DOES CONSUMING SUSTAINABLE MEAN HAVING STATUS? A STUDY IN THE CLOTHING SEGMENT

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Abstract
Objective: To analyze the influence of Sustainable Consumption on Status Consumption in the clothing segment in the Brazilian context. Method: It is a descriptive study with a quantitative approach, based on the survey methodology. Data collection was carried out online with 420 respondents. The scales used were Sustainable Consumption by Fischer et al. (2017), with 13 items, and the Status Consumption scale which presents 14 items developed by Eastman et al. (1999). Data analysis corresponded to descriptive statistics and multiple linear regression analysis. Results: In the regression analysis, it can be denoted that the sustainable purchase choice factor does not influence the status. This understanding clarifies that the sustainable practices addressed by companies in the fashion field do not promote engagement in consumers who buy sustainably. Not to mention that fashion companies with sustainable products, concerned with ecological or green production, with organic materials, and also with fair trade, are not reaching those who seek status. Originality: This

study contributes to the discussion about sustainability, linking status issues, still little investigated as a whole in the literature.

Keywords: sustainable consumption; status consumption; consumer behavior.

INTRODUCTION

The way of dressing is gaining more and more space in the consumer market. From a basic need, clothing has developed into a cultural display (Cham et al., 2020). Thus, the simple need to dress to hide nudity, to protect oneself from the cold or heat, became an individual's desire to express their identity through their clothes. It can be observed that Egyptian and Roman peoples used clothing as a symbol of power and to praise their great leaders in front of subordinates in the history of clothing. Haute couture and exquisite fabrics marked clothing as a symbol of social status in the modern era, which has become more competitive and rigorous nowadays (Brandão, 2017).

Currently, the clothing industry corresponds to the seventh largest economy in the world market (Ecycle, 2020). Spending on clothing corresponds to 4.3% of Brazilians' monthly family income expenses (Garcia, 2019). The consumer's choice of clothing depends on how much he is willing to spend on that good. Plus, some consider fashion a symbol of social status, personality representation, cultural, social, and ethnic awareness (Cham et al., 2020; Zeb et al., 2011), including environmental (Pantano & Stylos, 2020). All these aspects are studied by companies and considered in the production and launch of their clothing collections (Cham et al., 2020; Zeb et al., 2011).

It is possible to observe the growing consumer demand for pro-environmental clothing and the offers of companies that lean towards a sustainable market (Goworek et al., 2012). Therefore, adherence to this new sustainable model proposes a quest to understand the behavior of these consumers and all the practical contributions arising from the relationship between the sustainable model and the consumer's intention to be in fashion (Seo & Kim, 2019). The fashion industry is also provided in the sharing model, collaborative consumption of clothing items among consumers, ecological or green fashion clothing from organic materials (Diddi et al., 2019), second-hand items (Machado et al., 2019; Seo & Kim, 2019) and reuse of clothing.

It turns out that sustainable products are increasingly a symbol of a new status performance, promoting an image of greater power to the leaders of social groups (Üstüner & Holt, 2010) and developing a new lifestyle for modern society (Wolfgramm & Conroy, 2011). In the case of clothing, dressing from a sustainable consumption model represents a status to the lifestyle that one wishes to represent to society (Steward, 2017), for the satisfaction of demonstrating their pro-environmental and social efforts (Baier et al., 2020).

Among the theoretical contributions of this research, we seek to analyze the relationship between sustainable consumption and status consumption in the clothing segment. Studies focusing specifically on status consumption explore the motivations in this model and its applicability in different market areas (Costa Filho & Rezende, 2016; Eastman & Eastman, 2015; Strehlau & Aranha, 2004). On the other hand, the results of research on sustainable consumption specifically show that it does not influence the behavioral transformations of Western society and the changes in the consumerist lifestyle itself (Amorim et al., 2018). The present study seeks to fill some of these gaps in the literature in relation to Sustainable Consumption with Status Consumption in the clothing segment in the Brazilian context.

