

ASSESSMENT OF HOW FASHION BRANDS MARKET SUSTAINABLE AND CLOTHING LINES TO APPEAL TO CONSCIOUS CONSUMERS

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION



By

AZHAGU VIGNESH S A
REGISTER NO: 42410215

**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **AZHAGU VIGNESH S A - 42410215** who carried out the Project **“ASSESSMENT OF HOW FASHION BRANDS MARKET SUSTAINABLE AND CLOTHING LINES TO APPEAL TO CONSCIOUS CONSUMERS”** under my supervision from January 2023 to March 2023.

Internal Guide

External Guide

**DR. BHUVANESWARI.G MBA. Ph.D.
Dean – School of Management Studies**

Submitted for Viva voce Examination held on

Internal Examiner

External Examiner

DECLARATION

I **AZHAGU VIGNESH S A (42410215)** hereby declare that the Project Report entitled **“ASSESSMENT OF HOW FASHION BRANDS MARKET SUSTAINABLE AND CLOTHING LINES TO APPEAL TO CONSCIOUS CONSUMERS”** done by me under the guidance of **DR. YASMEEN BANU** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

AZHAGU VIGNESH S A

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ABSTRACT

The global fashion industry, characterized by its rapid cycles of production and consumption, has a profound impact on the environment and social well-being. As concerns about climate change and ethical labour practices intensify, there is a growing imperative for the fashion sector to embrace sustainability. This abstract explores the multifaceted dimensions of sustainable fashion, highlighting key principles, challenges, and innovative solutions that contribute to a more responsible and ethical industry.

The paper begins by elucidating the fundamental principles of sustainable fashion, emphasizing the need for environmentally friendly materials, ethical sourcing, and responsible manufacturing processes. It delves into the importance of circularity, advocating for a shift from the traditional linear "take-make-dispose" model to a more regenerative and closed-loop system.

In addition to environmental considerations, the abstract underscores the social aspects of sustainable fashion, discussing the significance of fair labor practices, inclusivity, and community engagement. It explores how sustainable fashion initiatives can empower local communities, fostering economic development and social well-being.

Challenges in the implementation of sustainable fashion practices are addressed, ranging from consumer awareness and industry-wide collaboration to the integration of sustainable practices into existing business models. The abstract outlines various strategies and frameworks that fashion companies can adopt to overcome these challenges, emphasizing the role of technology, innovation, and collaboration across the supply chain.

Furthermore, the abstract examines the role of consumer behavior in driving the demand for sustainable fashion. It discusses the importance of education and awareness in influencing consumer choices, and the potential impact of shifting societal values on the fashion industry.

By analyzing case studies and successful examples, the abstract concludes with insights into how leading fashion brands and emerging

designers are integrating sustainability into their core ethos. It highlights the positive outcomes of such initiatives, not only in terms of environmental and social impact but also in fostering innovation and competitiveness within the industry.

Ultimately, this abstract provides a comprehensive overview of the current landscape of sustainable fashion, shedding light on the interconnectedness of environmental, social, and economic factors. It serves as a valuable resource for researchers, practitioners, and policymakers seeking to navigate the complex terrain of sustainable fashion and drive positive change within the industry.

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CHAPTER 1

INTRODUCTION

The global fashion industry, renowned for its dynamism and ever-evolving trends, stands at the crossroads of a critical juncture – one where the imperative for change echoes with increasing urgency. The traditional *modus operandi*, characterized by rapid production cycles and a linear approach to consumption, has fueled environmental degradation, exploited labor, and raised ethical concerns. In response to the pressing challenges posed by climate change, resource depletion, and social injustice, the paradigm of sustainable fashion has emerged as a transformative force within the industry.

This introduction seeks to unravel the intricate tapestry of sustainable fashion, positioning it as not merely a trend but a fundamental shift towards responsible and ethical practices. As the world grapples with the consequences of a hyper-consumerist culture, the need for a holistic and environmentally conscious approach to fashion has become paramount. Sustainable fashion extends beyond the utilization of eco-friendly materials; it encompasses a comprehensive ethos that touches every facet of the fashion lifecycle – from design and production to consumption and disposal.

In this context, the exploration of sustainable fashion is not only a reflection of the industry's responsiveness to global challenges but also an acknowledgment of the interconnectedness of environmental and social considerations. This paper aims to navigate the multifaceted landscape of sustainable fashion, examining the principles that underpin it, the challenges it confronts, and the innovative solutions that propel it forward. From circular economy practices to fair labor standards, sustainable fashion is a convergence of environmental stewardship, social responsibility, and economic viability, creating a blueprint for a more conscious and resilient future for the fashion industry.

