothing choices. This study seeks to resolve the lack of theoretical frameworks that assess both the broader concept of sustainability alongside sustainable clothing consumption. In pursuit of this objective, we designed a robust and reliable measurement tool, the Sustainable Clothing Measurement Scale (SCMS), to assess respondents' attitudes and knowledge concerning sustainability and sustainable clothing consumption. This proposed scale differs from other sustainability and sustainable clothing consumption measures by not emphasizing specific behaviours or scenarios. Instead, it focuses on individuals' broad views of sustainability and their perspectives on sustainable clothing consumption. Furthermore, the instrument seeks to assess respondents' fundamental knowledge and attitudes regarding sustainability in the fashion industry, steering clear of specific subjects and emphasizing elements that enhance the tools' effectiveness.

The Romanian context reveals a considerable research gap related to the existence of a comprehensive assessment tool designed to evaluate consumers' attitudes and knowledge towards sustainability and sustainable clothing consumption. Drawing from the current body of literature on sustainability, sustainable consumption, sustainable clothing consumption, and measurement methods, the study intends to develop a scale suited to the Romanian context that will bridge the gap.

The outcomes of this study expand our comprehension of sustainability and sustainable clothing consumption, providing practical recommendations for fostering sustainable clothing consumption in Romania.

The study is organized as follows: the second section provides a literature review, followed by a section on methodology. The fourth section presents the main findings, while the fifth section discusses the results and their implications. The final section provides conclusions, outlines limitations, and suggests directions for future research.

2. Theoretical Basis of SCMS construct

2.1. Sustainability and sustainable clothing consumption

From the most frequently used definition, sustainability is often expressed as development that satisfies current needs, while ensuring future generations can meet theirs without compromise. (Kuehl et al., 2023; Purvis et al., 2019) The concept of sustainability addresses three main aspects: the interconnection between humans and the natural environment; the integration of economic, social, and environmental protection goals, and the importance of a global perspective and unified principle. (Shen et al., 2013) From this perspective, sustainability is often divided into three primary pillars: environmental, economic, and social dimensions. The sustainability movement has grown to reflect a persistent engagement with various domains like organic production, green initiatives, fair trade, and unethical business practices. This has led the concept of sustainability to gain a more receptive audience in several consumer-oriented sectors, for all three pillars (economic, social, and environmental).

When compared to the complexities of economic and social sustainability, environmental sustainability is a more straightforward concept since it encompasses maintaining biodiversity, ensuring ecosystem integrity, and carrying capacity. It calls for the preservation of natural capital both as a source of economic resources and as a repository for waste. (Basiago, 1998) To ensure sustainability, natural resource usage implies consuming them at a rate that does not exceed their natural rate of replenishment, while waste emissions must occur at a rate that does not exceed the environment's capacity to assimilate them. In terms of ecosystem health, sustainability can be understood as preserving the landscape's existing or native structure and functions. (Basiago, 1998; Zwickle and Jones, 2018)

The concept of sustainability has also been embraced by the fashion industry. The growing sense of fashion among clothing consumers has led to an increase in consumption and modifications in demand patterns. The fast fashion concept came as a response to their rapidly changing needs and tastes, resulting in concerns regarding the reduction of world reserves and the rising levels of industrial waste. (Saricam et al., 2017) In the context of fashion, sustainability implies ethical production and selling practices that are environmentally responsible, ensure good working conditions, use eco-friendly and recycled materials, and focus on creating long-lasting products, along with eco-certificates. (Fletcher, 2008; Joergens, 2006) Businesses operating in the sustainable fashion sector are focused on attaining recognition, raising awareness among consumers about their products and services, and also stimulating their demands. Marketing efforts focus on emphasizing health concerns and the urge to minimize environmental impact. (Saricam et al., 2017) Despite this, it is uncertain if consumers have a clear understanding of what sustainable clothes and sustainability represent. By exploring consumers' knowledge of sustainable clothing consumption, confusion about the notion of sustainability can be reduced, enlightening the market, and delivering accurate marketing messages that encourage consumers to purchase sustainable clothes.