The traditional model in the clothing segment is being rethought by companies, seeking clothes with greater durability, the possibility of recycling, renting and reselling clothing, to minimize the use of toxic products and plastic fibers in the manufacturing process (Ecycle, 2020). Likewise, consumers reassess their critical view of nature's health and understand the waste of products and raw materials as harmful to the environment (Machado et al., 2019). Therefore, as a way to combat excessive consumption, alternative consumption and production models are growing (Steward, 2017), in which sustainable consumption can be mentioned.

Sustainable awareness influences consumers' habits and behavior during decision-making in the process of buying their clothing, caring for their clothes and disposing of them (Goworek et al., 2012). Furthermore, the stigma of sustainable development along with a perception of corporate social responsibility is increasingly adopted by companies in various areas around the world (Amatulli et al., 2018).

Clothing companies are investing in sustainable practices. International brands such as Gucci and The North Face have incorporated accessories with recoverable products into their collections, being a clothing model using leftover fabrics and sustainable packaging. In 2019, Prada pioneered the sustainability lending model, in which the company committed to meeting sustainability goals and actions. In the same year, the VF Corp group, made up of Timberland, The North Face, and Vans launched so-called green bonds for those who promote sustainable projects. Other companies have also embarked on sustainable fashion, such as Chanel, which invested 600 billion dollars in sustainability bonds, committing itself to reduce carbon emissions, and Adidas, which instituted sustainable goals aimed at recycling and reducing resources in the production of its products (Fashion Network, 2020).

Given this context, of apparently dichotomous trends in the market for sustainable consumption and status consumption, this study proposes the following research problem: What is the influence of Sustainable Consumption on Status Consumption in the clothing segment in the Brazilian context? Based on the proposed research problem, the following research objective was developed: To analyze the influence of Sustainable Consumption on Status Consumption in the clothing segment in the Brazilian context.

LITERATURE REVIEW
Sustainable clothing consumption

Sustainable consumption emerged alongside concerns about sustainable development and in line with the green economy (Bresolin & Fonseca, 2016; Diniz & Bermann, 2012). This consumption plays a key role in global environmental policy. Social agents such as government, companies, and researchers discuss environmental issues related to social and economic factors. Therefore, understanding the relationship between sustainable development and consumption in order to boost economic and market growth is extremely complex (Heiskanen & Pantzar, 1997).

The term sustainable consumption was used for the first time in an official document on Agenda 21. According to the International Institute for Sustainable Development (1995),

> Sustainable consumption is a broad term that brings together a range of key issues such as meeting needs, improving quality of life, improving resource efficiency, increasing the use of renewable energy sources, minimizing waste, adopting a life cycle perspective and considering equity (Meadowcroft & Fiorino, 2017, p. 55).

It can be observed that a purchase orientation focused on sustainable consumption proposes a primordial role in the new market standards (Carrero et al., 2016). Different market segments are being affected by changes in consumer behavior, including the clothing market.

The sustainable consumption of clothing influences from the way that piece was made, through awareness of the care taken with clothing during use, to concerns related to the disposal of that product (Neto & Ferreira, 2020). It is important to consider the environmental impact of the product in each of its life cycles. This impact analysis must be considered in light of its negative aspects (such as environment, and pollution) and positive aspects (economic, income generation, transport, and the manufacturer) (Alves et al., 2011).

Within the traditional clothing market model, consumers were encouraged by the fast fashion trend in which subjects were led to purchase low-quality, low-cost clothing and, consequently, easy and quick disposal for decades. The so-called slow fashion began to be managed with the inclusion of the sustainable consumption model, also with an emphasis on product quality and high durability, providing a longer life cycle for goods based on sustainable values and attitudes (Diddi et al., 2019).

