Designing a business model for sustainable consumption:
Toward the managing consumption habit

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As consumer interest in sustainable consumption grows, various new business models are introduced such as sharing platform, rental service and repairing service in the fashion industry. These sustainable business models are strongly engaged with the consumer awareness of environmental impact in pre-purchase, use, and post-purchase phases, compared with the traditional business model. In this study, we suggest a new business model based on a mobile application to support sustainable consumption behavior, which is a "Virtual closet" platform to make the entire consumer decision-making process sustainable way by informing the clothing care method and giving styling curation service for the existing clothing in user's wardrobe. The proposed business model uses the sustainable business model archetype suggested by Bocken, Short, Rana and Evans (2014). As a preliminary study, we had investigated the relationship between clothing involvement and sustainability involvement, washing behavior, and the degree of regret after impulsive buying through a survey. It showed the group with high clothing involvement had a negative correlation with the awareness of the clothing care information ($r=-.291$, $p<0.01$). Therefore, we designed two main functions of "Virtual closet", including the "Information on care method" service to enhance the consumer awareness in use phase and "My closet curation" to support the sustainable decision-making in pre-and post-purchase phase. The former helps to preserve the original quality of clothing for extending the clothing lifecycle. By offering consumers information on various washing and management methods, it will be easier for them to find the optimized solutions to manage their clothing. "My closet curation" service helps to avoid habitual impulse buying by utilizing emerging technologies such as visual searching, image tracking, and QR code recognition. It allows users to check existing consumer clothing in the wardrobe in real time, suggests good matching styles in their wardrobe while shopping, resulting in the more frequent use of the clothing already owned. We expect that this model could help the overall consumer decision-making process in the purchasing phase and contribute to establishing sustainable consumption habit of the consumers.

Reference
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