

How to be ‘Green’ in Apparel Supply Chain? Proposed Model of Green Motives and Practices Relation: A Systematic Literature Review

Diyah Ratna Fauziana

Sekolah Tinggi Manajemen PPM

Jl. Menteng Raya No.9, Kb. Sirih, Kec. Menteng, Jakarta Pusat 10340, Indonesia

dfauziana@gmail.com

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ABSTRACT

The growth of the apparel industry has led to an increase in waste that is disruptive to the environment, while green behavior in its supply chain still needs to be improved. This study aims to investigate the apparel supply chain's green motives and green programs and propose a relevant model based on the result. The systematic literature review was carried out in three stages based on the PRISMA Protocol. The study obtained 409 articles from the Scopus database, and after conducting the filtering stages, 35 articles were yielded and analyzed concerning the research questions. Results showed that the green motives of the apparel supply chain are the stakeholders' intention and requirements, government support, instability, ethical issues, collaboration partners' requirements, environmental responsibility of the organizations, and leader commitment. Green practices in the apparel supply chain are decentralizing operations for reverse logistics, promoting circularity in business processes, eco-friendly product development, digitalization along the supply chain, green technology adoption, green advertising, green certification, green collaboration initiatives, and customer education programs. A proposed model of green motives and practices relation was developed to guide government and policymakers in formulating green strategies to promote green practices in the apparel industry.

Keywords:

Apparel, fashion, green motives, green practices, supply chain, sustainability.

INTRODUCTION

The apparel industry has been known as one of several industries generating large volumes of waste that contribute to environmental impact (Gupta *et al.*, 2020). A study by Khairul Akter *et al.* (2022) on 17 textile and apparel manufacturing companies in Bangladesh revealed that waste was generated at every production stage. The study resulted in a loss of USD 0.70 for every piece of apparel exported. Research by Wiedemann *et al.* (2020) calculated greenhouse gas emissions (GHG), fossil fuel energy, and water stress from wool clothing production. Findings reported that per wear produces 0.17 kg CO₂-e GHG, 0.88 MJ fossil energy, and 0.96 H₂O-e water stress. GHGs have the highest environmental impact, which is generated by the wool production process. The increase in waste in global textiles is 60% between 2015 and 2030, equivalent to 92 million tons of waste every year and water use of 79 trillion liters (Niinimäki *et al.*, 2020).

Based on the Textile Market Size, Share & Trend Analysis Report (Grand View Research, 2024), the growth of the global fashion industry is very rapid. In 2023, the global textile market was valued at USD 1,837.23 billion and will grow at a compound annual growth rate (CAGR) of 7.4% in revenue from 2024 to 2030. The increased textile production volume that uses many chemicals in its processing has increase waste, harming the environment. The emergence of fast fashion offering low-priced and trend-led products encourages people's consumption and impulse buying (Niinimäki *et al.*, 2020). As a result, textile manufacturing companies produce several times the amount typically produced. The extended supply chain involves many actors who carry out different processes, causing high energy consumption and CO₂ levels. The high value of waste and negative impacts on the environment due to pollutants produced encourage awareness among textile supply chain actors to make changes in the production, logistics, and transportation processes along the supply chain to produce environmentally friendly performance. The general apparel supply chain is illustrated in Figure 1.

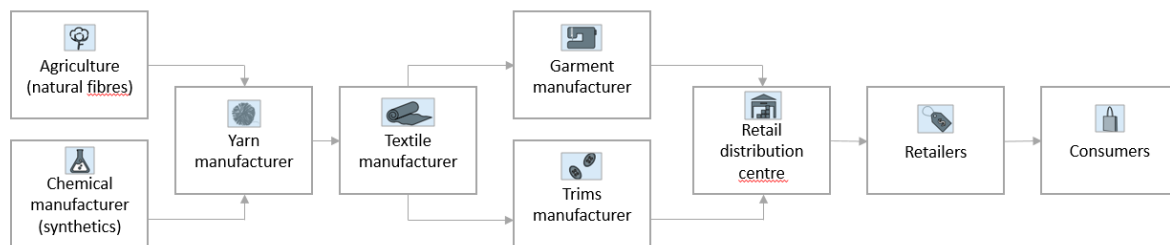


Figure 1. Apparel supply chain

Source: Niinimäki *et al.*, 2020

Studies related to green supply chain is receiving increasing attentions within recent decades (Ba Awain *et al.*, 2023). The development of the Supply Chain Management (SCM) theory into Green Supply Chain Management (GSCM) was motivated by the need for supply chain non-financial performance measurement (Gunasekaran *et al.*, 2004). Study by Hervani & Helms (2005) stated that GSCM is a combination of green purchasing, manufacturing, materials management, distribution, marketing, and reverse logistics. Figure 2 illustrates the GSCM based on the framework of Hervani and Helms (2005) which was simplified. Relevant practices are identified in the figure. The selection process is carried out to obtain green-aware vendors that carried out green practices. In the inbound logistics process, recycling and reusing materials and parts can be carried out, and continued with green production process. The closed-loop manufacturing and de-manufacturing processes are green practices that are parts of GSCM, thus minimizing the waste. Location analysis and green packaging which use eco-friendly materials are carried out in the outbound logistics, including product delivery process to customers. Environmental-friendly products, namely those with reusable, re-manufacturable, and recyclable characteristics can undergo the reverse logistics process. They are returned to the vendors or used as new materials in the inbound logistics to be reprocessed in the production stage. The idea of GSCM is to eliminate or minimize waste along the supply chain (Hervani & Helms, 2005).

