

# Study on Purchase Intention of Sustainable Fashion

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## Abstract

This project aims to examine the effect of customer awareness on sustainability and willingness. The study uses a quantitative research method and surveys 100 participants using an online questionnaire. There are several factors that influence consumer purchase intention of sustainable products. Despite the growing interest in sustainable products, there are still barriers to adoption. The research recommends that companies should focus on improving the quality, affordability, and willingness to purchase these products

**Keywords:** Sustainable Fashion, Fashion purchase

## CHAPTER - 1

### INTRODUCTION

#### 1.1 MEANING OF SUSTAINABILITY

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs. In addition to natural resources, we also need social and economic resources. The term 'Sustainability' was first used in German forestry circles by *Hans Carl von Carlowitz* in *Sylvicultura Oeconomica* in 1713.

The idea of sustainability is often broken down into three pillars: economical, environmental, and social—also known informally as profits, planet, and people.

In that breakdown, the concept of "economic sustainability" focuses on conserving the natural resources that provide physical inputs for economic production, including both renewable and exhaustible inputs.

The concept of "environmental sustainability" adds greater emphasis on the life support systems, such as the atmosphere or soil, which must be maintained for economic production or human life to even occur. In contrast, social sustainability focuses on the human effects of economic systems, and the category includes attempts to eradicate poverty and hunger, as well as to combat inequality.

In business contexts, sustainability refers to more than just environmentalism. *Harvard Business School* lists two ways to measure sustainable business practices: the effect a business has on the environment, and the effect a business has on society, with the goal of sustainable practice being to have a positive impact on at least one of those areas.

#### 1.2 IMPORTANCE OF SUSTAINABILITY

There are many benefits to sustainability, both short-term and long-term. We cannot maintain our Earth's ecosystems or continue to function as we do if more sustainable choices are not made. If harmful processes are maintained with no change, it is likely that we will run out of fossil fuels, huge numbers of animal species will become extinct, and the atmosphere will be irreparably damaged. Clean air and nontoxic

atmospheric conditions, growth of resources that can be relied upon, and water quality and cleanliness, are all benefits of sustainability.

Sustainability is important for several reasons:

1. **Environmental protection:** Sustainability is crucial for protecting the environment and its natural resources for future generations. By adopting sustainable practices, we can reduce waste, pollution, and environmental degradation.
2. **Social responsibility:** Sustainable practices also contribute to social responsibility by promoting fair labour practices, ethical business operations, and community involvement.
3. **Economic stability:** Sustainability is essential for economic stability and growth, as it promotes resource efficiency, reduces waste, and increases productivity.
4. **Public health:** In the long term, our society benefits from improved water and air quality, reduced landfills, and increased renewable energy sources. Sustainable actions help make a real difference in society. Being committed to sustainability will reduce your carbon footprint and the number of toxins released into the environment, making it safe. When we focus on sustainability, the entire world benefits and gets to live in clean, healthier living conditions.
5. **Climate change:** Addressing climate change is one of the most critical challenges facing humanity, and sustainability is a key strategy for mitigating its impact. By reducing greenhouse gas emissions, conserving energy, and promoting renewable energy sources, we can help to reduce the effects of climate change.

Overall, sustainability is essential for creating a healthier, more equitable, and more prosperous world for current and future generations.

### 1.3 SUSTAINABLE FASHION

Sustainable fashion (also known as eco-fashion) refers to clothing that is designed, manufactured, distributed, and used in ways that are environmentally friendly. It is a way in which brands create clothing that not only reduces the impact on the environment but is also mindful of the people who work to produce the garments.

The origin of sustainable fashion is intertwined with the modern environmental movement, with the publication in 1962 of the book *Silent Spring* by American biologist **Rachel Carson**.

Sustainable fashion concerns more than addressing fashion textiles or products. It addresses the entire process in which clothing is produced, consumed, and disposed of: who, what, how, when, where and the expected useful life of the product before entering the landfill. The sustainable movement looks to combat the large carbon footprint that fast fashion has created by reducing the environmental impact of fashion such as air pollution, water pollution and climate change.

It aims to create a more responsible and transparent industry that benefits both people and the planet, while still producing stylish and functional clothing. Consumers can support sustainable fashion by choosing to buy from sustainable brands, opting for second-hand or vintage clothing, and properly disposing of their old clothes through recycling or donating.

Sustainable fashion also encompasses the concept of circularity, which involves designing clothing that can be reused, repaired, recycled, or upcycled at the end of its life cycle, rather than being discarded in landfills. The ultimate goal of sustainable fashion is to create a more sustainable and responsible fashion industry that meets the needs of the present without compromising the ability of future generations to meet their own needs.

### 1.4 PURCHASE INTENTION

Purchase intention refers to an individual's plan or inclination to buy a particular product or service. It reflects the likelihood that a person will purchase a product or service in the future based on their current attitudes, beliefs, and perceptions about the product or service. Understanding consumers' purchase intentions is important for businesses because it helps them to develop effective marketing strategies that target potential customers more accurately.

Purchase intention is a critical aspect of consumer behavior that plays a significant role in marketing and sales strategies. Companies often use various marketing tactics to influence consumers' purchase intentions and increase the likelihood of converting potential customers into actual buyers.

Marketing based on purchase intentions as a measurement leads to an increase in the return on investment in terms of marketing activities. Having an idea or an exact measure of the intentions of a customer can help design marketing activities in ways that reach the target audience and produce the desired results which are greater customer involvement and higher return on investment. This happens because of the absence of the need for the creation of awareness about a product or service rendered by a brand in the consumer's mind before promoting it.

Purchase intention is also a useful metric for businesses to measure the success of their marketing efforts. By tracking changes in purchase intention over time, businesses can gauge the effectiveness of their marketing campaigns and make adjustments to improve their performance. Overall, understanding purchase intention is a crucial component of developing successful marketing strategies and building long-term relationships with customers.

### 1.5 FAST FASHION VS SUSTAINABLE FASHION

Fast fashion refers to a business model that emphasizes the quick production of inexpensive clothing that is designed to be worn for a short period of time before being replaced by newer, trendier styles. Fast fashion brands often mass-produce their products in low-cost factories overseas, using cheap materials and labor to keep costs low. Sustainable fashion, on the other hand, is a movement toward creating clothing that is produced in a way that minimizes its impact on the environment and society. It focuses on using high-quality, eco-friendly materials and ethical labor practices, as well as designing clothing that is meant to be worn for a longer period of time. Here are some key differences between fast fashion and sustainable fashion:

**Table No 1.01**

FAST FASHION	SUSTAINABLE FASHION
1. Emphasis on low-cost, high-volume production	1. Emphasis on ethical and eco-friendly production
2. Uses cheap and poor-quality materials	2. Uses eco-friendly and high-quality materials
3. Often involves exploitative labor practices, such as low wages and unsafe working conditions	3. Emphasizes fair labor practices and safe working conditions
4. Trends are quickly replicated and changed to meet consumer demand	4. Focuses on timeless designs and quality products that can be used for a long time
5. Creates a large amount of waste through overproduction and discarding of items	5. Emphasizes reducing waste through responsible production and recycling

6. Short lifespan of products due to poor quality, resulting in the need for frequent replacements	6. Products are made to last longer and have a smaller environmental impact
7. Often marketed towards younger demographics with a focus on quantity over quality	7. Often marketed towards conscious consumers who prioritize sustainability and ethical production

### 1.6 RATIONALE FOR CHOOSING THE TOPIC

I have chosen the topic "**Study on Purchase Intention of Sustainable Fashion**" as it is an important area of research due to the growing concerns over the environmental and social impact of the fashion industry. The fashion industry is one of the largest polluters in the world, and there is a growing demand for more sustainable and ethical fashion options. Consumers are becoming increasingly conscious of the impact of their purchasing decisions on the environment, and are looking for ways to make more sustainable choices. By studying the purchase intention of sustainable fashion, I can gain insights into how consumers perceive and value sustainable fashion, and what factors influence their decision-making process when it comes to purchasing sustainable fashion products. This research can provide valuable information to fashion companies and retailers on how to effectively market and promote sustainable fashion, as well as develop sustainable fashion products that meet consumer demand.

Furthermore, this research also helped me to identify potential barriers to purchasing sustainable fashion and develop strategies to overcome these barriers. For example, if the price is a barrier, companies can explore ways to make sustainable fashion more affordable or offer incentives to encourage consumers to purchase sustainable options.

Overall, studying the purchase intention of sustainable fashion can provide valuable insights into consumer behavior and preferences, and help to drive the development and promotion of more sustainable and ethical fashion options.

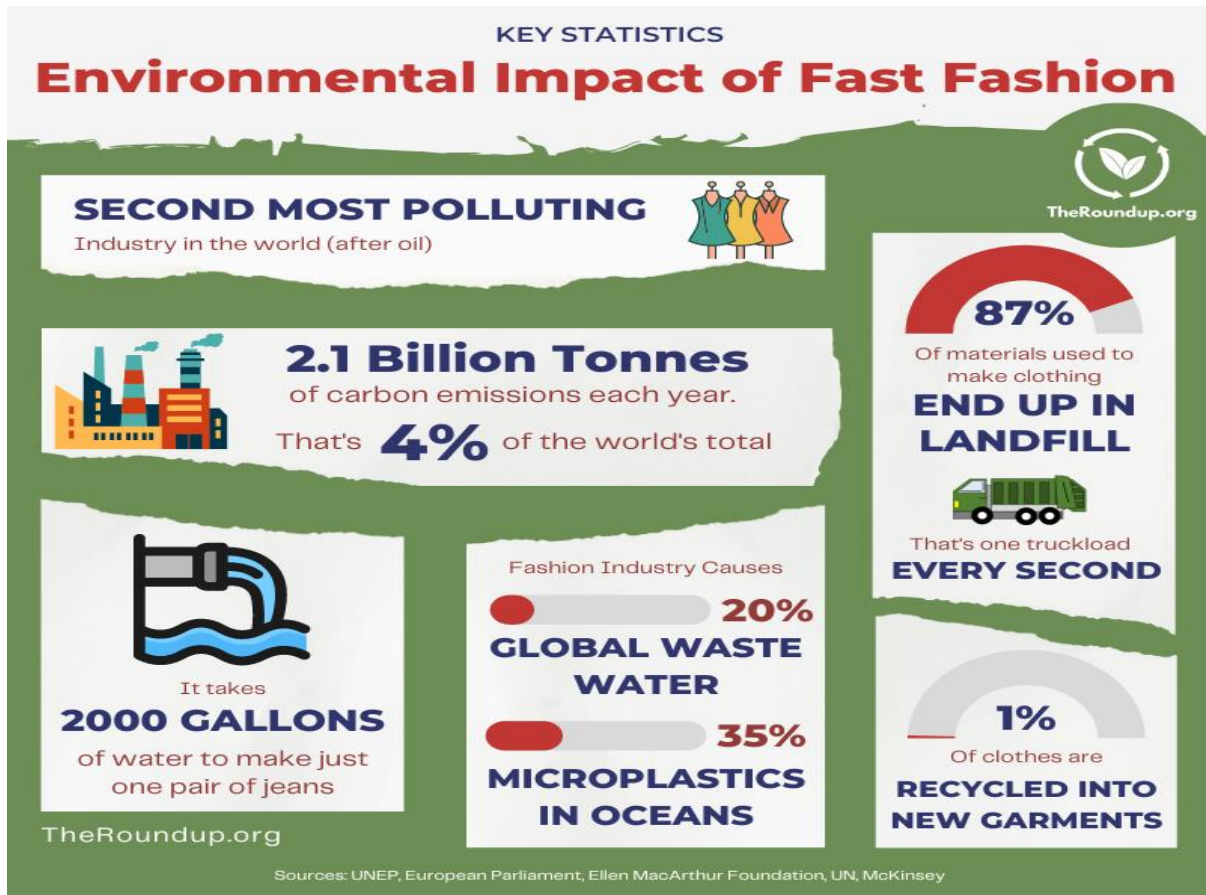
### 1.7 OBJECTIVES OF THE STUDY

The objectives of this study on the purchase intention of sustainable fashion are as follows:

1. Investigate the factors influencing consumers' purchase intention towards sustainable fashion, including environmental consciousness, social responsibility, and ethical considerations.
2. Identify barriers and challenges that hinder consumers from making sustainable fashion choices, such as limited availability, high cost, and lack of awareness.
3. Explore the relationship between consumers' demographic characteristics and their purchase intention towards sustainable fashion.
4. Compare the purchase intention of sustainable fashion across different geographical locations and cultures to identify variations and potential market opportunities.
5. Provide recommendations for fashion companies to enhance sustainability practices and marketing strategies, aiming to increase consumers' purchase intention towards sustainable fashion, while considering industry strengths, weaknesses, opportunities, and threats.
6. Assess the potential market size for sustainable fashion and estimate its demand in the future by analyzing current consumer trends and projected growth rates. This objective aims to provide insights into the market potential and opportunities for sustainable fashion industry stakeholders.

