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Unstructured Big-Data Predictive Modelling For Fashion Sustainable Consumption Behaviour.

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Summary Statement

This research is a pilot study investigating the most critical factors influencing Fashion Sustainable Consumption (FSC), taking advantage of AI technologies and extensive unstructured Big-Data availability to analyse Social-Media and online discussions and evaluate the application of the Self-Determination Theory (SDT). Furthermore, the research intends to extend the SDT conducting a deep learning exploratory analysis with Natural Language Processing to identify dominant sentiment associations that underpin the design of an FSC predictive model.

Competitive Short Paper

Ethical consumption has received a lot of attention from academics and business practices. Furthermore, AI technologies advancements and extensive unstructured Big-Data availability are

increasingly allowing new approaches to collect and analyse data with the possibility of unveiling factors that go beyond those identified in the past and evaluating their impact on enabling and supporting sustainable fashion consumption (Hagger et al., 2020).

In a broader context, consumers' behaviours and attitudes towards sustainable consumption are very relevant to the United Nations' Goal n.12 which emphasises the importance of Sustainable Consumption and Production (SCP). In particular the Johannesburg Plan of Implementation highlighted the need to change unsustainable patterns of consumption and production and was further defined in the 2014 10-year Plan (Unep, 2014). However, how Marketing can contribute to the definition of the next goals seems not to be sufficiently clear and needs additional studies to identify the key influencing factors in supporting sustainable consumers' behaviour and improving SCP future approaches as suggested by Mukendi et al., (2020) and Park & Lin (2020).

This research aims to expand previous studies on fashion consumption, as identified in the systematic literature review by Rahman et al. (2023). Some of those studies applied the Self Determination Theory (SDT), focusing in particular on the Intrinsic and Extrinsic values to evaluate pro-environmental/pro-social behaviours, sustainability and conspicuous purchases (Ki & Kim, 2016) and this research intends to explore whether possible additional influencing factors can be identified.

Therefore, this research has the potential to bridge the gap between applying a behavioural theory and identifying possible enablers of a Fashion Sustainable Consumption (FSC) by defining a new model, based on factors that emerge from Big-Data analysis, thereby potentially enhancing businesses' Corporate Social Responsibility and Social Marketing agendas.

The proposed methodology of this research is based on a systematic collection of unstructured Big-Data, sourced from Social-Media posts and online discussions. This data collection is based on a combination of keywords identified in previous primary research (Kavanagh, 2020) and applied successfully within the SDT framework (Kim et al., 2016). In addition to confirming the SDT theory, this research intends to conduct a deep learning exploratory analysis through a Big-Data Natural Language Processing (NLP) analysis, to extract recurrent concepts and identify any dominant sentiment associations to sustainable consumption behaviour (Balducci & Marinova, 2028) (Granskog et al., 2020), therefore enabling the definition of a sustainable consumption predictive model underpinned by an extended SDT theory (Benoit et al., 2018).

The research will start with a pilot study utilising Brandwatch, a Social-Media consumer intelligence unstructured Big-Data platform, for scraping and extracting consumers' context-relevant mentions with specific keywords to better target FSC focus, avoiding scraping a vast amount of unrelated data (Abbate et al., 2023).

This pilot study is intended to be presented as the first stage of a wider study that will expand the analysis to a larger set of data, to confirm the methodological approach and reinforce an extended model with additional factors.