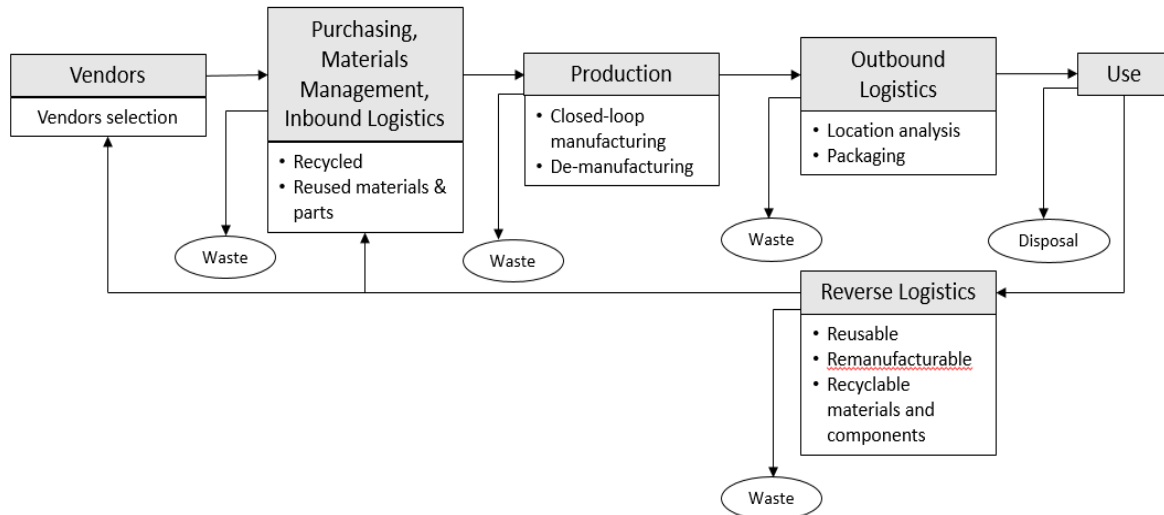


Figure 2 Green Supply Chain Management
Source: simplified from Hervani & Helms (2005)

To analyze the research gap, the data collection process of previous studies was carried out, taken from the Scopus database within the last 10 years of publication (2016-2025). The keywords used were *(apparel OR fashion) AND supply AND chain AND (environment* OR green)* and yielded 409 articles. The mapping process was carried out using the VOS Viewer application and displayed the connection of keywords from all articles that occurred more than 5 times. The mapping results are shown in Figure 3.

It appears in Figure 3 that in previous studies, the topic of fast fashion is still limitedly linked to supply chain management; hence, there is still an opportunity to conduct studies related to sustainable apparel in its supply chain. The limited studies with a literature review approach on the apparel integrated supply chain from upstream to downstream is a research gap fulfilled by this study.

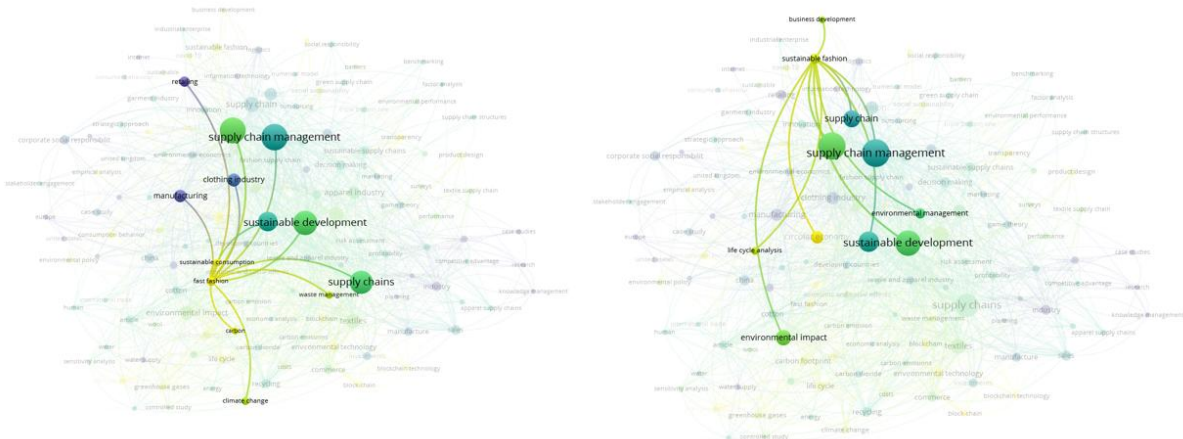


Figure 3. The research gap mapping
Source: VOS Viewer application

Sustainability in apparel supply chain involves various practices and motivation (Warasthe *et al.*, 2020). Positive behaviors as motives related to environment were associated with higher intentions

to engage in sustainability (La Rosa *et al.*, 2021). Study by Lin and Chen (2022) stated that environmental consciousness is one of the predictors of sustainable apparel purchase intentions. To analyze green behavior in the apparel supply chain actors, it is essential to know the motives that drive them to be willing to carry out green practices comprehensively. Therefore, this study aims to investigate the 'green' motives and eco-friendly practices of the apparel supply chain. The research questions answered in this study are: (1) What are the green motives of apparel companies in their supply chain? (2) What are the green practices conducted in the apparel industry? The model developed from the data analysis and synthesis results can be used as a guide for relevant stakeholders, particularly the government, which has the roles and authority to increase awareness of apparel supply chain actors in conducting green practices. The results of this study also contribute to knowledge about the characteristics of the apparel supply chain, which have opportunities to be validated in further research.