- Investigate the impact of marketing and advertising strategies on consumers' purchase intention towards sustainable fashion to understand the effectiveness of various promotional approaches. This objective aims to identify effective strategies for communicating the value of sustainable fashion to consumers and driving their purchase intentions.

### 1.8 THE PROBLEMS WITH FAST FASHION

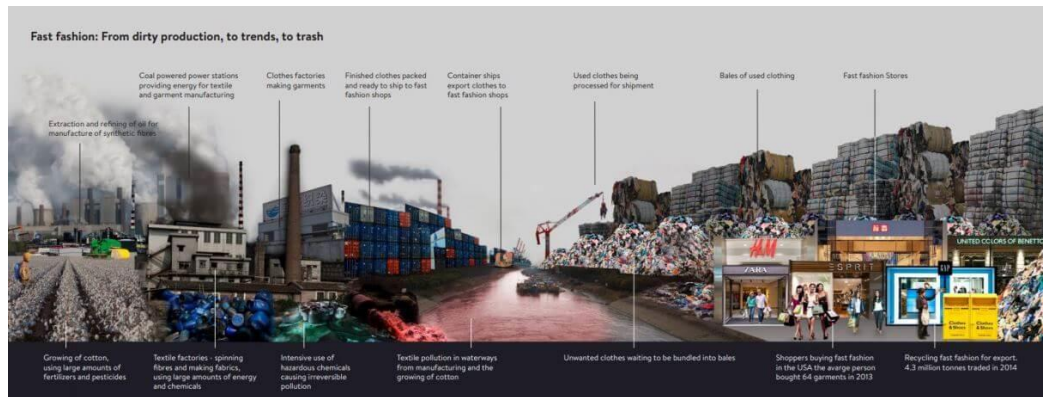


### 1. HUMAN RIGHTS VIOLATIONS

As *Lucy Siegal* says, “Fast fashion isn’t free. Someone, somewhere, is paying.” According to the Fair Fashion Center, 150 million lives are touched by the global apparel industry daily. Most of these people do not receive a living wage and work in terrible conditions. To name but a few of the ethical violations:

- Unliveable wages
- Child labour
- Modern slavery
- Migrant exploitation
- Gender discrimination
- Verbal, sexual, and physical abuse
- Forced overtime
- Hazardous work conditions

## 2. COMPLEX SUPPLY CHAINS AND LACK OF TRANSPARENCY



The process to produce one garment is incredibly lengthy and complex, with many hand changes along the way. Essentially, a seed-to-shelf supply chain includes all the following steps:

1. Sourcing raw materials for every fabric involved (this includes farming techniques as well as soil and seeds used)
2. Spinning raw materials into fibre
3. Turning fibre into fabric
4. Fabric dyeing and prepping
5. Design
6. Garment production (all the added components like thread, buttons, and zippers)
7. Finishing touches (adding tags, pre-shrinking, etc.)
8. Shipping to sellers across the world
9. Shipping to buyers across the world

Even the most well-intentioned brands would likely be complicit along their supply chain somewhere simply because it's almost impossible to keep track.

## 3. HARMFUL CHEMICALS BEING USED IN FASHION PRODUCTION

The fashion industry has been called out as one of the most environmentally damaging industries. According to the WWF, approximately half of all textiles are made from cotton. When conventionally grown, cotton happens to be the dirtiest crop requiring the largest percentage of chemicals: **25%** of the world's insecticides and **18%** of the world's pesticides. In fact, the cotton required to make an average t-shirt (about 9 ounces) is grown with an average of 17 teaspoons of chemical pesticides and fertilizers.

Toxic chemicals are not just used in the growing of the fibres, they are also notorious for their presence in the dyeing and processing of textiles. These chemicals include heavy metals (like nickel, lead, and chromium), phthalates (which are known carcinogens), and formaldehyde. Not only are these chemicals dangerous to growers and manufacturers, but to the wearers as well.

#### 4. WASTAGE OF WATER AND WATER POLLUTION



Around **90%** of fast fashion brands directly contribute to water pollution, by refusing to treat their wastewater, allowing it to contaminate clean water supplies. The Grey Water Footprint measures the overall usage of water to dilute the factory runoff. Brands use clean water, and do this in order to reach the minimum water standard. Not only does this waste clean, uncontaminated water, it also poses a serious risk to ecosystems.

Fashion is also the second largest consumer of water globally, between **6 to 9 trillion litres** per year. The cotton used in one pair of jeans requires almost **2000** gallons of water. The Aral Sea in Central Asia has shrunk by **15%** due to cotton farms drawing on it for water.

Post-production, the waterways are polluted by the wearers as well. Every time we wash clothes with synthetic fibres, tiny bits of micro plastics make their way into our pipes, waterways, and eventually the ocean. There, they get eaten by fish and other marine life, which in turn gets eaten by us.

Whilst the chemicals and toxins disposed of in water supplies have destroyed ecosystems, it has also had devastating socio-economic impacts across communities in the global south:

- Livelihoods of fishermen are lost due to chemicals wiping out species of fish.
- Communities can no longer rely on river water for drinking, cooking, and washing
- The consumption of contaminated water has increased the risk of diseases, such as cancer and cholera.

#### 5. CLIMATE CHANGE

The fashion industry accounts for **10%** of the world's total carbon footprint. Tons of fossil fuels get used in production (petroleum-based fabrics), manufacturing (coal-powered processing), and distribution (gasoline which transports the majority of clothes halfway around the world). global cotton production alone produces 220 tons of CO<sub>2</sub> per year.

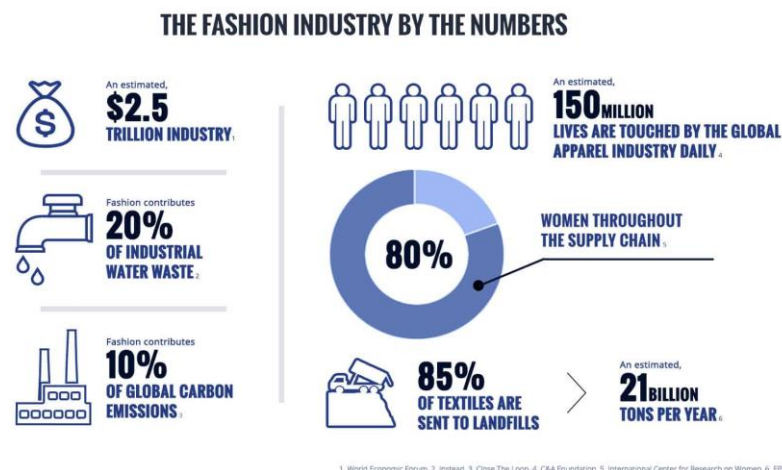
Even natural fibres like organic cotton are no more sustainable than synthetics if they end up in a landfill. There they biodegrade anaerobically and release methane gas, the most potent of all greenhouse gases. All that clothing that gets thrown away rather than recycled, reused, or composted also contributed to GHG emissions.

The colour of your clothing comes at a cost, with textile dyeing being the second largest polluter of water globally. Fast fashion brands use cheap, low-quality dyes, which require chemicals to prevent the fading

of dyed clothing after washes. Subsequently, 200,000 tons of dyes are lost to pollution every year, staining rivers across the global south.

Currently, our low-impact GOTS-certified dyes are far less polluting, but we are exploring the use of natural dyes to minimise this impact further.

## 6. TEXTILE WASTE



Most clothing has a terrible end-of-life outcome, and fast fashion certainly doesn't encourage a circular economy. According to the EPA, textiles have one of the poorest recycling rates of any reusable material. The current fashion system uses high volumes of non-renewable resources, including petroleum, extracted to produce clothes that are often used only for a short period of time, after which the materials are largely lost to landfill or incineration.

This system puts pressure on valuable resources such as water, pollutes the environment, and degrades ecosystems in addition to creating societal impacts on a global scale. A lot of the clothing waste comes from manufacturers—**13 million** tons of textiles each year—and from clothing retailers themselves. Manufacturers overproduce the supply of clothing, and retailers end up overstocked— as seasons change, the unsold supply ends up thrown away to landfills.

The fashion industry overproduces products by about 30-40% each season, contributes roughly 10% of all global carbon emissions, and is the world's second-worst offender in terms of water and plastic pollution.