The consumption of clothing from a green economy is concerned with the product's life cycle that goes from design to the end of its life. Companies start planning the item's design, considering eco-efficient materials and procedures, seeking to reduce waste and energy spent at the time of production (Neto & Ferreira, 2020). In the production stage, the amount of water used, the use of chemicals for dyeing and other manufacturing processes should also be considered (Pal & Gander, 2018).

There is the use and disposal of the product along with its lifespan. At this stage, the durability of the product in use and the conditions of use with frequent washing are taken into account (Neto & Ferreira, 2020). Moreover, alternatives that replace disposals such as repairing parts when torn or damaged, reusing parts on several occasions, sharing clothing, and reselling parts for a different use are also considered (Baier et al., 2020).

From aspects of sustainable consumption, the study by Fischer et al. (2017) presented elements that divided sustainable clothing consumption into two factors: frugality consumption and sustainable purchase decision, as illustrated in Table 1 below.

Table 1
Perspectives on the behavior of Sustainable Clothing Consumption

Fundamental Aspects	Sustainable Clothing Consumption Factors
Areas Of Consumption: Fischer Et Al. (2017, P. 314) Emphasize "Food, Housing, Mobility, And Clothing" Among The Consumption Segments.	Consumption Of Sufficiency/Frugality
Consumption phases: acquisition, use, and disposal: relevant to understanding the life cycle of the product (which ranges from manufacturing it with natural resources), the factory production emanating polluting gases and the distribution and disposal in overcrowded landfills, that overflows toxic waste into the environment (McCollough, 2020; McNeil et al., 2020).	
Socioeconomic impact: sustainable development became the main topic of international meetings. Great leaders have been discussing environmental impacts and their relationship with social and economic aspects (Fischer Et Al., 2017; Heiskanen & Pantzar, 1997).	
Ecological awareness: when a consumer understands the environmental consequences of their behavior (McCollough, 2020; McNeil et al., 2020).	
Resources economy: seeks to minimize the accumulation of materials discarded by society (Ribeiro & Veiga, 2011).	
Recycling: Recyclable product packaging is still the point of greatest motivation for consumers (Achabou & Dekhili, 2013).	
Frugality: implies an alternative to living with less consumption, with the purpose of causing less environmental impact (Ribeiro & Veiga, 2011).	Purchase Choice Factor

Furthermore, there is a new vision of sustainable consumption that relates it to status consumption. There is a growing concern on the part of the dominant classes to consume sustainably (Griskevicius et al., 2010). The motivations that lead to the desire to buy for status go beyond the financial issue. Individuals seek greater prestige within social groups from the products purchased (Eastman & Eastman, 2015). In the competition for status, the demonstration of sustainable behavior can favor the subject's social reputation (Griskevicius et al., 2010). Based on this context, we seek to understand the status consumption model below.

Status Consumption

Status consumption is seen as a way of acquiring, displaying, and using goods or experiential consumption that explicitly or implicitly attributes a sign of social status (Dubois & Ordabayeva, 2015). According to Eastman and Eastman (2015), status consumption can be defined "as the interest that a consumer has in improving social and/or self-knowledge through the consumption of products

that can be conspicuous and that grant and symbolize the status of the individual and surround other significant" (p. 3).

The motivations for status consumption can be internal, also called intrinsic, or external, known as extrinsic. Making a purchase decision based on these motivations may or may not address both groups as an influence to consume by status. In any case, the association between internal and external factors has not been proven (Eastman et al., 1999; Eastman & Eastman, 2015).

Internal motivations can be based on hedonism, personal reward, or appreciation of the quality of the acquired good. In personal reward, consuming for status can result from discreet demonstrations of status. Private attitudes are more related to the personal values and tastes of the consumer. This motivation aimed at rewarding oneself stems from the stimulus to improve self-image and self-esteem (Eastman & Eastman, 2015).