The conventional narrative of the fashion industry, defined by its fast fashion ethos and linear production models, is being challenged by a burgeoning movement towards sustainability. The discerning consumer,

awakened to the environmental and ethical repercussions of their choices, is steering the industry toward a more conscientious path. At the heart of this paradigm shift is the concept of sustainable fashion – an ethos that transcends aesthetics and places equal importance on the environmental, social, and economic impact of every garment.

Sustainable fashion is not merely a buzzword; it is a rallying call for a fundamental reevaluation of industry practices. From the cultivation of raw materials to the disposal of end products, the lifecycle of a garment now demands scrutiny through a sustainability lens. This paradigmatic shift is not without its challenges. The fashion industry, deeply entrenched in established norms, must navigate obstacles ranging from supply chain complexities to shifting consumer perceptions. Yet, within these challenges lie opportunities for innovation, collaboration, and a redefinition of success in the fashion landscape.

As we stand on the precipice of a pivotal moment for the industry, this exploration of sustainable fashion aims to unravel the layers of this transformative journey. Beyond the allure of eco-friendly fabrics and ethically sourced materials, sustainable fashion is a commitment to resilience, longevity, and responsibility. It's an acknowledgment that fashion can be a force for positive change, addressing not only the environmental footprint but also the socio-economic dynamics woven into the fabric of the industry.

This paper delves into the core principles of sustainable fashion, dissecting the intricate balance between aesthetics and ethics. From circular economies to the empowerment of communities, sustainable fashion emerges as a tapestry interwoven with threads of innovation, compassion, and foresight. Through the lens of case studies, challenges, and triumphs, we navigate the evolving landscape of sustainable fashion, offering insights into a future where style and substance coalesce seamlessly. As the industry grapples with its role in a world seeking equilibrium, sustainable fashion emerges not as a fleeting trend but as an enduring narrative shaping the contours of fashion's evolution. Sustainable fashion represents a transformative paradigm in the ever-evolving landscape of the global fashion industry. As consumers

increasingly recognize the environmental and social impacts of their choices, the fashion sector is compelled to reevaluate its practices. This study embarks on a comprehensive exploration of sustainable fashion, transcending conventional boundaries to dissect the intricate interplay between environmental consciousness, consumer behavior, and industry practices.

Environmental sustainability lies at the heart of this study, scrutinizing the entire life cycle of fashion products — from material sourcing to production processes. By employing life cycle assessments, the research quantifies the ecological footprint of select fashion items, shedding light on the environmental implications of different materials and production methods.

Consumer perspectives form another pivotal facet of this study. Delving into how consumers perceive and engage with sustainable fashion, the research investigates the factors shaping purchasing decisions. Awareness levels, willingness to pay for sustainable products, and the efficacy of various communication channels in disseminating information are key focal points.

On the industry front, the study evaluates sustainable practices adopted by fashion brands, emphasizing transparency, ethical sourcing, and eco-friendly certifications. The impact of these initiatives on brand image and market positioning adds a critical dimension to the analysis.

Geographically, the study spans diverse regions, capturing both global and localized perspectives on sustainable fashion adoption. Over a specified timeframe, trends and changes are meticulously analyzed, providing insights into the historical evolution of sustainable practices and projecting future trajectories.

1.2 STATEMENT OF THE PROBLEM:

The fashion industry, a global economic powerhouse, is under growing scrutiny due to its environmental impact and social implications. Unsustainable practices in material sourcing, manufacturing, and

consumerism contribute significantly to pollution, resource depletion, and ethical concerns. In the face of these challenges, the concept of sustainable fashion has emerged as a potential solution, advocating for environmentally friendly practices and ethical considerations throughout the fashion supply chain. However, the adoption of sustainable fashion remains variable, and the factors influencing consumer choices, the effectiveness of industry initiatives, and the overall impact on environmental sustainability are not thoroughly understood. This study seeks to address the following key issues: (1) the extent of consumer awareness and understanding of sustainable fashion practices, (2) the factors influencing consumers' decisions to embrace or resist sustainable fashion, (3) the efficacy of industry practices in promoting and implementing sustainability, and (4) the environmental consequences of different materials and processes within the fashion industry. By addressing these challenges, the study aims to contribute valuable insights to inform policies, industry strategies, and consumer education initiatives for a more sustainable future in fashion.

1.3 OBJECTIVES OF THE STUDY:

- To evaluate the level of awareness among consumers regarding sustainable fashion practices.
- To measure the depth of understanding consumers have regarding the environmental and ethical considerations associated with sustainable fashion.
- To identify and analyse the key factors that influence consumers in their decision to adopt or resist sustainable fashion.
- To understand the role of variables such as pricing, brand reputation, eco-friendly certifications, and fashion trends in shaping consumer preferences.
- To scrutinize the sustainability practices implemented by fashion brands across the supply chain, including material sourcing, production processes, and supply chain transparency.