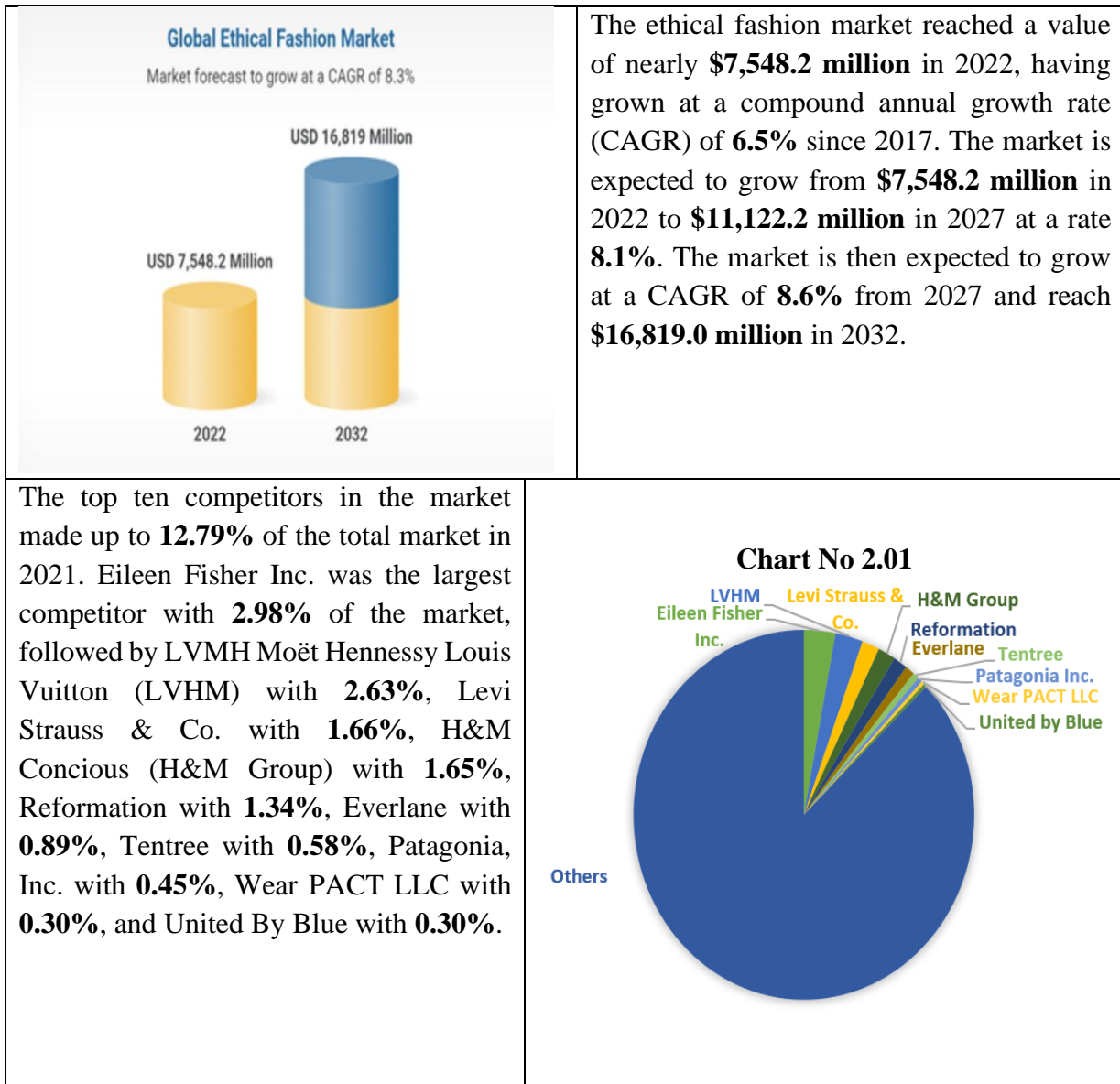
## CHAPTER - 2

### ABOUT THE INDUSTRY

#### 2.1 MARKET SIZE OF THE SUSTAINABLE FASHION INDUSTRY

In recent years, sustainable fashion has experienced impressive growth as people and businesses have become more conscious of the negative environmental and social effects caused by traditional fashion practices. The increased availability and accessibility of sustainable fashion options have played a crucial role in driving this rapid expansion.





Asia Pacific was the largest region in the ethical fashion market, accounting for **33.0%** of the total in 2022 which was followed by Western Europe, and then the other regions. Going forward, the fastest-growing regions in the ethical fashion market will be Eastern Europe, and, South America where growth will be at CAGRs of **12.5%** and **10.3%** respectively. These are followed by Asia Pacific, and, Africa where the markets are expected to grow at CAGRs of **10.1%** and **10.0%** respectively.

## 2.2 ROLE OF INDIAN COMPANIES IN THE SUSTAINABLE FASHION INDUSTRY

Indian companies are increasingly playing a vital role in the sustainable fashion industry, which focuses on promoting environmentally friendly and socially responsible practices in the fashion industry. Here are some examples:

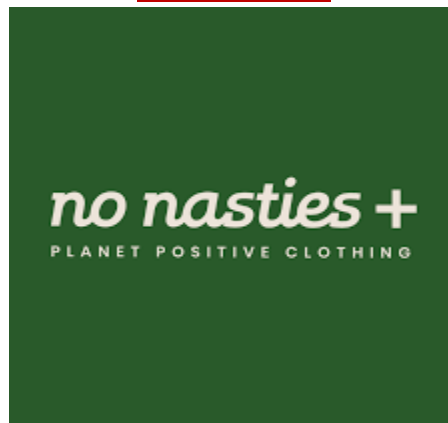
- **Organic cotton farming:** India is the world's largest producer of organic cotton, and many Indian companies have been at the forefront of promoting organic cotton farming practices. Organic farming reduces the use of harmful chemicals, conserves water, and helps maintain healthy soil.

- **Upcycling and recycling:** Many Indian companies are using upcycling and recycling techniques to reduce waste and create new products from old materials. For example, companies like Doodlage and No Nasties use recycled and upcycled materials to create new clothing lines.
- **Fair trade and ethical practices:** Indian companies like Fabindia focus on fair trade and ethical practices, ensuring that workers are paid fairly, and their working conditions are safe and healthy.
- **Natural dyes:** Indian textile traditions have a long history of using natural dyes made from plant extracts. Many Indian companies are reviving this tradition and using natural dyes to create sustainable and eco-friendly clothing lines.

Overall, Indian companies are playing a critical role in promoting sustainable fashion practices and creating a more environmentally friendly and socially responsible fashion industry.

India has a thriving sustainable fashion industry with a number of companies that are leading the way in terms of eco-friendly and ethical production. Here are some Indian sustainable clothing brands:

### NO NASTIES



No Nasties is a brand that specializes in an ethical and sustainable fashion. The brand was founded in 2011 with a mission to provide clothing that is free from harmful chemicals, dyes, and pesticides. No Nasties is committed to fair trade practices, using only organic, non-GMO cotton and ensuring that its supply chain is transparent and traceable.

No Nasties serves in the B2C space in the Retail market segments. It sells organic, cotton apparel by implementing 100% organic and fair trade clothing that is ethically and sustainably made from seed to garment. It also makes sales from 8 multi-designer retail stores in 4 cities around the country. The company has partnered with UnLtd India & FairTrade India and 4 supply chain factories with the products designed by the design community of the company and has shipped to 33 countries. No Nasties has 482 active competitors and it ranks 156th among them.

The brand has received various certifications for their sustainable practices, including the Global Organic Textile Standard (GOTS) and the Fairtrade Certification. Overall, No Nasties is a socially responsible brand that is committed to creating fashion that is both stylish and sustainable. Their products range from t-shirts and dresses to accessories like bags and hats. The brand has gained a loyal following among consumers who value sustainability and ethical production practices in the fashion industry.

### DOODLAGE



Doodlage is a sustainable fashion brand based in India that focuses on creating eco-friendly clothing using upcycled fabrics and materials. The brand was founded in 2012 by Kriti Tula and is known for its unique designs that blend traditional Indian textiles with contemporary styles. Doodlage's designs are characterized by their playful and bold aesthetic, featuring bright colors, patterns, and textures that are often created by repurposing textile waste.

They transform discarded materials into new fabrics, which they use to produce limited edition collections of season-less garments designed for longevity. Doodlage also incorporates waste materials into accessories, soft furnishing products, and paper for packaging and stationery items. They prioritize ethical production units and ensure that their packaging is plastic-free. Doodlage's aim is to minimize waste, promote a circular economy, and offer consumers eco-friendly alternatives in the fashion industry.

They work with local artisans and craftsmen to create handmade pieces that are both eco-friendly and socially responsible. The brand's designs often feature colorful patchwork, playful prints, and quirky details that make them stand out from traditional fashion offerings. The brand uses a variety of materials, including industrial waste, deadstock fabrics, and surplus production scraps, to create their designs.

Doodlage also prioritizes transparency in its production processes. They provide information on the materials used in each piece and the people involved in its creation, allowing customers to make informed choices about their purchases. The brand follows ethical and fair labor practices, partnering with local artisans and craftsmen to create their collections.

### FABINDIA



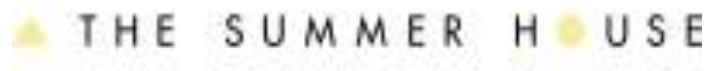
Fabindia is a popular Indian retail brand that specializes in handcrafted and sustainable products, including clothing, home decor, furniture, and personal care items. Fabindia is a leading example of a successful sustainable and socially responsible business in India, and continues to inspire other companies to follow suit. The company was founded in 1960 with the aim of promoting traditional crafts and providing a market for rural artisans.

One of the key factors that sets Fabindia apart from other retail brands is their focus on sustainability and ethical practices. The company uses natural materials and dyes, and minimizes their environmental impact by reducing waste and using renewable energy sources. They also prioritize the health and safety of their workers, providing them with protective gear and training programs.

Today, the company works directly with over 80,000 artisans and weavers across India, providing them with fair wages, safe working conditions, and access to healthcare and education. They also prioritize sustainable practices, using natural materials and dyes, and minimizing their environmental impact.

Fabindia's products are known for their unique designs and high-quality craftsmanship, blending traditional techniques with modern design to create timeless pieces that are both beautiful and functional. From handwoven saris to handcrafted furniture, every product is made with care and attention to detail, reflecting the skill and creativity of India's artisans and weavers.

### **THE SUMMER HOUSE**



Summer House is a slow fashion brand that is committed to producing clothing in an environmentally and socially responsible way. The brand is based in India and was founded by designers Shivangini Padhiyar and Rekha Datla. The Summer House uses natural fabrics such as organic cotton, linen, and silk, as well as recycled and upcycled materials to create their collections.

The brand is driven by an inspiring mission to bridge the gap between ancient Indian craftsmanship and modern wardrobes. They achieve this by working with rural artisans to sustain and revive vulnerable craft communities and help them make the shift from exploitative practices. In its journey so far, The Summer House has managed to partner with 17 craft clusters across India to design one-of-a-kind textiles and handmade garments made with organic fabrics.

Summer House promotes a circular economy by offering repair services for their clothes, encouraging customers to buy quality over quantity, and extending the lifespan of their clothes. This is in stark contrast to fast fashion brands that produce clothes at a rapid pace, using cheap labor and materials, and encouraging a throwaway culture. The brand works with high quality, responsibly made fabrics - with a preference for handwoven, organic and modern explorations like ECONYL regenerated nylon and ethical tencel.

### **OKHAI**



Magical Hands! Mystic Colors.

Okhai is an Indian brand that specializes in handcrafted products, including apparel, accessories, home decor, and lifestyle items. The brand is known for its unique designs, vibrant colors, and intricate embroidery work, all of which reflect the rich cultural heritage of India.

The company was founded in 2016 by the Tata Chemicals Society for Rural Development (TCSR), a non-profit organization that works towards the sustainable development of rural communities in India. The brand was created with the aim of providing a platform for rural artisans, especially women, to showcase their skills and earn a sustainable livelihood.

The artisans associated with Okhai come from various parts of rural India and specialize in different forms of traditional handicrafts. The brand works closely with these artisans, providing them with design inputs, raw materials, and technical training to help them create products that meet modern market requirements while preserving their traditional craft forms.

What sets Okhai apart from other brands is its commitment to sustainability and ethical practices. The brand uses eco-friendly materials, such as organic cotton and natural dyes, wherever possible, and ensures that its production processes have a minimal environmental impact. Additionally, the brand ensures that all its artisans are paid fair wages and work under safe and healthy conditions.

Women empowerment is at the very heart of everything Okhai does in its operations. The brand offers handcrafted clothing and lifestyle products that are made by rural artisans from all over the country. Its mission is to uplift female artisans from underprivileged backgrounds and rural areas by helping them improve their financial and social standing within their communities through fair living wages and decent work. This noble pursuit is reflected in their intricately detailed clothing designed in a vibrant spectrum of colors.

### **2.3 THE RISE OF SUSTAINABLE FASHION**

In recent years, there has been a significant rise in sustainable fashion, which refers to clothing and accessories that are designed, produced, and consumed in an environmentally and socially responsible way. This shift in the fashion industry is a response to the negative impacts that the traditional fashion industry has on the environment, such as pollution, waste, and excessive use of natural resources.