RESEARCH METHODS

There are two main stages conducted in this study. The first stage is to conduct a literature review by analyzing 409 scientific articles collected from the Scopus database, which is known as a reputable database that publishes high quality peer-reviewed papers. The keywords used are (*apparel OR fashion*) AND *supply* AND *chain* AND (*environment* OR green*). Some rules were applied in the document collecting process: the topics of the papers were limited to the field of Business and Management, and they were published within the last 10 years (2016-2025), yielding about 409 articles. A systematic literature review has been carried out based on the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) protocol, which consists of explicit and systematic stages. After eliminating duplicate articles, 408 were obtained and processed in a screening phase. The first screening was conducted by checking the title of the articles with the inclusion criteria: titles must be related to words "fashion" or "apparel" or "green" or "green supply chain". The 226 articles were yielded after the first screening stage. The process continued by carrying out the abstract screening stage which filtering articles with abstracts that meet the screening criteria, and obtained 52 articles. The criteria used to filter articles at this stage are the content of words that mean green drivers or green practices. Titles and abstracts that relate to data search keywords can be processed further. After reading the entire contents of the documents, 35 final articles were related to the research questions in this study and considered eligible for analysis. A content analysis approach was carried out to identify and interpret the content based on the research questions in this study. Relevant themes were developed in a cluster of green motives and green practices. A technique involves grouping similar data points or some keywords together based on their meaning related to green motives and practices. Interpretation process of the keywords was conducted to develop some clusters of themes.

The study continued by conducting stage 2, namely developing a proposed conceptual model that describes the relationships between green motives and practices of apparel companies. The model

is subject to be evaluated in future research, applying quantitative or qualitative methods to obtain feedback. The research framework of this study is illustrated in Figure 4.