Motivational aspects extrinsic to the subject are conspicuous consumption, exclusive purchase, and social acceptance. These extrinsic factors result from social relationships, involving an improvement of the individual as a better being in their social environment (Eastman & Eastman, 2015). The way individuals see other people and how they are seen are shaped according to their social position (Dubois & Ordabayeva, 2015).

The consumption of clothing by status from a symbolic perspective stems from the display of material goods with the aim of prestige, being exclusive or social symbolism to integrate certain social groups. Hedonic motivation has an individual perception of the consumer in wanting to purchase certain clothing due to intrinsic factors. In the instrumental aspect, the consumer pays a high price for the quality and perspective of long-lasting clothing (Yu & Sapp, 2019).

The choice of clothing prioritizing symbolic value is consistent with personal fulfillment, affinity with the proposed designer (emotional), and the perceived value of the product considering quality and durability (utilitarian aspect) (Cham et al., 2020). Stépien and Lima (2018) researched the influence of generations on the purchase intention of these status products classified by age groups, and the presented results demonstrated that the perceived value of the object is influenced by the cultural capital and education received within social groups.

Another market trend deals with the behavior of the individual who consumes goods out of a desire for status with intentions apparently related to sustainable consumption (Griskevicius et al., 2010). For a better understanding of the model of status consumption and sustainable consumption, the following topic will address the subject.

The relationship between status consumption and sustainable consumption

The individual's purchase decision has been influencing business strategies when it comes to environmental responsibility (Carrero et al., 2016). There are discussions about the relationship between forms of consumption in which an individual with a vision focused on the social collective is sought and then consumes products that demonstrate a social symbolism (Amorim et al., 2018). In this sense, the perspective of the positive relationship and counterpoints between sustainable consumption and status consumption are brought (Griskevicius et al., 2010; Hammad et al., 2019).

When dealing with sustainable consumption, the understanding from this context has a critical view of Western society's ideas of consuming in an exacerbated way without awareness of the implications for the environment (Connolly & Prothero, 2003). In this way, behavioral changes in their lifestyles focused on a model of a society concerned with the environment began among some social groups (Carrero et al., 2016; Portilho, 2005). Such transformations may occur due to seeking social practices with the conscious use of durable goods that are less harmful to natural resources (Amorim et al., 2018). And companies that value sustainable strategies and seek a production process with less waste (Portilho, 2005). A behavioral change aimed at the green economy and sustainable development is of interest to government and business institutions, which seek new strategies in the consumerist market (Carrero et al., 2016).

As a result, many social groups compete for status based on an altruistic reputation towards the environment. Then there is the relationship between status consumption and sustainable behavior. In order to demonstrate greater status, groups sought new ways to signal their high social

standard, which was stimulated by the acquisition of sustainable products. Such behavior resulted from the motivation to socially demonstrate a concern for sustainability and the well-being of future generations (Griskevicius et al., 2010).

A behavior in favor of environmental protection comes to provide a social identity. Furthermore, pro-environmental behavior is encouraged as a stimulus for injunctive and descriptive norms. These injunctive norms represent the social rule resulting from accepted conduct by the social group and shared among them, just as the descriptive one is when the individual's actions are reflections of the behavior of their social group. All this can occur at different social levels, such as individual, group, and sociocultural (Culberg & Elgaaied-Gambier, 2015).

The purchasing decisions of individuals focused on environmental and social concerns make companies remodel their market strategies (Carrero et al., 2016). There are consolidated companies in the market that promote sustainable practices in their production line, with the use of more raw materials and eco-efficient processes (Neto & Ferreira, 2020). There is, for example, the case of the Cartier group active in the jewelry market that seeks to extract gold and diamonds while respecting environmental issues. As well as the launch of collections by big names in fashion, such as Agricouture by Jérome Dreyfuss and New Vintage by Yves Saint-Laurent, in which products are made from recycled materials (Achabou & Dekhili, 2013).