One of the primary drivers of the rise of sustainable fashion has been increased awareness of the environmental and social impact of the fashion industry. The fashion industry is the second largest polluter in the world, after the oil industry, and is responsible for significant amounts of waste, water usage, and greenhouse gas emissions. Additionally, the industry has been criticized for exploiting workers in developing countries, where many clothing items are produced.

Many fashion brands have responded by implementing sustainable practices such as using eco-friendly materials, reducing waste, and ensuring fair labor practices. Some fashion companies have even made public commitments to become more sustainable, and there are now certifications and standards for sustainable fashion that brands can strive to meet.

Overall, the rise of sustainable fashion reflects a growing recognition of the need to balance economic growth with environmental and social responsibility. As consumers become more informed and engaged, it is likely that sustainable fashion will continue to grow in popularity and influence.

## **2.4 BUSINESS MODELS FOR SUSTAINABLE FASHION**

### **1. CIRCULAR FASHION MODEL**

Circular fashion is a sustainable approach to fashion that aims to reduce waste and pollution by keeping materials in use for as long as possible. The circular fashion model involves designing, producing, and consuming clothing with the intention of creating a closed-loop system, where materials are continuously reused and recycled. This approach contrasts with the traditional linear fashion model, which involves extracting raw materials, producing clothing, using it, and then disposing of it as waste.

This model aims to create a closed-loop system where products are designed to be recycled or repurposed at the end of their life cycle. It involves strategies such as take-back programs, recycling initiatives, and designing products for easy disassembly and material recovery.

### **2. UPCYCLING AND REPURPOSING**

Upcycling and repurposing are innovative approaches to sustainable fashion that help reduce waste and promote resourcefulness. Upcycling involves transforming discarded materials or low-value items into products of higher quality or value. This creative process requires imagination and craftsmanship to breathe new life into materials that would otherwise end up in landfills. By upcycling, fashion designers can create unique and stylish pieces that carry a sense of sustainability and individuality.

Repurposing, on the other hand, involves giving existing items a new purpose or function. It involves reimagining the potential of products that may have lost their original use or appeal. By repurposing, old or unused items can find new life as something entirely different and valuable. This approach encourages resourcefulness and creativity while reducing the need for new production and minimizing waste. Both upcycling and repurposing contribute to a circular economy by extending the lifespan of materials and products, promoting sustainability, and reducing the industry's impact on the environment.

### **3. RENTAL AND SHARING MODELS**

Rental and sharing models are business models that allow individuals or businesses to access goods and services without having to own them outright.

In rental models, customers pay a fee to use a product or service for a specified period of time, after which they return it to the rental company. Rental models are commonly used for products such as cars, equipment, and tools.

In sharing models, individuals or businesses pool their resources to provide a service or product that can be accessed by a larger community. Sharing models are commonly used for services such as ride-sharing, home-sharing, and co-working spaces.

Both rental and sharing models have become increasingly popular in recent years due to the rise of the sharing economy and the growing emphasis on sustainability and resource conservation. These models offer a more affordable and flexible way for individuals and businesses to access the goods and services they need, while also reducing waste and environmental impact.

### **4. RETHINKING RECYCLING**

Rethinking recycling refers to the process of reconsidering and redesigning the way we manage waste and materials to reduce the environmental impact of our consumption and production patterns. This includes changing the way we collect, sort, and process recyclable materials, as well as shifting our focus towards more sustainable and circular systems that prioritize reuse and reduction of waste. Rethinking recycling also involves educating individuals and businesses about the importance of recycling and encouraging them to adopt more environmentally friendly behaviors and practices. Ultimately, the goal of rethinking

recycling is to create a more sustainable and resilient economy that minimizes waste and maximizes the value of resources.

## 5. OPEN-SOURCE FASHION

Open-source fashion refers to a collaborative and transparent approach to designing, producing, and distributing clothing and accessories. Similar to the open-source software development model, open-source fashion encourages the sharing and exchange of ideas, designs, and materials among a community of creators and consumers.

This model allows for more sustainable and ethical practices in the fashion industry by reducing waste and increasing the longevity of garments through repair and customization. Open-source fashion also promotes inclusivity and diversity by allowing for a wider range of voices and perspectives to be heard and incorporated into the design process.

## 2.5 SUSTAINABILITY CERTIFICATION ORGANIZATIONS IN THE FASHION INDUSTRY

In order to help manage sustainability in supply chains there are many standards and certifications. Some of these focus on the environment, some on the social, some on the products, and some on the process. With no official mandate for any company to verify the sustainability of their products and practices, many different certifications and networks exist in the fashion industry. Having a renowned eco-label can aid a fashion brand's transparency and help navigate a complex market.

Green certifications are the easiest way to identify sustainable brands. These labels can evaluate brands' sustainability efforts in different aspects of production and of the supply chain, applying to raw materials, end products, and/or processes. Some organizations specialize in performing audits only, others also provide educational initiatives, business support, and lobbying. Among fashion sustainability certifications, you can find ones focusing on fibre standards, chemical control, labour rights, circular standards, and fair trade.

Here is a list of some organizations that issue different sustainability certifications and a brief explanation of what their labels mean:

### 1. FAIRTRADE CERTIFIED

The FAIRTRADE Mark is an independent consumer label that appears on products to signify that Fairtrade standards have been met. Standards relate to producers and workers and concern fairer terms of trade, better prices, and longer lead times to promote security and economic self-sufficiency as well as sustainable production practices. Fairtrade cotton may also be used under a Fairtrade Sourcing Partnership which carries different on-product labeling to the familiar Mark. These standards are established by the Fair Labelling Organisation and are set in accordance to the requirements of the ISEAL Code of Good Practice in standards setting. In relation to textiles the Fairtrade Mark and Fairtrade Sourcing Program is currently only available to certify that the cotton is Fairtrade although a Textile standard has just been approved.

### 2. GOTS CERTIFIED

The Global Organic Textile Standard (GOTS) was developed by leading standard organizations with the aim to unify the various existing standards in the field of eco-textile processing and to define world-wide recognized requirements that ensure the organic status of textiles, from harvesting of the raw materials, through environmentally responsible manufacturing up to labelling in order to provide a credible assurance to the end consumer.

### **3. PETA**

People for the Ethical Treatment of Animals (PETA), the largest animal rights organization in the world, focuses its attention on the four areas in which the largest numbers of animals suffer the most intensely for the longest periods of time. PETA and its certifications are synonymous with cruelty-free fashion ('PETA-Approved Vegan' Certification) and beauty ('Beauty Without Bunnies' Certification).

### **4. B CORPORATION**

B Corporation (also B Lab or B Corp) is a private certification of for-profit companies of their "social and environmental performance". It is distinct from the United States legal designation of a benefit corporation. B Corp certification is conferred by B Lab, a global non-profit organization with offices in the United States, Europe, Canada, Australia, and New Zealand, and a partnership in Latin America with Sistema B. B Lab certification is a third-party standard requiring companies to meet social sustainability and environmental performance standards, meet accountability standards, and be transparent to the public according to the score they receive on the assessment. Certified B Corporations are a new kind of business that balances purpose and profit. In the fashion industry, they are spearheading necessary changes by putting purpose at the center of their operations, reaching out to underserved communities, and considering the planet as a key stakeholder. B Lab certification applies to the whole company across all product lines and issue areas. Companies must re-certify every three years to retain B Corporation status.

### **5. 1% FOR THE PLANET**

One Percent for the Planet is an international organization whose members contribute at least one percent of their annual revenue to environmental causes to protect the environment. The aim is to offer accountability, prevent greenwashing and "certify reputable giving". 1% for the Planet is a global movement inspiring businesses and individuals to support environmental solutions through annual membership and everyday actions. It was founded to prevent greenwashing, certify reputable giving and provide accountability. The 1% for the Planet certification is given to businesses that meet our high-bar commitment—donate 1% of annual sales to environmental causes. Their mission is to "build, support, and activate an alliance of businesses financially committed to creating a healthy planet."

### **6. BETTER COTTON INITIATIVE**

The Better Cotton Initiative (BCI) is the largest cotton sustainability programme in the world. By ensuring the exchange of good practices, and encouraging the scaling up of collective action, the BCI aims to transform cotton production worldwide and establish Better Cotton as a sustainable mainstream commodity. Through BCI and its Partners, farmers receive training on how to use water efficiently, care for the health of the soil and natural habitats, reduce use of the most harmful chemicals and apply decent work principles. BCI Farmers implementing this system are licensed to sell Better Cotton. The BCI logo or packaging does not mean the product is made of physically traceable Better Cotton. It means that you're buying a majority cotton product, from a retailer or brand that is committed to sourcing Better Cotton and investing in BCI Farmers.

### **7. ETHICAL TRADING INITIATIVE**

The Ethical Trading Initiative (ETI) is a leading alliance of companies, trade unions and NGOs that promotes respect for workers' rights around the globe, by collectively tackling issues of exploitation and discrimination that cannot be addressed by individual companies working alone. Retailers and brands with a commitment to ethical trade adopt a code of labour practice that they expect all their suppliers to work towards. Such codes address issues like wages, hours of work, health and safety and the right to join free trade unions.



## 8. BLUESIGN

The independent Bluesign standard is a certification for the textile industry focusing on legal compliance in relation to environmental health and safety. The certification standard combines aspects of consumer safety, water and air emissions, and occupational health, with a particular focus on the reduction of harmful substance usage at the early stages of production. Bluesign checks the progress that a company has made in this effort, provides continual further development of solutions, and continuously optimizes its strict criteria. To bear the bluesign label, the manufacturers and brands are required to act responsibly and sustainably with regard to people, the environment and resources.

## 2.7 THE IMPORTANCE OF LABELS IN CONSUMERS PURCHASE INTENTION TOWARDS SUSTAINABLE FASHION

The environmental and social impact is often difficult to assess in practice. Apparel production involves multiple players starting with the chemical industry and agriculture, fiber, finishing, fabric, and accessories manufacturers through to retailers, service operators, and the recycling industry which is gaining in importance. The situation is further complicated by the variety of raw materials and production methods used by the industry. This makes clothing manufacturing processes less transparent and much more difficult to trace compared with, for instance, food production. Most consumers lack sufficient knowledge or awareness to assess clothing product sustainability. A reliable assessment of clothing sustainability requires an investigation of the whole product life-cycle, because a positive aspect at one point in the value chain may have a negative impact on its later stages.

Labels or certifications are a very important tool in allowing the identification of sustainable clothing, especially when the evaluation process includes both environmental and social criteria and the entire life cycle. Labels can be an effective instrument enabling communication with consumers and are a possible major factor driving more responsible purchase decisions. A recognized label can be a key factor for consumers in their purchase decision, and boosting the willingness to pay a higher price.

For example, a product made of the most environmentally friendly raw material will still not be sustainable if environmentally harmful dyes are used at the finishing stage. In this respect, a product made of a water and energy efficient raw material may prove to be highly ineffective during its employment phase (e.g. by using high washing temperatures for dirt removal). In addition, consumers may have a limited understanding of safe clothing and the potentially negative impact on their health and well-being. Given that a negative health impact is one of the most effective arguments for motivating buyers to make more rational choices, their unknowingness is another impediment to the development of sustainable consumption patterns in the clothing industry.