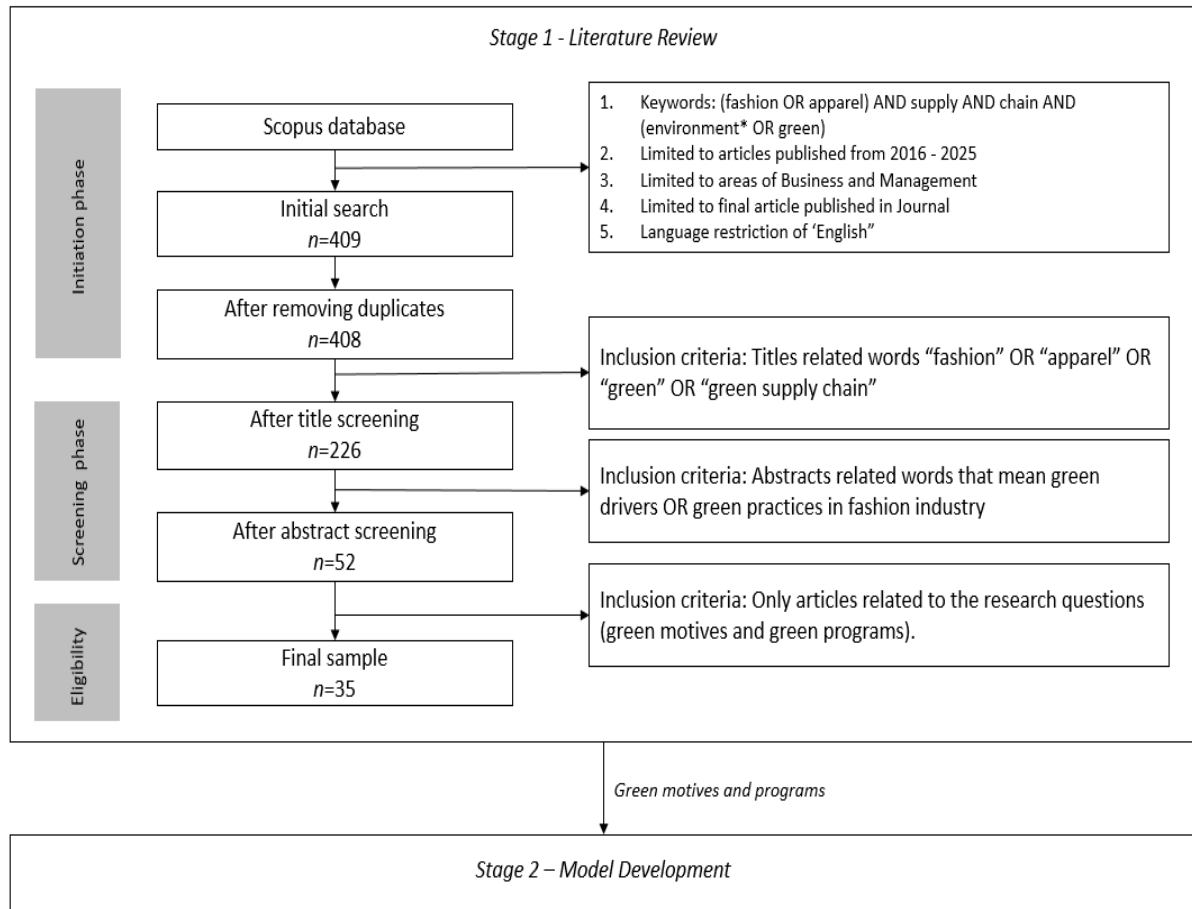


Figure 4 Research framework based on PRISMA Protocol

RESULTS AND DISCUSSIONS

Articles profile

A total of 35 final articles obtained for further analysis were published in several scientific journals. Table 1 lists all the journals that published more than 1 article related to green motives or green practices of apparel companies. Journals with a scope of discussion on cleaner production, logistics, and supply chain tend to publish articles about 'green' topics in the industry, including fashion, apparel, and textile. Journals with general topics take place in the next rank, such as the Journal of Business Research and Sustainability, which indicates that the trend of research on the importance of environmental insights in business is increasing. The 'green' topics in research are significantly part of the broader topics of sustainability, in line with the Triple Bottom Line theory in the concept of sustainability, namely people, planet, and profit (Elkington, 1998).

The number of studies on green topics in the apparel industry tends to increase, as shown in Figure 4, although in 2021 and 2023, the numbers are lower than in previous years. No articles discuss green motives or green practices in 2019 due to the limitation of one database source (Scopus). This

results in a low quantity of eligible articles and the statistical picture does not fully represent the actual conditions. However, it can be concluded from the chart in Figure 5, that the trend of green topics in research has increased over the past 10 years.

Table 1 Journals publishing more than 1 related articles

Journal Title	Number of articles
Cleaner Logistics and Supply Chain	4
Journal of Cleaner Production	4
Journal of Business Research	3
Sustainability (Switzerland)	3
Industria Textila	2
International Journal of Production Economics	2
Sustainable Production and Consumption	2
Transportation Research Part E: Logistics and Transportation Review	2

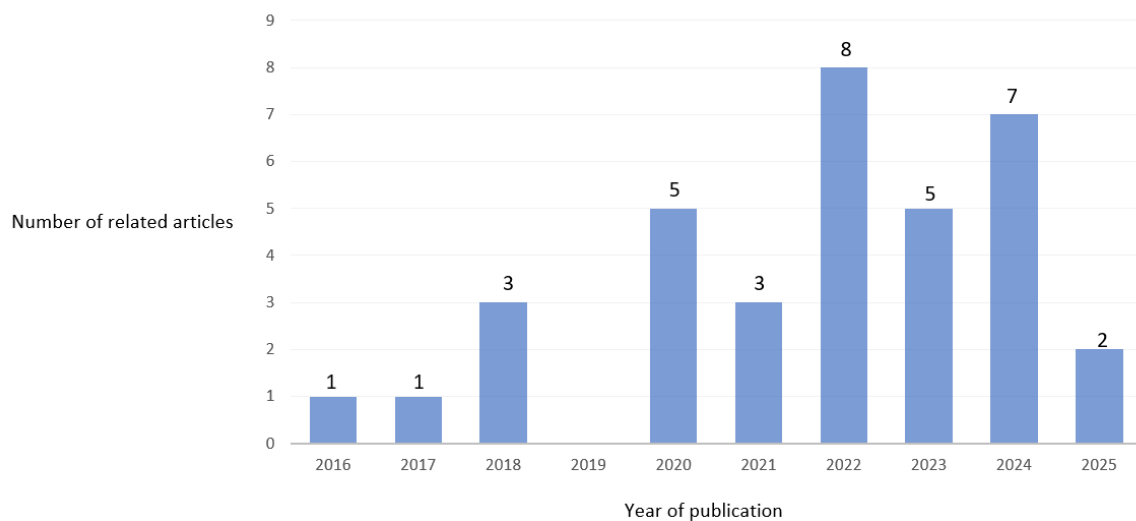


Figure 5 Number of related articles (2016-2025)

Figure 6 describes the 15 most cited articles indicating the most frequently conducted research topic. A study by Zamani *et al.* (2017) entitled ‘Life cycle assessment of clothing libraries: can consumptive consumption...’ is the most frequently cited by other scholars (190 citations), due to its popular topic, including collaborative consumption in fast fashion. The study analyzes the correlations between collaborative consumption and the service life of three everyday garments: jeans, T-shirts, and dresses, which are widely worn by public.

The four articles cited more than 90 times analyze apparel supply chains, ranging from topics related to luxury apparel (Karaosman *et al.*, 2020), governance mechanisms (Yadlapalli *et al.*, 2018; Adhikari & Bisi, 2020), and green technology adoption (Shen *et al.*, 2021). Research on the apparel supply chain continues to grow and is carried out periodically, although the number remains limited. The 35 articles containing green motives and practices that are analyzed in the Table 2 indicates.