Just as the commercialization of status products seeks constant strategic changes to motivate their target audience (Eastman & Eastman, 2015), companies are also influenced to direct their attention to a consumer motivated to doing a purchase according to new environmental standards (Carrero et al., 2016). Furthermore, the consumer has a very important role in the post-purchase and post-use process of clothing, considering the disposal factor (Cruz-Cardenas et al., 2018; McNeil et al., 2020).

Based on the whole context, it is necessary to understand how the dimensions of sustainable consumption are interconnected with status consumption motivations. For this, we sought to develop the methodological procedures of the present study.

METHOD

In order to explain the social phenomena that involve the research question, it is necessary to carry out a study in order to test the relationships between the motivational constructs of Status Consumption and the dimensions of Sustainable Consumption. Therefore, the study is characterized as descriptive, which aims to understand the behavior of a particular group, and with a quantitative approach (Costa & Costa, 2011). The method used in the research was of a survey type, as it involves a large amount of information to be collected from a population sample (Hair Jr. et al., 2005).

The Sustainable Clothing Consumption scale is the result of research by Fischer et al. (2017) applied in the US context with a focus on young audiences. This scale seeks to "analyze sustainable consumption behavior considering the life cycle of clothing, from acquisition, use and disposal" (Fischer et al., 2017, p. 312). It consists of 13 items on Sustainable Consumption of clothing on a 5-point Likert scale ranging from 1- "never" to 5- "always", with the center position being "sometimes". For application in the Brazilian context, the scale was translated following the methodology proposed by Beaton et al. (2001).

The status consumption scale was developed by Eastman et al. (1999), being translated and validated for Brazil by the authors Strehlau and Aranha (2004), to identify the motivations that lead individuals to seek social status through their consumption habits. The instrument comprises 14 Status Consumption questions, presented in the original study on a 7-point Likert scale, ranging from 1-"completely agree" to 7- "completely disagree". However, for the standardization of the research instrument, the Likert format of 5 positions was used, ranging from 1-"totally disagree" to 5- "totally agree". This standardization helps to compare scales based on the same order of values (Dalmoro & Vieira, 2013).

Before definitively applying the research instrument, a pre-test was carried out with 10 (ten) Business Administration students who made themselves available to answer and evaluate possible problems arising in the research instrument. The final sample of this study had the participation of

420 respondents from different social groups residing in different regions of Brazil. The survey was applied from November 5th to December 15th, 2020.

The survey was carried out completely online, one of the reasons was social isolation due to the pandemic caused by COVID-19, in which social interactions were mostly virtual. However, the main objective of the online questionnaire was to reach consumers from different regions of Brazil. Of course, in order to reach consumers with sustainable ideas in the clothing area, the questionnaire was sent to followers of online thrift stores, and online clothing and furniture sales groups on Facebook and Instagram social networks. Followers were invited to participate and the Google Form access link was sent to them.

Data analysis was performed using the statistical software Statistical Package for the Social Sciences SPSS® version 20.0. And so, a descriptive statistical analysis was developed and, subsequently, a multiple linear regression analysis.

FINDINGS AND DISCUSSION

In this topic, the profile of respondents in this research is addressed based on a descriptive analysis of the collected data. And finally, the analysis of the influence of sustainable consumption on status consumption is based on a multiple regression analysis.

Profile of Respondents

In this topic, the profile of respondents will be characterized based on descriptive statistics according to 418 completed questionnaires. The variables gender, age, employment status, monthly family income, and education will be addressed. Table 2 presents the frequency and percentage of the analyzed profile.