## CHAPTER - 3

### FINDING AND ANALYSIS

#### 3.1 DATA COLLECTION

Data collection is the process of gathering and measuring information or data, typically with the aim of answering a specific research question or evaluating a particular phenomenon. It involves identifying the relevant data sources, selecting appropriate data collection methods, and gathering data through various means, such as surveys, interviews, observations, experiments, or data mining. Data collection is a critical component of the research process as the quality and validity of the data collected can significantly impact the conclusions drawn from the analysis of that data.

There are 2 types of data: **Primary Data** and **Secondary Data**.

### 3.2 PRIMARY DATA

Primary data refers to original data that is collected directly from its source through methods such as surveys, experiments, observations, interviews, or focus groups. This data is not previously published or analysed by anyone else and is collected specifically for the purpose of the research or study at hand. Primary data is considered to be more reliable and accurate than secondary data, which is obtained from existing sources such as books, reports, or databases. The process of collecting primary data can be time-consuming and expensive, but it provides researchers with detailed and specific information that is tailored to their research questions.

### 3.3 SECONDARY DATA

Secondary data refers to any data that has been previously collected and recorded by someone else or for another purpose. This data can come from a variety of sources, such as government agencies, research organizations, academic institutions, and commercial enterprises. It can also save time and resources compared to collecting new data from scratch. However, it is important to evaluate the quality and relevance of secondary data before using it for research purposes, as it may be outdated, incomplete, or biased. Examples of secondary data include census data, economic indicators, reports from market research firms, academic studies, and historical records.

### 3.4 SURVEY INSTRUMENT

The survey instrument used in the project is questionnaire. A questionnaire is a research instrument consisting of a series of questions used to gather information from individuals. It is a standardized tool used in survey research to collect data on various topics, such as demographics, attitudes, opinions, behaviours, and experiences. Questionnaires can be administered in various formats, including online surveys, paper-and-pencil surveys, and face-to-face interviews. The design and construction of questionnaires are critical for ensuring the accuracy and reliability of the data collected. Proper wording and phrasing of questions, as well as the order and format of the questions, can significantly impact the quality of the results obtained from a questionnaire.

### 3.5 RESEARCH OBJECTIVE

- This survey examines the impact of customer awareness on sustainability and its influence on willingness to pay for sustainable clothing. It analyzes factors such as perceived environmental benefits, cost, and consumer understanding that shape purchase intentions.
- The research aims to provide practical recommendations for companies and policymakers to enhance the availability, affordability, and quality of sustainable clothing products. It also seeks to promote sustainable practices and increase consumer awareness and adoption.
- By contributing to the existing knowledge on sustainable consumption and consumer behavior, this study aims to raise public awareness about the significance of sustainable products in mitigating the negative impact of human activities on the environment.
- The survey investigates the relationship between customer awareness, perceived cost, and the willingness to pay for sustainable clothing products, aiming to provide insights into the demographic and behavioral factors that affect consumer attitudes and intentions towards sustainable products.

### 3.6 GRAPHICAL ANALYSIS

A survey was conducted on 100 people and questions were asked as mentioned in

#### ANNEXURE: 1

Based on the survey conducted and its responses, the following are the outcomes:

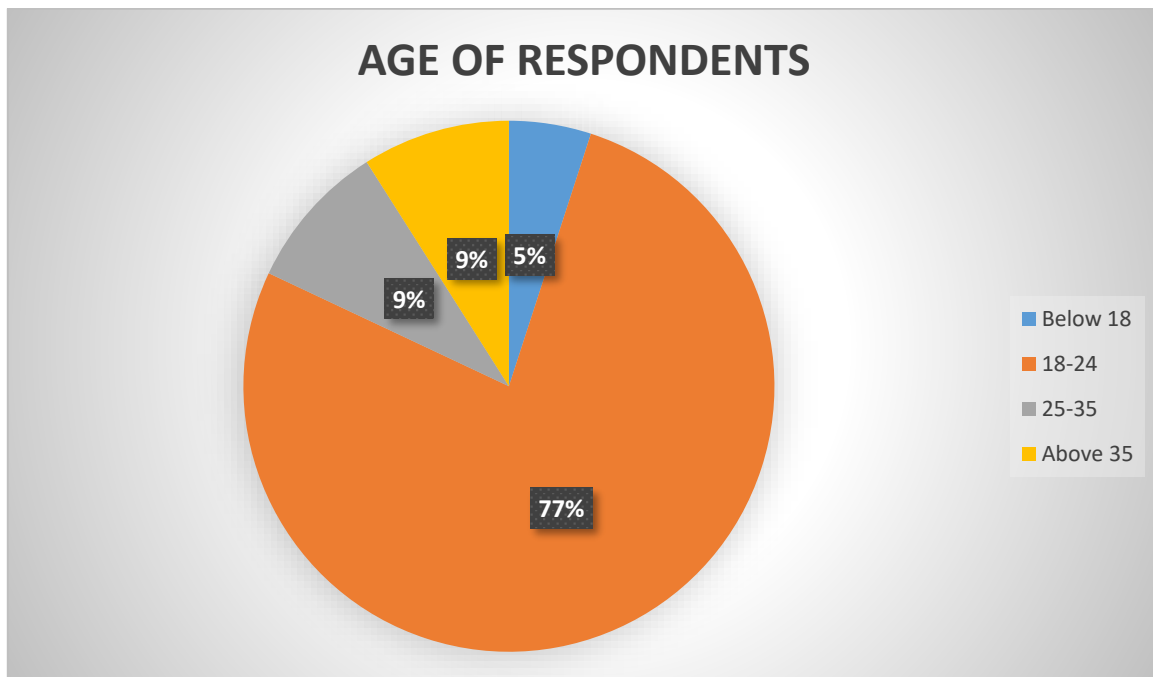
#### PERSONAL INFORMATION

##### i. AGE OF RESPONDENTS

Table No 3.01

AGE (in years)	NO. OF RESPONDENTS
Below 18	5
18-24	77
25-35	9
Above 35	9

Chart No 3.01



#### INTERPRETATION

From the survey I conducted, it was found that people who actually showed interest and filled out the form belonged to the age group of 18 to 24 years. 77% of people belonged to the category of the age group of 18 to 24 years, 9% people belonged to the category of the age group of 24 to 35 years, 9% people belonged to the category of the age group of above 35 years and only 5% people belonged to the category of the age group of below 18 years.

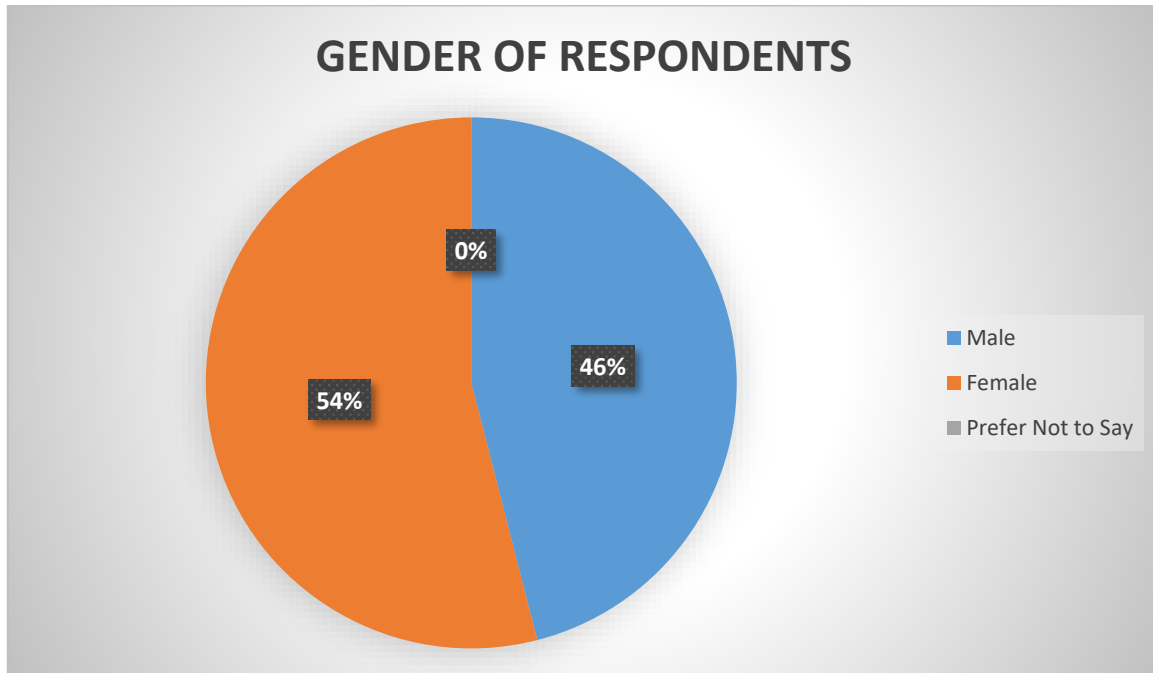
It is clear that sustainable fashion is most popular among Genz (young adulthood) people falling under the age bracket of 18 to 24 years and is least recommended by teenagers who fall under the age bracket of below 18 years.

**ii. GENDER OF RESPONDENTS**

**Table No 3.02**

SEX	NO. OF RESPONDENTS
Male	46
Female	54
Prefer Not to Say	0

**Chart No 3.02**



**INTERPRETATION**

Out of 100 responses, it was found that 54% of the responders are female, whereas 46% of the responders are male.

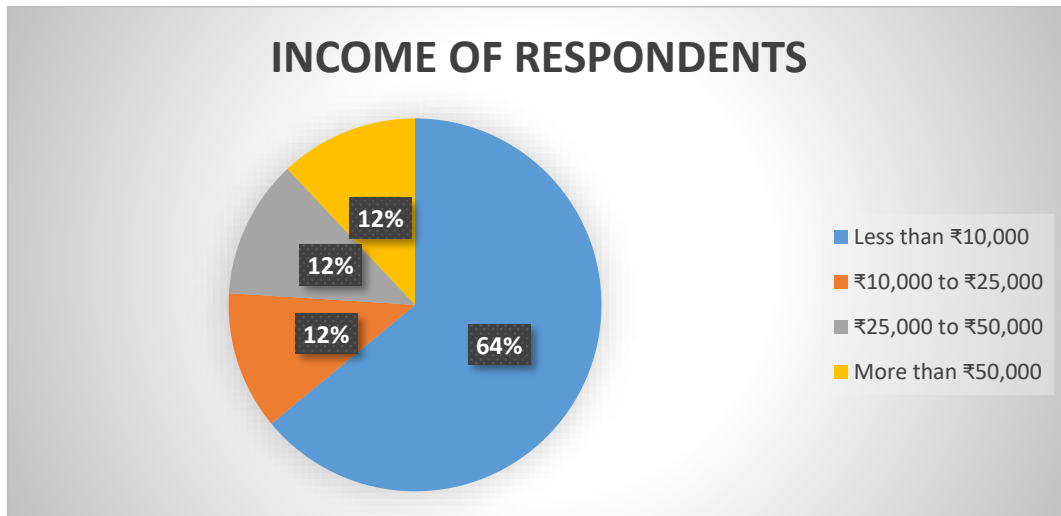
According to the data, it is clear that the majority of the responders are female which shows that they are more interested in and aware of sustainable fashion.