2.2. Sustainable attitudes

During the past decade, more and more scholars have explored sustainable consumer behaviour and sustainable attitudes, especially regarding sustainable clothing consumption. Studies have shown that consumers are increasingly responsive, with growing awareness and willingness to change their consumption habits and adopt alternative products. However, consumer responses are often regarded as inconsistent or irrational, making it challenging to uncover the underlying reasons for negative attitudes. One justification could be that environmental concerns among consumers do not consistently result in corresponding changes in their purchasing habits. (Henninger and Singh, 2017) In contrast to this, evidence found environmentally friendly attitudes to reflect the likelihood of consumers to either favour or disfavour specific sustainable behaviours, as well as their overall readiness to adopt such behaviours, confirming a direct connection between green attitudes and green behaviour. (Grębosz-Krawczyk and Siuda, 2019; Wiederhold and Martinez, 2018)

Environmentally conscious consumers are often committed to eco-friendly living, make thoughtful product choices, and actively participate in events aimed at environmental

protection. Moreover, social norms play a constant role in influencing consumers, providing guidelines, behavioural principles, and controls for their actions. (Haanpää, 2007; Musova et al., 2021). Despite this, many people continue to view sustainable consumption especially sustainable clothing consumption as an area of uncertainty and unstable attitudes. Thus, there is a need for companies to understand and assess whether their products or services will be successfully perceived and adopted by consumers. For this, it is important to gain insights into consumer sustainable attitudes towards sustainable clothing.

3. Research Methodology

From November to December 2023, data was gathered in Romania through an online self-administrated questionnaire shared on various platforms, including Facebook, LinkedIn, WhatsApp, and other social media networks, enabling participants to complete the form. The study sample is based on responses from 1,250 participants who voluntarily and anonymously participated in the survey. Participants gave their consent to take part in the study and were informed about its objectives. The questionnaire applied a mix of convenience sampling, (Baltar and Brunet, 2012) and snowball sampling (Browne, 2005; Heckathorn, 2011) approaches.

3.1. Data collection instruments

To explore sustainable clothing consumption, we initially carried out a thorough literature review on the subjects of sustainability, sustainable clothing, and designing measurement scales for sustainable clothing consumption. Drawing on these insights, we formulated a thirteen-item scale to assess respondents' understanding of sustainability as a broad concept, and their specific awareness of sustainable clothing.

The Sustainable Clothing Measurement Scale (SCMS) focuses on dimensions that include the understanding of sustainability, awareness of sustainable clothing practices, and attitudes regarding sustainable clothing consumption. This scale is designed with elements that emphasize the foundational concepts of sustainability, concentrating on environmental preservation and the conservation of resources. The main objective of the tool is to facilitate the assessment of respondents' knowledge and attitudes toward sustainable clothing. Therefore, items capturing the general notion of sustainability were added, such as "Sustainability means finding a balance between economic growth and environmental protection". Additionally, we included items reflecting attitudes toward sustainability and sustainable clothing, exemplified by the statement "A sustainable attitude means considering the need to protect the planet for current and future generations, while also taking into account economic, environmental, and social factors". Moreover, the SCMS focuses on assessing individuals' knowledge of sustainable clothing, particularly in areas like mitigating agrochemical environmental impacts and sourcing materials in environmentally friendly ways.

The scale items were used as an initial component in a broader study investigating sustainable clothing consumption in Romania. To guarantee accessibility and cultural

suitability, all statements were written in Romanian. All responses were assessed on a seven-point Likert scale, with 1 indicating total disagreement and 7 indicating total agreement. A detailed description of the scale items is found in Table 1, enhancing the transparency and reproducibility of our methodology.

3.2. Research Methods

The statistical analysis was carried out using version 4.3.0 of the R software. (R, 2024) We initiated our analysis with a focus on assessing the reliability of the measurement scale, and the correlation matrix, and conducting the adequacy test. We then proceeded with an exploratory factor analysis (EFA) to investigate the construct validity of the scale and explore potential underlying factors within the SCMS dimensions. We conducted the EFA using the ‘psych’ package in R, which includes the required functions, and applied the “varimax” rotation and principal axis extraction method. As indicated in the literature, EFA serves as a crucial step for building a model that can later be validated with confirmatory factor analysis. (Gerbing and Hamilton, 1996) Following the factor extraction, we carried out a confirmatory factor analysis (CFA) to assess the model’s effectiveness, (Schreiber et al., 2006) Using the functions provided by the ‘lavaan’ package in R. (R, 2024)