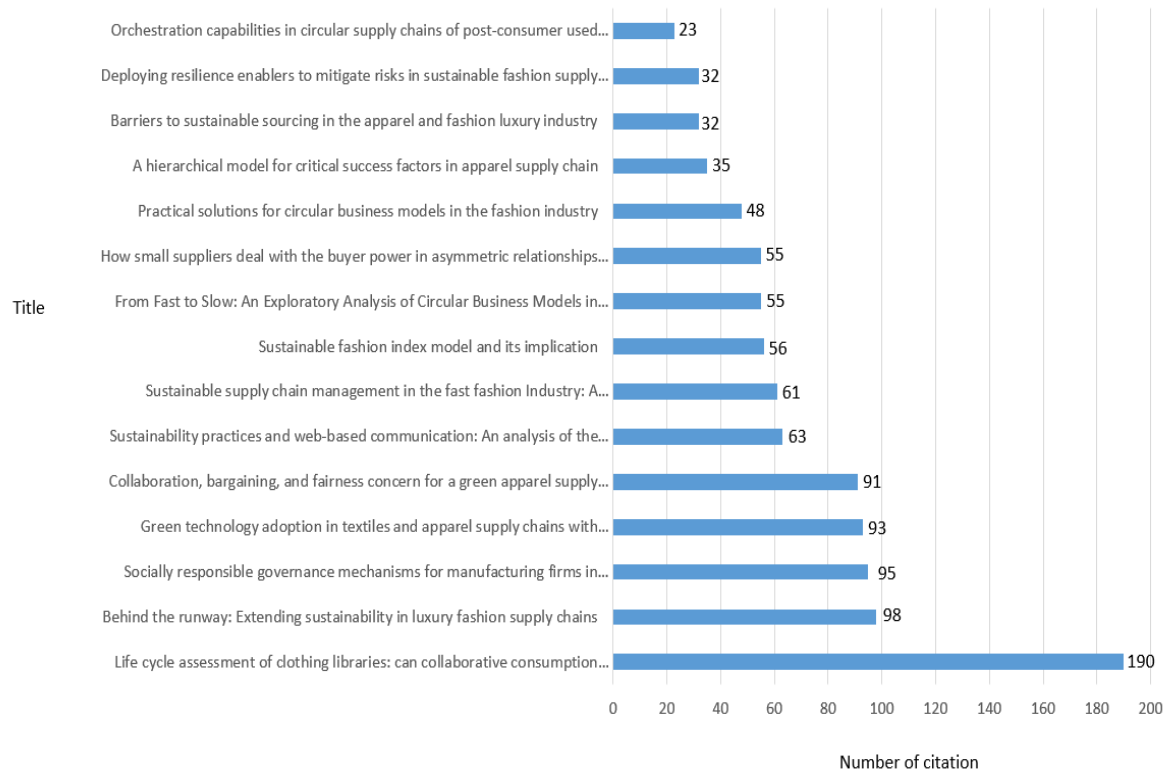


Figure 6 Total citation of each article (15 top cited articles)

Table 2 Article topics

Reference	Green motives	Green practices	Reference	Green motives	Green practices
Fani <i>et al.</i> (2025)		V	Rafi <i>et al.</i> (2022)	V	V
Perry <i>et al.</i> (2025)	V		Wren (2022)		V
Abdelmeguid <i>et al.</i> (2024)		V	Zhang <i>et al.</i> (2022)		V
Baker & McNeill (2024)		V	Hsu <i>et al.</i> (2021)		V
Jadhav & Verma (2024)	V		Küçük <i>et al.</i> (2021)		V
Javed <i>et al.</i> (2024)	V		Shen <i>et al.</i> (2021)		V
Kwon (2024)		V	Adhikari & Bisi (2020)		V
Ma <i>et al.</i> (2024)		V	Chowdhury <i>et al.</i> (2020)		V
Tolentino-Zondervan & DiVito (2024)		V	Karaosman <i>et al.</i> (2020)		V
Abbate <i>et al.</i> (2023)	V		Talay <i>et al.</i> (2020)		V
Farzin <i>et al.</i> (2023)	V		Textiles Intelligence (2020)	V	
Landi <i>et al.</i> (2023)		V	Warasthe <i>et al.</i> (2020)	V	V
Sandberg (2023)		V	Chen <i>et al.</i> (2018)		V
Bhandari <i>et al.</i> (2022)	V		Ciasullo <i>et al.</i> (2018)		V
Dragomir & Dumitru (2022)		V	Yadlapalli <i>et al.</i> (2018)		V
Milewska (2022)	V		Zamani <i>et al.</i> (2017)		V
Nayak <i>et al.</i> (2022)		V	Da Giau <i>et al.</i> (2016)		V
Penz & Drewes (2022)	V				

Green motives of apparel companies

Green motives encourage apparel industry players to carry out green practices or set them as short- and long-term organizational objectives. Table 3 describes compiling the themes of green motives of apparel supply chain actors, based on the articles obtained.