**iii. INCOME OF RESPONDENTS**

**Table No 3.03**

MONTHLY INCOME	NO. OF RESPONDENTS
Less than ₹10,000	64
₹10,000 to ₹25,000	12
₹25,000 to ₹50,000	12
More than ₹50,000	12

Chart No 3.03



**INTERPRETATION**

From the survey I conducted, it was found that 64% of the people earn less than ₹10,000 per month, 12% of the people earn between ₹10,000 and 25,000 per month, 12% of the people earn between ₹25,000 and ₹50,000 per month and 12% of the people earn more than ₹50,000 per month.

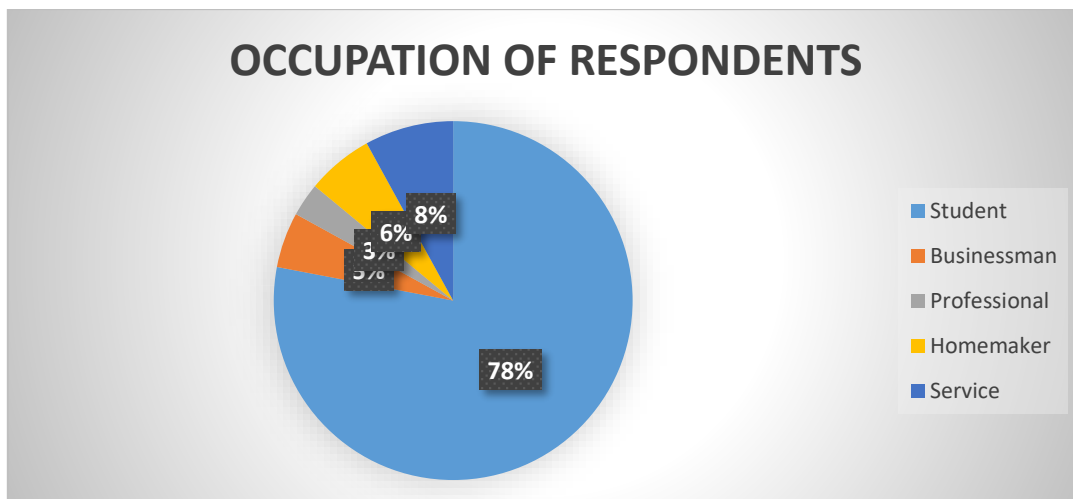
According to the data, more than 60% of the people earn less than ₹10,000 per month which is the least income group. It is a big problem as because of less income, most of them would not be willing to pay more for sustainable fashion.

**iv. OCCUPATION OF RESPONDENTS**

Table No 3.04

OCCUPATION	NO. OF RESPONDENTS
Student	78
Businessman	5
Professional	3
Homemaker	6
Service	8

Chart No 3.04



**INTERPRETATION**

Out of 100 responses, it was found that all of them belonged to different occupations. From the survey I conducted, it was found that 78% of the people were students, 8% works in the service sector, 6% of the people were homemakers, 5% of the people were businessmen and only 3% of the people work as a professional.

According to the data, it is clear that the majority of the responders are students, and that implies fashion is such a thing that is followed more by the youth.

**FINDINGS**

**1. HOW OFTEN DO YOU PURCHASE NEW CLOTHES?**

**Table No 3.05**

PARTICULARS	NO. OF RESPONDENTS
Every Week	6
Every Month	40
Every 3 Months	23
Seasonally	22
Annually	7
Rarely/Never	2

**Chart No 3.05**



**INTERPRETATION**

Based on the data provided in Table 3.05, it can be observed that a majority of respondents purchase new clothes on a monthly basis (40 respondents), followed by every 3 months (23 respondents) and seasonally (22 respondents). Only a small percentage of respondents purchase new clothes every week (6 respondents) or annually (7 respondents), while 2 respondents rarely or never purchase new clothes. It is

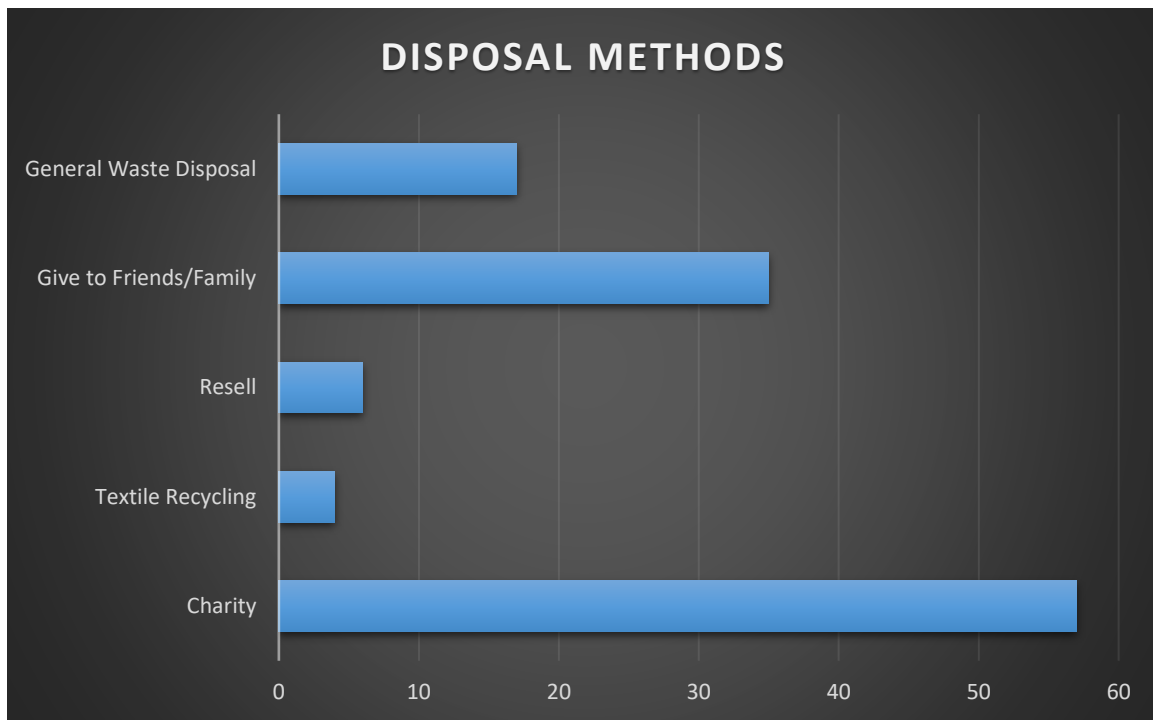
important to note that this question only provides information on the frequency of purchasing new clothes and does not provide any information on the reasons behind these purchasing habits.

**2. WHEN DISPOSING OF OLD GARMENTS, WHAT IS YOUR CHOSEN METHOD/S?**

**Table No 3.06**

PARTICULARS	NO. OF RESPONDENTS
Charity	57
Textile Recycling	4
Resell	6
Give to Friends/Family	35
General Waste Disposal	17

**Chart No 3.06**



**INTERPRETATION**

Based on the data provided in Table 3.06, it can be observed that the most popular option among the respondents was donating to charity, with 57 respondents choosing this option. The next most popular option was giving clothes to friends or family, with 35 respondents selecting this option. A small proportion of the respondents, only 4 and 6 respectively, chose textile recycling and reselling as their preferred method of disposing of their clothes. This suggests that these options may not be as popular or accessible to the general population.

Additionally, 17 respondents chose general waste disposal as their preferred method of disposing of clothes, which may indicate a lack of awareness or concern about the environmental impact of throwing away clothing. The data suggests that the majority of respondents prioritize giving their clothes a second life by donating or passing them on to friends or family.

**3. HAVE YOU EVER BOUGHT SECONDHAND OR RECYCLED FASHION PRODUCTS?**

**Table No 3.07**

PARTICULARS	NO. OF RESPONDENTS
Yes	20
No	66
Maybe	14

**Chart No 3.07**



**INTERPRETATION**

Based on the data provided in Table 3.07, out of the total respondents, only 20 have bought second-hand or recycled fashion products, while the majority of 66 respondents have not. There are also 14 respondents who answered "Maybe" when asked if they have ever bought second-hand or recycled fashion products. This suggests that there is a relatively low level of participation in the market for second-hand or recycled fashion products among the respondents. However, it is worth noting that there is a potential for growth in this market, as indicated by the "Maybe" responses. The reasons for the low participation rate could be due to various factors, such as lack of awareness or access to such products, personal preferences for new and branded items, or concerns over the quality or hygiene of second-hand items.

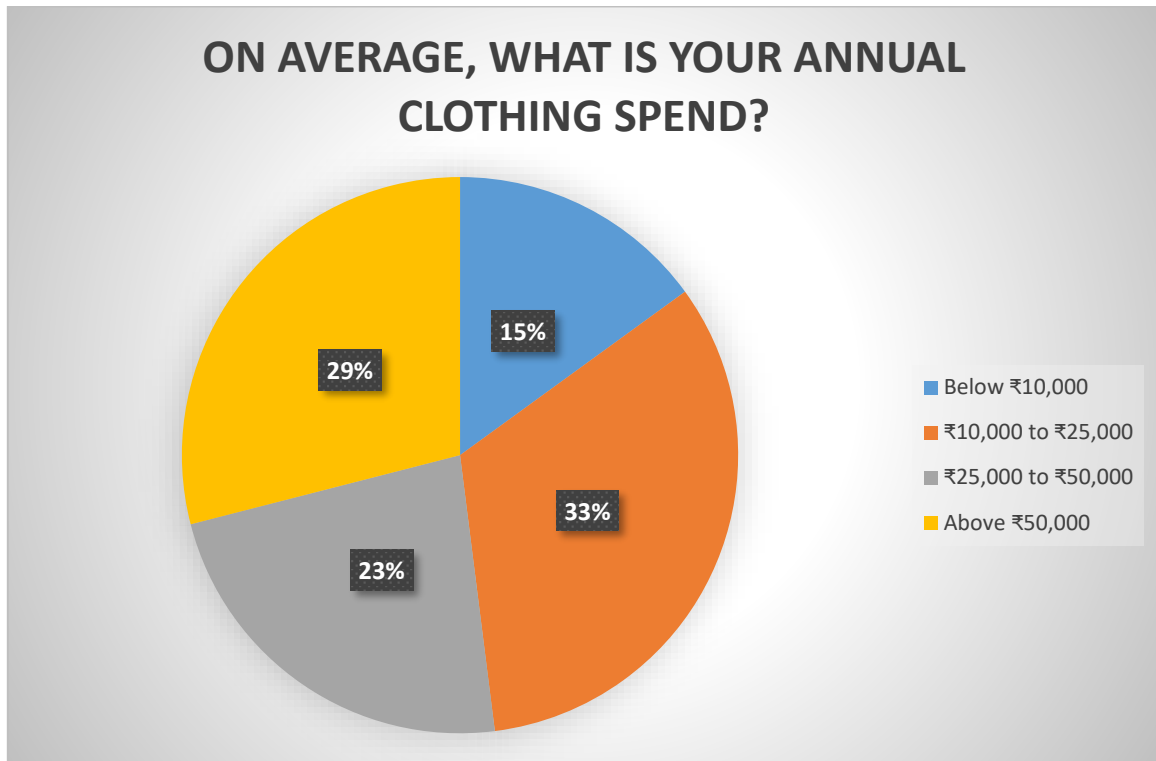
**4. ON AVERAGE, WHAT IS YOUR ANNUAL CLOTHING SPEND?**

**Table No 3.08**

PARTICULARS	NO. OF RESPONDENTS
Below ₹10,000	15
₹10,000 to ₹25,000	33
₹25,000 to ₹50,000	23
Above ₹50,000	29



Chart No 3.08



**INTERPRETATION**

Based on the data provided in Table 3.08, we can see that the survey respondents were divided into four groups based on their annual clothing spend. The majority of respondents, 33 out of 100, spent between ₹10,000 to ₹25,000 on clothing each year. The second largest group, 29 out of 100, spent over ₹50,000 on clothing each year.