Table 1. Sustainable Clothing Measurement Scale Constructs

Dimension	Items	Abbreviation
Sustainable Clothing Measurement Scale	Sustainability means carrying out activities in a qualitative way that doesn't damage the environment or deplete resources.	SCMS1
	Sustainability means finding a balance between economic growth and environmental protection.	SCMS2
	Sustainability means finding alternative resources while still being able to provide for future generations.	SCMS3
	The principles of sustainability are reduction, reusing, and recycling.	SCMS4
	A sustainable attitude means taking into account the need to preserve the planet for present and future generations, while also considering economic, environmental, and social factors.	SCMS5
	Sustainable fashion means not changing our clothes based on the ongoing trend, but adapting fashion to protect the ecological footprint.	SCMS6
	Sustainable clothing uses fabrics derived from environmentally friendly resources, like sustainably grown fibre crops, or recycled materials.	SCMS7
	Sustainable clothing is special since it is processed in a way that is less harmful to the environment.	SCMS8
	Sustainable clothing reduces the harmful effects of agrochemicals on the environment.	SCMS9
	Using sustainable clothes can help reduce the amount of clothing discarded in landfills.	SCMS10
	Having a sustainable attitude towards clothing often includes buying second-hand clothes.	SCMS11
	Having a sustainable attitude towards clothing means donating or recycling clothes so they can be reused or resold.	SCMS12
	Having a sustainable attitude means owning fewer items but ensuring they are of high quality.	SCMS13

Source: Author’s own research.

4. Results

The study’s final sample comprises 1,250 participants (77.2% female), with ages ranging from 14 to 77 and an average age of 35.73 (median=35, SD=12.44). Most of the respondents reported a monthly income above 5,000 RON (approximately 1,000 EU), and

77.4% had attained higher education. The results section is organized into three subsections: the first addresses the reliability and consistency of the instrument, the second outlines the exploratory factor analysis results, and the third focuses on the confirmatory factor analysis. This approach was used to provide a more complete overview of the data.

4.1. Reliability and Consistency of the instrument

The analysis commenced with an evaluation of the reliability and homogeneity of our instrument with the help of Cronbach's Alpha, the Kaiser-Meyer-Olkin (KMO) coefficient, and the Bartlett test to ensure the data was appropriate for further investigation. The data is deemed appropriate for factor analysis when the KMO coefficient exceeds 0.60, in combination with a significant Bartlett's test result. (Çelikler and Aksan, 2016) Moreover, the Cronbach's alpha should provide significant results, surpassing the 0.7 threshold. (Cortina, 1993)

Bartlett's test, evaluating the data's stability for factor analysis on our thirteen-item scale, along with the significant statistic chi-square, KMO coefficient, and Cronbach's alpha, collectively confirm that the data is appropriate for further factor analysis. These results are summarized in Table 2.

Table 2. Results of the reliability and homogeneity test

Measurement index	Value	
Cronbach's alpha	0.88	
KMO measures of sample adequacy	0.93	
Bartlett's test approximate	1099.1	Df = 12,
Chi-square value		p-value <2.2e-16

Source: Author's own research.

4.2. Exploratory Factor Analysis

Upon performing the exploratory factor analysis (EFA), the factors were extracted by applying a 0.4 cut-off point. The factors together explained 51% of the total variance, with individual factors accounting for 21%, 17%, and 13% of the variance, respectively. According to EFA methodology, item factor loadings should be 0.30 or higher. In line with this, research on scale development and adaptation also sets a 0.30 threshold as the minimum acceptable level for item factor loadings in this area of interest. We found that all thirteen items satisfied the required threshold. As such, factor loading is the primary measure for evaluating factor analysis outcomes, representing the correlation between variables and factors. (Çelikler and Aksan, 2016)

The "varimax" rotation technique was employed to assign the items across three distinct factors. (R, 2024) The factor loading values varied between 0.40 and 0.75. The evaluation of the content showed that items were effectively clustered into reliable predictors with strong internal consistency, making it possible to label them according to the latent variables they embodied. We also conducted a Cronbach's Alpha analysis to measure the reliability of each new factor. The scores for the first, second, and third factors were found to be 0.85, 0.84, and 0.66. As a result, the values obtained for these factors showed they were reliable for additional statistical procedures. The SCMS items, along with their latent variable label and reliability scores are shown in Table 3.