Table 2
Socio-demographic Profile

Variables		Frequency	Percentage
Sex			
	Male	87	20.8%
	Female	331	79.2%
Age			
	From 17 to 28 years old	125	29%
	From 29 to 50 years old	213	51%
	From 51 to 78 years old	80	20%
Employment Status			
	Not working	48	11.5%
	Self-employed	106	25.4%
	Public server	153	36.6%
	CLT employee	92	22%
	Trainee	19	4.5%
Monthly family income			
	Up to BRL 2,090.00	92	22%
	BRL 2,090.01 to BRL 4,180.00	149	35.6%
	BRL 4,180.01 to BRL 10,450.00	131	31.3%
	BRL 10,450.01 to BRL 20,900.00	37	8.9%
	BRL 20,900.01 or more	9	2.2%
Education			
	Complete primary education	6	1.4%
	Complete high school	48	11.5%
	Complete technical education	7	7%
	Incomplete higher education	75	17.9%
	Complete higher education	94	22.5%
	Graduate: specialization	126	30.1%

| Graduate: master's | 40 | 9.6% |
| Graduate: doctorate | 22 | 5.3% |

Note. Source: Prepared by the authors based on research data (2021)

Research data indicate that 79.2% of respondents are female and 20.8% are male. It is believed that the raffle promoted to encourage participation in the research were items aimed at the context of women (bag and glasses), which may have encouraged female respondents to participate in the study. In addition, respondents are aged between 17 and 78 years, with more than half of the participants aged between 29 and 50 years (51%), followed by those aged between 17 and 28 years (29.9%) and those aged between 51 and 78 years old (20%).

As for the respondents' income, it can be seen that salary ranges from BRL 2,090.01 to BRL 4,180.00 (35.6%) and BRL 4,180.01 to BRL 10,450.00 (31.3%) predominate. This demonstrates that the respondents correspond, respectively, to class D, characterized by families that receive two to four minimum wages, and class C, of families with four to ten minimum wages, according to the IBGE classification (2021).

As for education, there are respondents from the elementary level (1.4%) to the Doctorate (5.3%). In this area, the level of education is concentrated in respondents at the postgraduate level: specialization (30.1%), followed by graduation (22.5%). It is important to emphasize that the vast majority of participants have formal higher education (282 respondents).

In analyzing the profile, it is possible to verify that most of the sample corresponds to female individuals, aged between 29 and 50 years, with a postgraduate level of education: specialization, with a monthly income of BRL 2,090. 01 to BRL 4,180.00. In the next topic, we bring an analysis of the possibility of the influence of sustainable consumption on status consumption.

Multiple linear regression analysis

We applied a multiple regression analysis in an attempt to analyze the possible influence of Sustainable Consumption on Status Consumption. Thus, the regression model of this study was estimated, in which status consumption corresponds to the dependent variable and, as independent variables, the choice of sustainable purchase (F1 SUST) and frugality (F2 SUST), according to equation 1:

Equation 1
Estimated regression model
    "y Status Consumption = $\alpha + \beta$x purchase choice + βx frugality + ε"

From the sustainable consumption of clothing as an independent, we sought to analyze how much the consumption of status, as a dependent variable, can be explained by the variables of this sustainable consumption (table 3).

In order to identify the independence of the regression residuals we performed the Durbin-Watson test, which needs to meet the factor of null covariance (Pestana & Gageiro, 2008). The proposed models met the factor of the absence of autocorrelation in the residuals. Gujarati and Porter (2011) state that, at the 5% significance level, the values must fall within the range of 1,603 and 1,746 for a sample of more than 200 cases.

The Kolmogorov-Smirnov (KS) test was also performed to test the normality of the models. As a result of the KS, it is considered that the estimated models met the normality of the residuals, in which the null hypothesis demonstrated that the distribution of the tested data series is normal.

We applied the Pesarán-Pesarán to evaluate the homoscedasticity factor, which indicated that all models met the homoscedasticity requirements. This demonstrated that "residuals at each level of predictors must have the same variance" (Field, 2009, p. 179). Finally, multicollinearity is identified through the Tolerance statistics (TOL) and its inverse measure, the Variance Inflation Factor (VIF). For Pestana and Gageiro (2008), in order to confirm the non-existence of multicollinearity, the reference values are TOL greater than 0.10 and VIF less than 10. In the model of this research, the following TOL

values were found (0.898) and VIF (1.114) which confirm the non-relationship of the predictors addressed in the research model (Field, 2009).