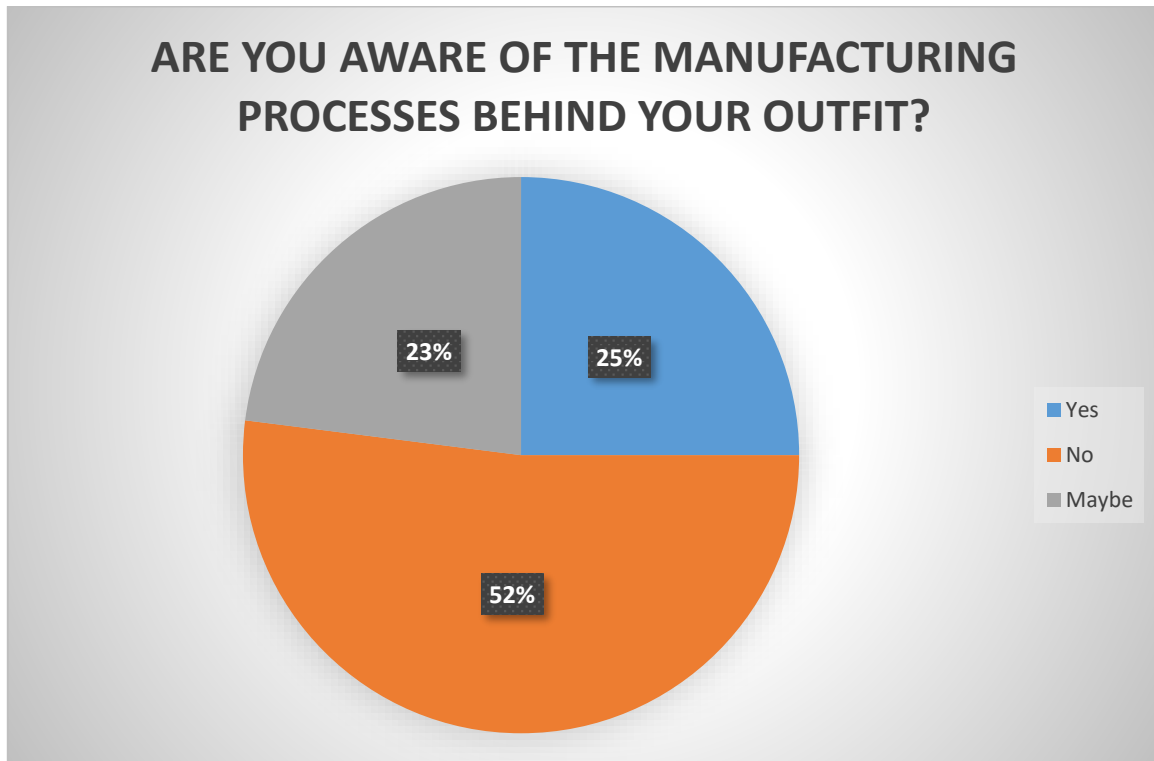
It's interesting to note that a relatively low number of respondents, only 15 out of 100, spent less than ₹10,000 on clothing annually. This suggests that the majority of people are willing to spend a significant amount of money on their clothing each year.

**5. ARE YOU AWARE OF THE MANUFACTURING PROCESSES BEHIND YOUR OUTFIT?**

Table No 3.09

PARTICULARS	NO. OF RESPONDENTS
Yes	25
No	52
Maybe	23

Chart No 3.09



**INTERPRETATION**

Based on the data provided in Table 3.09, it appears that a majority of respondents (52 out of 100) are not aware of the manufacturing processes behind their outfits. This suggests a potential lack of transparency or education regarding the production of clothing among consumers. Of the remaining respondents, 25 indicated that they are aware of the manufacturing processes behind their outfit, while 23 responded "maybe," indicating some level of uncertainty.

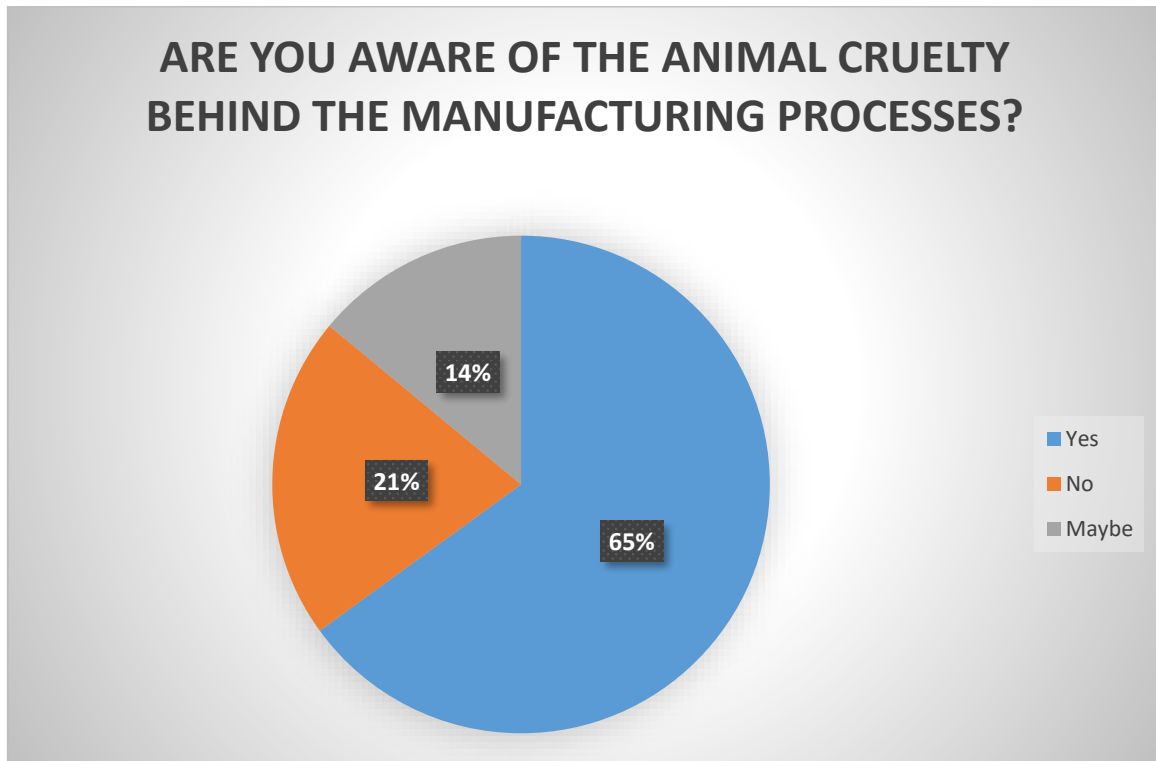
This data suggests that a significant proportion of respondents are not aware of the manufacturing processes behind their outfits. This lack of awareness may be due to a variety of factors, such as a lack of information about the manufacturing processes or a lack of interest in the topic. Additionally, the large proportion of respondents who answered "Maybe" suggests that many people may not have a clear understanding of the manufacturing processes, which could be an area for further education and awareness-building.

**6. ARE YOU AWARE OF THE ANIMAL CRUELTY BEHIND THE MANUFACTURING PROCESSES?**

Table No 3.10

PARTICULARS	NO. OF RESPONDENTS
Yes	65
No	21
Maybe	14

**Chart No 3.10**



**INTERPRETATION**

Based on the data provided in Table 3.10, it can be interpreted that out of the total respondents, 65 have answered "Yes" when asked if they are aware of the animal cruelty behind the manufacturing processes. On the other hand, 21 respondents answered "No" and 14 respondents answered "Maybe".

This data suggests that a significant number of respondents, 65 out of the total number surveyed, are aware of the animal cruelty that occurs during manufacturing processes. However, it is also important to note that a considerable number of respondents, 21, have answered "No", indicating that they are not aware of this issue.

Furthermore, 14 respondents answered "Maybe", suggesting that they may have some level of knowledge or awareness about animal cruelty during manufacturing processes, but are unsure about the details or extent of the issue. The data highlights the need for greater awareness and education about animal cruelty in manufacturing processes, as a significant number of respondents are still unaware of this important issue.

**7. DO YOU CONSIDER MATERIAL ECO-SAFETY AS AN ESSENTIAL FACTOR WHEN PURCHASING YOUR CLOTHES?**

**Table No 3.11**

PARTICULARS	NO. OF RESPONDENTS
Yes	34
No	28
Sometimes	38

Chart No 3.11



**INTERPRETATION**

Based on the data provided in Table 3.11, it can be seen that out of the total number of respondents, 34 of them consider material eco-safety as an essential factor when purchasing clothes, while 28 do not. Additionally, 38 respondents sometimes consider eco-safety as a factor when making a purchase. From the data, it can be inferred that while there is a significant number of respondents who consider eco-safety as an important factor when purchasing clothes, a majority of respondents do not prioritize eco-safety when making their purchase decisions. However, it is notable that a considerable number of respondents sometimes take eco-safety into account.

The results suggest that there is a growing awareness and concern regarding eco-safety in the fashion industry, but it is not yet a mainstream consideration for all consumers. The fashion industry may benefit from increased efforts to promote eco-safety, as it can help attract and retain eco-conscious customers.

**8. WOULD YOU LIKE TO LEARN MORE ABOUT THE OPPORTUNITIES TO USE MORE ECO-FRIENDLY CLOTHING?**

Table No 3.12

PARTICULARS	NO. OF RESPONDENTS
Yes	67
No	14
Maybe	19

Chart No 3.12



**INTERPRETATION**

The data presented in Table 3.12 indicates a high level of interest in eco-friendly clothing among the respondents. Out of the total respondents, 67% expressed their interest in learning more about opportunities to use more eco-friendly clothing. Only a small percentage (14%) of respondents indicated that they were not interested in learning more about eco-friendly clothing, while 19% were unsure and may be interested.

This result highlights the potential to increase awareness and education about eco-friendly clothing among the general public. It is useful information for businesses and organizations that are looking to cater to the demand for eco-friendly clothing and promote sustainability. The data suggests that there is a strong demand for eco-friendly clothing and that efforts to increase awareness and education in this area could be beneficial.