Table 3 Green motives of apparel companies

Reference	Green motives	Themes
Perry <i>et al.</i> (2025)	..ethical issues and environmental responsibility	Ethical issues Environmental responsibility
Jadhav & Verma (2024)	..green attitude and behavior of consumers	Stakeholders' intentions and requirements
Javed <i>et al.</i> (2024)	..green brand image and consumers' purchase intention..	Stakeholders' intentions and requirements
Abbate <i>et al.</i> (2023)	..stakeholder demands for sustainability and circular economy ..customer demand for supply chain transparency ..the selection of certified suppliers	Stakeholders' intentions and requirements Stakeholders' intentions and requirements
Farzin <i>et al.</i> (2023)	..social influence has the most significant impact.. ..environmental concerns and altruism had significant effects	Stakeholders' intentions and requirements Ethical issues
Bhandari <i>et al.</i> (2022)	..government support, and infrastructure ..commitment from top management ..organization awareness	Environmental responsibility Government supports Leader commitment Environmental responsibility
Milewska (2022)	..instability in the environment	Instability
Penz & Drewes (2022)	..one stress factor, i.e., perceived self-efficacy with regard to COVID-19	Instability
Rafi <i>et al.</i> (2022)	..building relationships/partnerships	Collaboration partners
Textiles Intelligence (2020)	..collaborations to build new eco-product development	Collaboration partners
Warasthe <i>et al.</i> (2020)	..management orientation and customer orientation	Stakeholders' intentions and requirements

A study by Jadhav and Verma (2024) revealed that the consumers' attitude and behavior towards sustainable consumerism correlate with brand accountability and encourage the apparel industry to develop practical strategies for the future. The statement quoted from the article is as follows

.. attitude and behavior of consumers are the least essential determinants for sustainable apparel-consumptions, which provide a foundation for sustainability of a clothing brand...

Although, according to the study of Jadhav and Verma (2024), the impact of consumers' attitude and behavior is the lowest compared to other determinants, the statement of correlation between variables is supported by research on green apparel by Javed *et al.* (2024) which stated that the green brand image affects consumer intention to purchase. The following excerpts was taken from the article text.

..the findings of the research indicate a direct and positive relationship between green brand image and consumer purchase intentions, ..emphasizing the need for clothing and textile industry marketers to strategically promote altruistic values in their sustainability efforts

Customer intention to purchase green products due to the green brand image created by manufacturers indirectly encourages apparel companies to practice green and build their brand image. One issue that emerged from the research by Javed *et al.* (2024) is the encouragement of apparel companies to offer altruistic value as an action that prioritizes the interests of others above self-interest, without expecting rewards or benefits. The altruism factor that correlates with purchase intention was

also resulted in a study by Farzin *et al.* (2023). Social influence and environmental concerns are two other factors that encourage consumers to purchase green products. Therefore, apparel company marketers can use these factors as references to choose target markets and position themselves according to consumers' needs and requirements. Another supported recommendation was suggested in a study by Perry *et al.* (2025), which emphasized that applying an ethical framework is essential for apparel firms, especially in developing organizational culture and behavior. The excerpt taken from the study is as follows.

..it is imperative to apply ethical frameworks.. to evaluate business responsibilities ..., ultimately shaping firm behavior

Abbate *et al.* (2023) agree with other studies on the importance of ethical factors to encourage apparel companies to behave 'green'. The study proposes a radical change to transform the business models of apparel companies, so that they do not only prioritize profitability in achieving business sustainability goals. Transparency and traceability in the supply chain are required to maintain the quality of products or services. In its quote, a study by Abbate *et al.* (2023) states that certified suppliers are considered essential to describe supplier compliance as an effort to meet quality and integrity standards so that organizations must carry out radical transformations if necessary:

..customer demand for ..transparency and the selection of certified suppliers strongly influence the apparel firms' business models, pushing ..to a radical change in their value proposition...

Other factors that motivate apparel companies to practice green are top management commitment and government support, including the availability of infrastructure (Bhandari *et al.*, 2022). Adequate infrastructure is needed by apparel companies, especially small and medium enterprises (SMEs), due to their low financial capabilities. Small businesses are resource-constrained and have the primary considerations of financial performance. Most SMEs' green practices are driven by their collaboration partners (Rafi *et al.*, 2022), which apply standards related to environmental-friendly issues. Partners with better financial capabilities and knowledge support small and medium-scale apparel companies in the supply chain.

The dynamic and uncertainty in the supply chain ecosystem motivate consumers to adopt green practices in their apparel (Milewska, 2022; Penz & Drewes, 2022). The COVID-19 pandemic, as a form of instability, changed the behavior of consumers and apparel supply chain actors. Consumers reduced their fashion purchases and held back their money from being spent, and the apparel companies reduced their production volume, increased efficiency and cut excessive energy use. The excerpts from the study by Milewska (2022) are as follows.

..the research confirmed the significant impact of instability.. on the ability of.. with the level of logistic customer service and price.

Reducing the scale of production and promoting efficiency efforts during unstable times are indirectly green practices, by reducing the potential for waste.