Table 3
Parameters of the estimated regression model

| Dependent Variable | F1 SUST | | F2 SUST | | R^2 | Test F |
	Coef.	Sig	Coef.	Sig		Sig
Status	-,083	,101	-,203	,000	,059	,000

Note. Source: Prepared by the authors based on research data (2021)

The coefficient of determination (R^2) shows that 5.9% of status consumption was explained by the variation of sustainable consumption factors. Which corresponds to a very low value. This indicates that sustainable consumption has very little influence on subjects who buy for status. This result indicates that each increase in one of the points of sustainable consumption will result in an increase in status consumption, with the other constant variables.

Other variables were not considered in the model, and the explanatory power corresponds to 95% to measure the influence if these other variables are taken into account. Other studies address that consumers who shape their attitudes in a sustainable way may be being encouraged to adhere to habits, customs, and behavioral attitudes molded according to social groups that defend sustainable consumption, in this case, the influence of the sociability variable.

In the case of clothing consumption, other effects that impact consumers' purchase decisions and frequency are style and taste (McNeil et al., 2020). And as for the consumption of status, this can be deliberated by other aspects such as social and psychological experiences lived at a given time, both individually and in groups (Eastman & Eastman, 2015).

Continuing the analysis of the parameter of status models in line with purchase choice and frugality, it can be observed that the dependent variables of the purchase decision and frugality present, respectively, sig 0.101 and 0.000. Hair et al. (2005) point out that sig should be the closest to zero for the regression coefficient to be considered statistically significant in the model. In this case, the regression calculation involving the variables F1 SUST (purchase choice) and status showed a sig of 0.101, considered a non-significant level. This indicates that the purchase choice factor does not impact consumption by status.

It can be seen that among the independent variables of sustainable consumption, only frugality influences status consumption. In addition, the coefficient (β= -0.83) demonstrates that the frugality construct has a negative influence on status consumption. Therefore, it is evident that the increase in frugality corresponds to a decrease in status consumption. This demonstrates that the more the subject consumes sustainably, the more he believes he is not consuming for status.

This result demonstrates that individuals have the understanding that they will have to sacrifice their prestige, comfort, and luxury lifestyle to demonstrate an altruistic status and benefits to the environment (Griskevicius et al., 2010). Thus, the social protocol that allows the individual to foster his identity based on what he is wearing on his body (clothes, shoes, and accessories) to validate his social place (Husic-Mehmedovic & Cicic, 2009), is little influenced by second-hand, recyclable or eco-efficient materials fashion. This demonstrates that despite the wide offer for sustainable products, there is resistance from consumers to change their standards for pro-environmental behavior.

The sustainable consumption model with consumer attitudes related to the number of clothes purchased and the prolonged use of them goes against the concept of materialism and conspicuous consumption (Diddi et al., 2019; Meadowcroft & Fiorino, 2017). In addition, individuals motivated by prestige are afraid that their products may be considered low-cost, losing their perceived social value (Husic-Mehmedovic & Cicic, 2009).

Prestige and status brands offer clothing based on perceived social value. Certainly, the research results show that sustainable practices do not incorporate the values that are related to status behavior, accompanied by conspicuous behavior, snobbish effect, hedonism, and perfectionism (Husic-Mehmedovic & Cicic, 2009). One cannot fail to mention that one of the factors of environmental degradation is conspicuity (Podoshen et al., 2010).

Along with this, it can be observed that the engagement of consumers in sustainable behavior goes against the motivations of status consumption. Therefore, adhering to sustainable clothing does not imply demonstrating status to one's social group. Thus, these results were contradictory to other studies on the context of sustainable consumption (Culberg-Elgaaied-Gambier, 2015; Griskevicius et al., 2010; McNeil et al., 2020). Next, after concluding the analyses, we bring the final considerations of the study.