Table 3. *Sustainable Clothing Measurement Scale Constructs*

Dimension	Items	Factor 1 (0.21)	Factor 2 (0.17)	Factor 3 (0.13)
General Sustainability (0.85)	SCMS1: Sustainability means carrying out activities in a qualitative way that doesn't damage the environment or deplete resources	0.65		
	SCMS2: Sustainability means finding a balance between economic growth and environmental protection.	0.64		
	SCMS3: Sustainability means finding alternative resources while still being able to provide for future generations.	0.66		
	SCMS4: The principles of sustainability are reduction, reusing, and recycling.	0.63		
	SCMS5: A sustainable attitude means taking into account the need to preserve the planet for present and future generations, while also considering economic, environmental, and social factors.	0.64		
Sustainable clothing (0.84)	SCMS6: Sustainable fashion means not changing our clothes based on the ongoing trend, but adapting fashion to protect the ecological footprint.		0.40	
	SCMS7: Sustainable clothing uses fabrics derived from environmentally friendly resources, like sustainably grown fiber crops, or recycled materials.		0.60	
	SCMS8: Sustainable clothing is special since it is processed in a way that is less harmful to the environment.		0.75	
	SCMS9: Sustainable clothing reduces the harmful effects of agrochemicals on the environment.		0.66	
	SCMS10: Using sustainable clothes can help reduce the amount of clothing discarded in landfills.		0.50	
Sustainable attitude (0.66)	SCMS11: Having a sustainable attitude towards clothing often includes buying second-hand clothes.			0.68
	SCMS12: Having a sustainable attitude towards clothing means donating or recycling clothes so they can be reused or resold.			0.63
	SCMS13: Having a sustainable attitude means owning fewer items but ensuring they are of high quality.			0.44

Source: Author's own research.

4.3. Confirmatory Factor Analysis

We proceeded with the confirmatory factor analysis (CFA) to assess the structural validity of the model established in the EFA process. During this stage of the analysis, we employed the following model fit indices: Root Mean Square Error Approximation (RMSEA), Standardized Root Mean Square Residuals (SRMR), Comparative Fit Index (CFI), and Tucker-Lewis Index (TLI). The values of these indices were compared with the cut-off guidelines found in the literature, universally recognized as RMSEA under 0.06, SRMR under 0.08, CFI over 0.9, and TLI over 0.9. Our indices were found to have the following values: RMSEA = 0.058, SRMR = 0.038, CFI = 0.961, and TLI = 0.950. Building on the satisfactory results, we proceeded to analyse a second-order model with a four-factor structure. Two different statistical techniques were used to assess the goodness-of-fit indicators. We first used the “marker” method within the “lavaan” package. (R, 2024), leading to the following results: RMSEA = 0.059, SRMR = 0.046, CFI = 0.959, and TLI = 0.950. For the second approach, we employed the “var std” procedure from the same library to assess the model, which resulted in the following values: RMSEA = 0.058, SRMR = 0.031, CFI = 0.961, and TLI = 0.951. According to the CFA, the three-factor and four-factor models show strong performance, implying they measure the same underlying

concept. Additionally, both second-order models indicate a broader construct, that is the core concept of sustainability or the interconnection between all latent variables. Table 4 provides a comprehensive overview of the CFA results.

Table 4. *Confirmatory Factor Analysis Goodness of Fit indices*

	RMSEA (*<0.06)	SRMR (*<0.08)	CFI (*>0.9)	TLI (*>0.9)
Three-factor model	0.058	0.038	0.961	0.950
Second-order model 1	0.059	0.046	0.959	0.950
Second-order model 2	0.058	0.031	0.961	0.951

Source: Author's own research.

5. Discussion and Implications

The Sustainable Clothing Measurement Scale (SCMS) consists of thirteen items designed to comprehensively assess different aspects of sustainable clothing consumption. Developed in alignment with the sustainability principles highlighted in the literature (Purvis et al., 2019; Shen et al., 2013; World Commission on Environment and Development, 1987), it addresses dimensions like sustainability awareness, attitudes toward sustainable clothing, and awareness of eco-friendly clothing practices.

Both the EFA and CFA procedures provided strong support for the reliability and validity of the scale. The EFA analysis uncovered three unique factors in the scale created for this study: general sustainability, sustainable clothing, and sustainable attitude. The predictors showed strong internal consistency, as indicated by Cronbach's alpha values. The structural validity of the scale was further confirmed through the CFA procedure, with the three-factor and four-factor models presenting favourable fit indices. The statistical procedures revealed a potential underlying latent construct, specifically the fundamental concept of sustainability. This potential variable confirms Iacob and Popescu's (2015) idea of interconnectivity that emphasizes the ongoing communication among components. This highlights the scale's holistic perspective on sustainability and enables an emphasis on the interplay between economic, environmental, and social elements, transcending individual dimensions to drive sustainable practices.