Green practices in apparel industry

Table 4 Green practices of apparel companies

Reference	Green practices	Themes
Fani <i>et al.</i> (2025)	..decentralize operations for reverse logistics	Decentralize operations
Abdelmeguid <i>et al.</i> (2024)	..strategic partnerships	Green collaboration
	..adoption of sustainable materials & eco-friendly designs	Eco-friendly product development
	..offering take-back programs, recycling initiatives, and repair services	Promote circularity
Baker & McNeill (2024)	..sustainability certifications	Green certifications
Kwon (2024)	..form a co-evolutionary relationship with partners.	Green collaboration
Ma <i>et al.</i> (2024)	..collaboration with eco-conscious suppliers	Green collaboration
	..invest in eco-friendly products	Eco-friendly product development
	..recycling and upcycling	Promote circularity
Tolentino-Zondervan & DiVito (2024)	.. assess the extent traceability	Digitalization to ensure traceability
	..enhance stakeholder collaboration	Green collaboration
Landi <i>et al.</i> (2023)	..upstream, and downstream operations, and consumers' habits	Promote circularity
Sandberg (2023)	..collaboration is a major characteristic	Green collaboration
Dragomir & Dumitru (2022)	..educate customers on the topic of circularity	Customer education
Nayak <i>et al.</i> (2022)	..adoption of RFID technology	Digitalization to ensure traceability
Wren (2022)	..incentivize collaboration hroughout the supply chain.	Green collaboration
	..eco product development	Eco-friendly product development
Zhang <i>et al.</i> (2022)	..investing in green advertising	Green advertising
Hsu <i>et al.</i> (2021)	..mitigate risks: to monitor	Digitalization to ensure traceability
Küçük <i>et al.</i> (2021)	..collaboration between companies	Green collaboration
Shen <i>et al.</i> (2021)	..clean technology adoption	Green technology adoption
Adhikari & Bisi (2020)	..collaboration mechanism using greening cost sharing contract	Green collaboration
Chowdhury <i>et al.</i> (2020)	..supply chain partnership is of crucial importance to success	Green collaboration
Karaosman <i>et al.</i> (2020)	..traceability projects and supplier audits	Digitalization to ensure traceability
Talay <i>et al.</i> (2020)	..enforcing collaborations and extension of responsibilities	Green collaboration
Chen <i>et al.</i> (2018)	..designing a modular apparel safety architecture framework for SCM	Eco-friendly product development
Ciasullo <i>et al.</i> (2018)	..synergistic actions with stakeholders	Green collaboration
Warasthe <i>et al.</i> (2018)	..internal practices (monitoring and digitalization) and external practices (green supplier development)	Digitalization to ensure traceability
	..green supplier selection and development	Green collaboration
Yadlapalli <i>et al.</i> (2018)	..increase garment prolonged service life	Eco-friendly product development
Zamani <i>et al.</i> (2017)		Promote circularity
Da Giau <i>et al.</i> (2016)	..reduce energy consumption ..reuse of rainwater..	

Green practices are one of the driving factors for organizations to develop sustainability (Alves *et al.*, 2020). Various practices carried out by apparel supply chain actors include encouraging

collaborative consumptions (Zamani *et al.*, 2017), making efficient outsourcing initiatives (Milewska, 2022), recycling and upcycling (Ma *et al.*, 2024). Green practices of apparel companies are listed in Table 4, which is the result of data processing using a content analysis approach.

A study by Fani *et al.* (2025), which conducted some scenario simulations, revealed that a decentralizing strategy for reverse logistics reduces carbon footprint, so it is one of the recommended green practices for apparel companies. Reverse logistics requires time and cost for the return process and provides no added value to the product, so optimization of several developed solution scenarios is needed. The excerpt from the paper is as follows.

..our results suggest that strategic decentralization is a viable approach to balancing lead time and sustainability..

Green collaborations with eco-conscious partners are one of the green initiatives carried out by the apparel industry (Ciasullo *et al.*, 2018; Adhikari & Bisi, 2020; Chowdhury *et al.*, 2020; Talay *et al.*, 2020; Küçük *et al.*, 2021; Wren, 2022; Sandberg, 2023; Abdelmeguid *et al.*, 2024; Ma *et al.*, 2024). One of the motives for collaborating is to obtain support from partners in developing eco-friendly products or services. Another form of contribution from collaboration partners is to provide a digital system to ensure traceability in the supply chain (Karaosman *et al.*, 2020; Hsu *et al.*, 2021; Nayak *et al.*, 2022; Tolentino-Zondervan & DiVito, 2024). For this reason, it is necessary to review the business model of supply chain actors and provide opportunities for collaboration between entities and other stakeholders, such as investors interested in green investment. Green investments are carried out by companies with adequate resources to gain profit based on the organization's awareness of green behavior (Ma *et al.*, 2024). Study by Abdelmeguid *et al.* (2024) highlighted in their paper that extending product lifecycles is essential to developing sustainable value; the excerpt is as follows.

..offering end-of-life strategies.. extends product lifecycles and creates sustainable value.

This opinion is supported by a study by Kwon (2024) stating that green collaboration encourages companies to coevolve altogether with fashion brands. The collaboration aims to develop skills and knowledge capabilities to produce a win-win situation for apparel supply chain actors. The quote in the paper is:

.. [skill and knowledge development] were observed among sewing contractor companies that formed a co-evolutionary relationship with their partners

Other green strategies have been proposed by Landi *et al.* (2023), using the life cycle assessment approach, including upstream, downstream, and consumer habits scenario. To prolong the apparel's life, suggested initiatives for fashion companies include systems optimization of sales forecasting, minimization of product returns, using organic materials, and conducting precision inventory control. Green technology adoption is one initiative that positively impacts companies' sustainability (Shen *et al.*, 2021). In line with this study, the downstream initiative recommended by the Dragomir & Dumitru (2022) study is to educate consumers about circularity, including product

recycling or reuse. Meanwhile, the upstream initiative recommended by the study by Zhang *et al.* (2022) is to form collaborations in green advertising investment as stated in their paper as follows:

..firms obtain the highest profits when they both invest in green advertising

The link between green practices and web-based communications at the supply chain level is rarely unclear in apparel industry (Da Giau *et al.*, 2016). This is the background to the need for transparency with adequate technology throughout the supply chain.