CONCLUSIONS

The general objective of this article was to analyze the influence of sustainable consumption on status consumption in the clothing segment in the Brazilian context. Thus, in order to achieve this objective, methodological procedures of a descriptive-quantitative nature were carried out through a survey. Thus, questionnaires were applied based on the scale of status consumption and sustainable consumption, in which 420 responses were collected and analyzed.

When analyzing the sustainable consumption of clothing from the variables frugality and purchase choice and, therefore, the influence on status consumption, it can be observed that consumers are little influenced to consume by status, when they consume sustainably, with a level of only 5% of explanation of the model. And with the execution of the multiple linear regression analysis technique, it was found that sustainable consumption negatively influences status consumption in terms of frugality.

Another important result corresponded to the relationship between sustainable purchase choice and status behavior. In the regression analysis, it can be denoted that the sustainable purchase choice factor does not influence the status. This understanding clarifies that the sustainable practices addressed by companies in the fashion scene do not promote engagement in consumers who buy sustainably. Not to mention that fashion companies with sustainable products, concerned with ecological or green production of organic materials (Diddi et al., 2019), as well as fair trade (Fischer et al., 2017), are not reaching those who seek status.

Certainly, this study brings important information that contributes to the industrial and retail clothing market. The clothing business sector has been reinventing itself to adapt to an economic model focused on sustainable development, in order to consolidate its actions with environmental concerns discussed together with government institutions (Heiskanen & Pantzar, 1997). In this way, many companies seek to explore sustainable strategies in order to encourage the sustainable consumption of their customers.

However, the results showed that the sustainable consumption of clothing has little influence on consumers, including status issues. This finding is of great relevance for companies to understand market trends, which makes it possible to re-analyze the business strategies used so far. More precisely to the second-hand market, reuse can present both opportunities and threats for companies.

In the academic context, this article brought new discussions about sustainable consumption. Therefore, consumers seek to consume sustainably due to other issues not considered in this investigation, but which do not necessarily correspond to status. Authors list the relevance of style and taste as a perspective for the purchase of clothing (McNeil et al., 2020). This information is also relevant for research focused on corporate sustainability strategies and seeks to shape traditional consumption into pro-environmental consumption.

Regarding social contributions, the focus on sustainable consumption in fashion brings an alternative to future changes in society's behavior, with more information to be explored about environmental problems, most often caused by human action (Bresolin & Fonseca, 2016). A consumption model based on sustainable development is paramount in global environmental policy. Concerns about harmful effects during production and disposal are the subject of international

meetings and agreements (Heikanen & Pantzar, 1997). Thus, due to environmental problems and climate issues, business interventions and government agencies can influence behavioral changes in the consumerist context through sustainability-oriented strategies (Lehner et al., 2016).

Some limitations were observed throughout the research, among them, the sample size, even within the statistical parameters, can be considered small for the universe of Brazilian consumers studied. In addition, the need to explore other variables that may influence sustainable consumption and thus increase the explanatory power of the model.

The survey results were specifically significant for the consumption of clothing in a sustainable way. Thus, as suggestions for future studies, the approach focused on the clothing sector, bringing as a central object only a topic such as thrift stores, shared consumption, reuse of clothing, being able to explore the types of retail that develop sales of second-hand clothing, like fairs, online sales, flea markets, garage sales. In addition, we suggest studies that bring the relationship between status consumption and sustainable consumption in other segments such as housing, transportation, and food.

Research ethic statement
The authors declare that this study has not been submitted for evaluation to another journal simultaneously with the CBR nor previously published in another journal.

Author contribution statement
All authors made equal contributions to the paper.

Disclosure statement
The authors state that the research was carried out without any commercial or financial ties that could be interpreted as a potential conflict of interest.

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