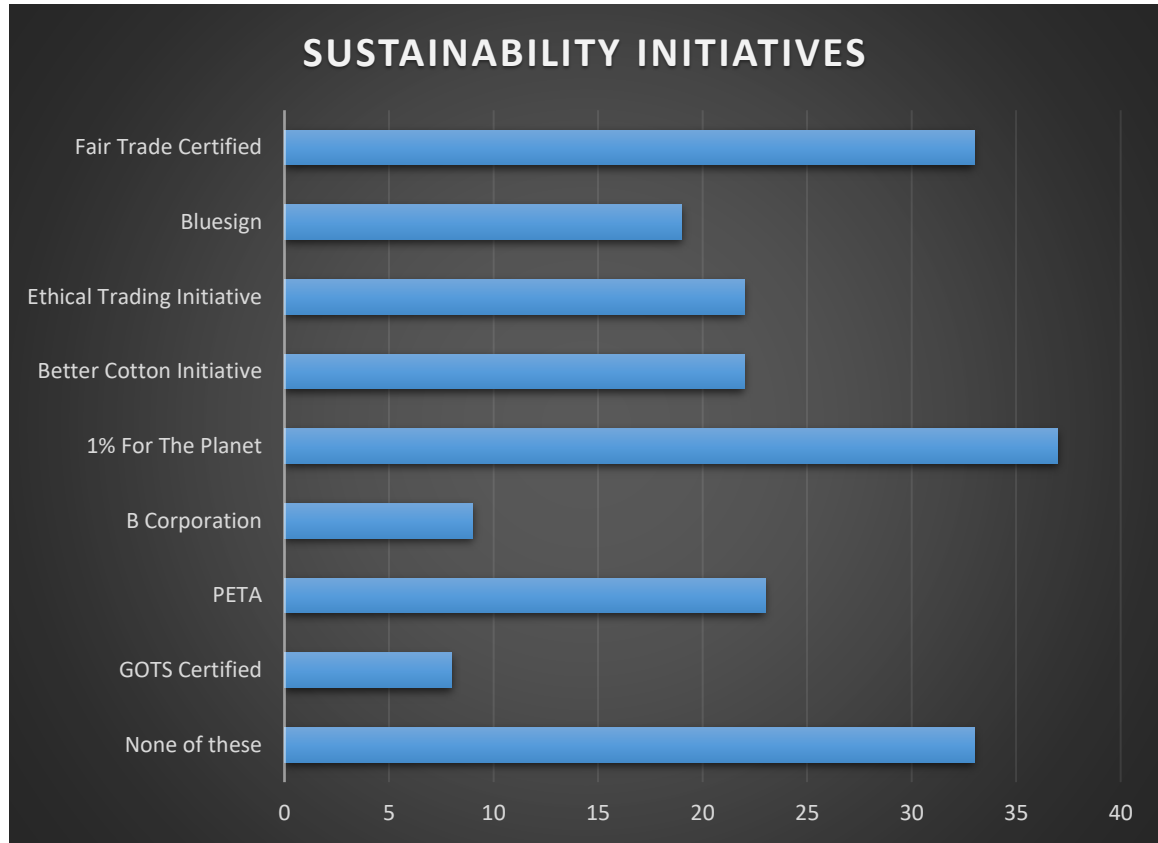
**9. WHICH OF THESE SUSTAINABILITY INITIATIVES HAVE YOU HEARD OF?**

Table No 3.13

PARTICULARS	NO. OF RESPONDENTS
Fair Trade Certified	33
GOTS Certified	8
PETA	23
B Corporation	9
1% For The Planet	37
Better Cotton Initiative	22
Ethical Trading Initiative	22
Bluesign	19

None of these	33
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**Chart No 3.13**



**INTERPRETATION**

The data in Table 3.13 shows the number of respondents who have heard of various sustainability initiatives. The initiatives listed are Fair Trade Certified, GOTS Certified, PETA, B Corporation, 1% For The Planet, Better Cotton Initiative, Ethical Trading Initiative, and Bluesign.

Out of the total respondents, 33 have not heard of any of the initiatives listed. The most widely known initiative is 1% For The Planet, with 37 respondents indicating that they have heard of it. Fair Trade Certified and PETA are also relatively well-known, with 33 and 23 respondents, respectively.

The least well-known initiative is GOTS Certified, with only 8 respondents indicating that they have heard of it. B Corporation is also not widely known, with only 9 respondents having heard of it. Ethical Trading Initiative, Better Cotton Initiative, and Bluesign are moderately well-known, with 22, 22, and 19 respondents, respectively, having heard of each initiative. The data suggests that some sustainability initiatives are more well-known than others, and there is still room for greater awareness and education about these initiatives.

**10. ARE YOU WILLING TO PAY MORE FOR SUSTAINABLE CLOTHING?**

**Table No 3.14**

PARTICULARS	NO. OF RESPONDENTS
Yes	30
No	38
Sometimes	32

Chart No 3.14



### INTERPRETATION

According to the data provided in Table 3.14, out of the total respondents, only 30 indicated that they are willing to pay more for sustainable clothing. On the other hand, 38 respondents indicated that they are not willing to pay more for sustainable clothing. These two groups appear to be almost evenly split in terms of their willingness to pay more for sustainable clothing.

However, it is important to note that a significant number of respondents, 32 in total, indicated that they sometimes consider paying more for sustainable clothing. This suggests that while there may not be a significant demand for sustainable clothing among consumers, there is still some potential for increasing demand for sustainable clothing if the price is right. The data suggest that while there may not be a significant demand for sustainable clothing among consumers, there is some potential for increasing demand if the price is right. It will be important to keep an eye on consumer attitudes toward sustainable clothing in the future to see how they evolve over time.

### 3.7 SWOT ANALYSIS



### 3.8 PESTLE ANALYSIS

**P**olitical - Policies such as import/export regulations, taxes, and tariffs can impact the supply chain and production process of sustainable fashion. Government initiatives that incentivize and promote sustainability can also have a positive impact on the industry.

**E**conomical - Economic factors such as consumer behavior, purchasing power, and market trends can impact the demand for sustainable fashion. The cost of sustainable materials and production can also impact the pricing of sustainable fashion products.



**Social** - Consumer attitudes towards sustainability are changing, and more people are becoming aware of the environmental and social impacts of fast fashion. Consumers are also increasingly interested in sustainable fashion, which can create opportunities for brands.

**Environmental** - The environmental impact of textile production is a significant issue for the fashion industry. Factors such as water use, waste generation, greenhouse gas emissions, and chemical pollution can significantly impact the industry's sustainability.

## CHAPTER - 4 CONCLUSION

### 4.1 SUMMARY OF THE STUDY

This project report helped me in establishing a deep understanding of the “**STUDY ON PURCHASE INTENTION OF SUSTAINABLE FASHION**”

The main focus of this study was to examine the factors that influence consumers' purchase intention towards sustainable fashion, aiming to gain a comprehensive understanding of consumer attitudes, perceived product attributes, price sensitivity, social factors, trust, and marketing strategies in the context of sustainable fashion consumption.

The first chapter covers the introduction of the topic, problems with fast fashion, the difference between fast fashion and sustainable fashion, the objectives of the study, and the need for the study.

The second chapter i.e. About the Industry, deals with a deeper understanding of the concept, business models, technicalities, and companies.

The third chapter i.e. Analysis and Findings, consists of different surveys, efforts were made to analyze the data with the help of statistical tools i.e. percentage method. Data is shown in tabular form which includes responses of respondents and percentage share of respondents towards various statements.

The fourth chapter i.e. Conclusions and Suggestions, consists of a summarization, conclusion, and suggestions regarding the subject for the project report to be made on.

### 4.2 CONCLUSION

The primary objective of this study was to examine the factors that shape consumers' purchase intentions towards sustainable fashion. Through an extensive review of data and analysis, the research explored various aspects, including consumer attitudes, perceived product attributes, price sensitivity, social factors, trust, and marketing strategies, all within the context of sustainable fashion consumption.

The findings revealed that perceived product attributes, such as eco-friendly materials and certifications, emerged as influential factors in shaping consumer preferences. Price sensitivity was identified as a potential obstacle, yet some consumers indicated a willingness to pay a premium when they perceived greater value in sustainable fashion products. Social factors, encompassing subjective norms and social influence, played a notable role, underscoring the significance of social approval and peer recommendations. Moreover, marketing strategies like eco-labeling and cause-related marketing exerted a positive influence on consumer perceptions and purchase intentions.

In summary, this study provided a comprehensive understanding of the factors that impact consumers' purchase intentions concerning sustainable fashion. The findings contribute to the existing body of knowledge and offer valuable insights for fashion brands, policymakers, and marketers, enabling them to devise effective strategies to promote sustainable fashion consumption. By recognizing the importance of consumer attitudes, perceived product attributes, price sensitivity, social factors, trust, and marketing strategies, stakeholders can implement targeted interventions and communication approaches that encourage sustainable fashion adoption. This study emphasizes that sustainable fashion is not merely a passing trend but a growing consumer demand, and addressing these factors will be pivotal in meeting these demands and fostering a more sustainable and responsible fashion industry.

### 4.3 SUGGESTIONS

- ✓ Increase awareness and education about the environmental and social impacts of the fashion industry and promote the benefits of sustainable fashion and its positive contributions to sustainability goals.
- ✓ Enhance product attributes by using eco-friendly materials and promoting certifications and labels.
- ✓ Ensure product durability and quality in sustainable fashion offerings.
- ✓ Explore pricing strategies to make sustainable fashion more affordable and accessible.
- ✓ Offer competitive pricing, introduce affordable sustainable fashion lines, or implement rewards programs for sustainable purchases.
- ✓ Foster consumer trust through transparent communication about sustainability practices and ethical production processes.
- ✓ Utilize credible certifications, labels, and third-party audits to substantiate sustainability claims.
- ✓ Implement marketing strategies that highlight the unique value proposition of sustainable fashion.
- ✓ Utilize eco-labeling, cause-related marketing, and storytelling to engage consumers emotionally.
- ✓ Engage in partnerships that support sustainable initiatives and foster innovation in sustainable fashion practices.
- ✓ Provide detailed information about sustainable fashion products and the brand's commitment to sustainability on online platforms.
- ✓ Support ongoing research and development to advance sustainable fashion practices, technologies, and materials.
- ✓ Encourage innovation in sustainable fashion design, manufacturing processes, and circular economy approaches.

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## ANNEXURES

### PERSONAL INFORMATION

1. Age (in years)
  - a) Below 18
  - b) 18 to 24
  - c) 24 to 35
  - d) Above 35
2. Sex
  - a) Male
  - b) Female
  - c) Prefer not to say
3. Income per month (₹)
  - a) Less than 10,000
  - b) 10,000 to 25,000
  - c) 25,000 to 50,000
  - d) More than 50,000
4. Occupation
  - a) Student
  - b) Businessman
  - c) Professional
  - d) Homemaker

- e) Service
- f) Other...

## QUESTIONNAIRE

1. How often do you purchase new clothes?
  - a) Question Type
  - b) Every Week
  - c) Every Month
  - d) Every 3 Months
  - e) Seasonally
  - f) Annually
  - g) Rarely/Never
2. When disposing of old garments, what is your chosen method/s?
  - a) Charity
  - b) Textile Recycling
  - c) Resell
  - d) Give to friends/family
  - e) General Waste Disposal
3. Have you ever bought second-hand or recycled fashion products?
  - a) Yes
  - b) No
  - c) Maybe
4. On average, what is your annual clothing spend?
  - a) Below ₹10,000
  - b) ₹10,000 to ₹25,000
  - c) ₹25,000 to ₹50,000
  - d) Above ₹50,000
5. Are you aware of the manufacturing processes behind your outfit?
  - a) Yes
  - b) No
  - c) Maybe
6. Are you aware of the animal cruelty behind the manufacturing processes?
  - a) Yes
  - b) No
  - c) Maybe
7. Do you consider material eco-safety as an essential factor when purchasing your clothes?
  - a) Yes
  - b) No
  - c) Sometimes
8. Would you like to learn more about the opportunities to use more eco-friendly clothing?
  - a) Yes
  - b) No
  - c) Maybe

9. Which of these sustainability initiatives have you heard of?

- a) Fair Trade Certified
- b) Climate Neutral
- c) BCORP
- d) Carbon Disclosure Project
- e) GOTS certified
- f) Carbon Net Zero
- g) 1% For The Planet
- h) Future Fit Business Benchmark
- i) None of these

10. Are you willing to pay more for sustainable clothing?

- a) Yes
- b) No
- c) Sometimes