The findings of this study provide essential guidance for advancing academic understanding and practical advocacy for sustainable clothing consumption within the Romanian context. Through the development of the SCMS scale, we contribute to academic research by offering a novel tool to explore individuals' understanding and attitudes toward sustainable clothing consumption. The existing scales designated for understanding sustainable clothing consumption, namely Sustainable Apparel Consumption Scales, (Zhang, 2014) Sustainable Clothing Consumption Scale, (Park and Lee, 2021) and Sustainable Fashion Awareness Scale, (Shen et al., 2013), are exclusively targeting the consumption dimension of sustainable clothing, or the behavioural aspect that triggers one's decision to choose sustainable clothes. The novelty of SCMS stands in its holistic approach, trying to uncover one's knowledge of sustainability, and sustainable clothing and also explore the attitudes towards this particular type of apparel.

The rising attention among scholars, policymakers, and businesses to explore and understand consumers' sustainable consumer behaviour and find strategies to foster these particular practices could be satisfied. (Mehrotra et al., 2024) The insights gained from the use of the SCMS could provide a foundation for designing programs and policies to enhance sustainable consumer behaviour in Romania. From this perspective, the fashion industry can position itself as a major beneficiary of the SCMS. Businesses should know how sustainability and sustainable clothing are perceived by consumers so that they can improve their marketing campaigns. Understanding consumer perceptions and preferences through the scale could assist in adapting sustainable fashion products to address their needs. Although governments have put forth regulations to foster sustainability, motivating businesses to integrate sustainable practices (Abbate et al., 2024), Pereira (2021) insists on more aggressive policies, since there is a lack of access to this subject of interest. Thus, the three constructs provided through SCMS, namely sustainability, sustainable clothing, and sustainable attitude wish to understand consumers' level of awareness within this area of interest. Moreover, key stakeholders within the fashion sector could use the scale's insights to adapt their strategies and product lines to better resonate with consumer preferences and values.

Ultimately, we consider the SCMS to bring significant aid in fostering the evolution of the sustainable fashion industry since it wishes to uncover consumers' knowledge of sustainability, sustainable clothing, and attitudes towards sustainable clothing for a more effective alignment with their needs.

6. Conclusion

This study successfully established and validated the Sustainable Clothing Measurement Scale (SCMS) to bridge the gap in assessing consumers' knowledge and attitudes toward sustainable clothing consumption, with a focus on Romanian consumers. We integrated key concepts from the current body of literature with the widely recognized principles of sustainability and designed a comprehensive instrument specifically tested for Romanian consumers.

Consisting of thirteen items, the SCSMS serves as a robust instrument that provides a thorough assessment of sustainable clothing consumption across different dimensions, with responses recorded on a seven-point Likert scale. The tool was adapted to be culturally suitable and easily accessible for the 1,250 Romanian respondents who provided their assessment. Through statistical procedures like EFA and CFA, all thirteen items were validated and contributed to defining the three predictors, namely general sustainability, sustainable clothing, and sustainable attitude. The validity and reliability of the instrument were assessed using the same statistical methods, with significant results that promote future research in the fields of tool development and sustainable clothing consumption.

A limitation of this study is the possibility of biases introduced by the online survey format and the reliance on self-reported data, which might restrict the broader applicability of the results. A further limitation arises from the skewed demographic, with a majority of female participants, potentially affecting the generalizability of the findings. Moreover, this

specific group within the sample could influence the results, favouring certain characteristics of sustainability comprehension. To mitigate this limitation, future studies could use alternative data collection methods that improve generalizability and ensure a more demographically balanced sample. Additionally, the scale's design and conceptual framework are primarily grounded in existing literature, without the inclusion of other specialized viewpoints incorporated into the final version. Consequently, the crafting process of the instrument may have overlooked certain important aspects of sustainability and sustainable clothing, leaving them insufficiently addressed. Also, the choice of statistical procedures applied might have restricted the scope of exploring the tool's statistical features. Future research should focus on pinpointing and resolving these issues to enhance the scale's effectiveness. Acknowledging these limitations provides a groundwork for future studies that will focus on advancing sustainable clothing consumption.

Ultimately, the Sustainable Clothing Measurement Scale is an innovative approach to understanding consumers' level of knowledge on sustainability and sustainable clothing, along with attitudes towards sustainable clothing in Romania. We also regard this study as an important milestone in advancing sustainability for the fashion sector and other industries. The significance of this research lies in the relevance of the sector studied and the innovative approach to addressing the gap found within specialized literature, particularly within the Romanian context.

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