Proposed conceptual model

After obtaining green motives and practices due to data processing, a conceptual model was developed and proposed to be validated further in a future study. Several driving factors that underlie apparel companies to have green practices and the types of green practices are depicted in Figure 7. It is assumed that there is a correlation between motives as driving factors and green initiatives in the apparel supply chain. More comprehensive evaluation and validation steps need to be taken with various approaches, namely a quantitative approach by conducting a survey and a qualitative approach by validating the survey results through an interview process, both with apparel supply chain actors and with other relevant stakeholders.

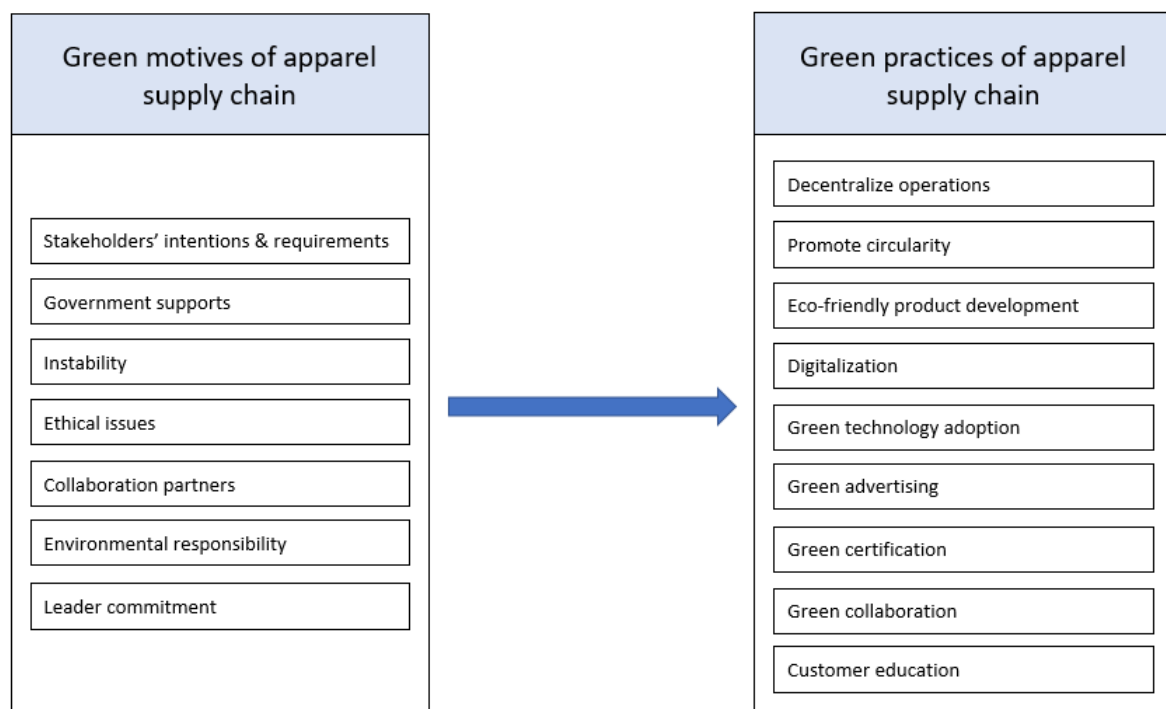


Figure 7. Proposed conceptual model

The proposed conceptual model in Figure 7, that has been tested can be used to identify intervention initiatives related to the green motives that are directly correlated with green practices. Green motives in the model includes of apparel supply chain actors' motives that are integrated from the upstream to the downstream. Further research to test the model can be carried out in some different locations, which are likely to result in different configurations. Various models obtained are beneficial

for decision makers to design relevant programs to increase the green motives and practices of apparel supply chain.

CONCLUSIONS AND RECOMMENDATION

The textile industry affects the environment due to the use of chemicals in the production and handling process of products along the supply chain. Environmental-friendly behavior and practices in the apparel industry are a must to ensure business sustainability of its supply chain actors. This study developed a proposed conceptual model that describes the relationship between green motives and green practices in apparel companies based on the analyses and synthesis processes of 35 articles. Relevant documents were collected from the Scopus database, so the reputability and quality of the papers are guaranteed. However, using one data source is this study limitation, which can be improved in future research by investigating other data sources (Web of Science, ProQuest, etc.) to obtain a broader scope and variety of literature. The primary method used in this study is a systematic literature review, which allows for obtaining various study results. However, there is a lack of validation process of the green motives and practices of apparel supply chain in specific locations concerning the differences between different areas. The proposed conceptual model is subject to evaluation and validation in a future study.

The study results in the form of green motives as a driving factor for green practices in the apparel supply chain can be used by relevant stakeholders, such as the government and collaboration partners, to plan appropriate initiatives to improve green practices in the apparel supply chain. Apparel supply chain actors can use the types of green practices concluded in this study to open insights and as a guide for benchmarking of green best practices.

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