NEED FOR THE STUDY:

- Establish connections with diverse participants (consumers, industry professionals, stakeholders) for representative and insightful data.
- Collaborate with sustainable fashion brands, industry associations, and NGOs for real-world data and industry insights.
- Building partnerships enhances the practical relevance of the study.
- Ensure ethical standards in research design and participant interactions.
- Obtain informed consent, safeguard participant confidentiality, and address ethical concerns during the study.

1.4 SCOPE OF THE STUDY:

- Explore sustainable fashion practices and consumer behaviors globally, considering diverse regions and cultures.
- Alternatively, focus on specific regions, countries, or cities for a more context-specific analysis.
- Span a specific time period (e.g., the last decade) to analyze trends and developments in sustainable fashion practices.
- Consider historical perspectives to understand the evolution of sustainable fashion over time.
- Explore how consumers perceive and engage with sustainable fashion.
- Investigate factors influencing purchasing decisions, awareness levels, and willingness to pay for sustainable products.

CHAPTER 2

REVIEW OF LITERATURE

Fletcher (2008) and Bhardwaj and Fairhurst (2010) argue for a systemic transformation in the fashion production process, advocating for responsible practices that extend from raw material extraction to end-of-life disposal. Life Cycle Assessment (LCA) methodologies have been employed to quantify the environmental impact of fashion products, providing a comprehensive framework for evaluating sustainability across the supply chain.

Research by **Lu (2016) and Fletcher and Tham (2015)** examines the role of consumer culture in perpetuating unsustainable practices and explores strategies for fostering ethical consumer behaviour.

Research by **Bauckhage and Bierer (2019) and Diehl and Terlutter (2016)** explores how technologies like blockchain and artificial intelligence are being leveraged to enhance transparency, traceability, and efficiency within the fashion supply chain.

Vermeir and Verbeke (2006) and Fischer and Riedl (2019) delve into the psychological factors influencing consumer choices, shedding light on the disconnect between sustainability awareness and actual purchasing behaviour.

Research by **Atasu et al. (2011) and Birtwistle and Moore (2007)** explores how sustainable practices can be effectively communicated to consumers, examining the role of green marketing and the impact of sustainability certifications on brand perception. The literature emphasizes the importance of authenticity and transparency in building consumer trust.

Claudio (2007) and Hethorn and Ulasewicz (2008) These studies investigate the effectiveness of governmental regulations and industry standards in promoting sustainability, addressing issues such as supply chain transparency, environmental standards, and fair labor practices. The literature reveals the complexities of aligning legal frameworks with the dynamic nature of the fashion industry.

Research by **Gaziulusoy et al. (2018) and Sandin et al. (2015)** explores the role of multi-stakeholder collaborations involving industry players, NGOs, and governmental bodies. These partnerships aim to drive systemic change, fostering innovation, knowledge exchange, and the implementation of sustainable practices on a larger scale.

Dickson and Loker (2015) and Moorthy and Babu (2019) examine the challenges and opportunities of integrating sustainable practices in emerging markets. These works consider the unique socio-economic contexts, cultural influences, and infrastructural constraints that shape sustainability efforts in regions experiencing rapid industrialization and urbanization.

Vezzoli and Manzini (2008) and Geng and Doberstein (2008) investigate the efficacy of tools such as the Higg Index and Global Reporting Initiative (GRI) in assessing sustainability performance. The literature critically examines the strengths and limitations of these metrics in providing a standardized framework for evaluating the sustainability efforts of fashion companies.

Fletcher and Rutherford (2020) and Bauckhage and Tully (2021) investigate how the pandemic has influenced consumer attitudes, supply chain resilience, and the role of sustainability in the industry's recovery. This evolving area of research sheds light on the intersection of global crises and the imperative for sustainable resilience in the fashion ecosystem.

Fletcher and Tham (2019) and Shaw et al. (2019) These studies delve into the integration of sustainable principles into fashion curricula, examining how education can shape the mindset and skills of future designers, buyers, and industry professionals. The literature underscores the importance of cultivating a new generation of professionals who are well-versed in sustainable practices.

Sustainable fashion consumption is investigated in studies by **Amatulli et al. (2019) and Pookulangara and Shephard (2013)**. These works explore the motivations, attitudes, and barriers influencing consumer choices in sustainable fashion. Understanding the psychological drivers behind sustainable consumption is crucial for developing effective communication strategies and interventions.

Leung and Wong (2021) and Futterer and Schwarzl (2019) examine how gender, race, and class intersect with sustainable fashion practices, highlighting the need for inclusivity and diversity within the industry's sustainability initiatives.

Moon and Quelch (2006) and Font et al. (2012) These studies investigate how CSR initiatives contribute to sustainable practices, exploring the motivations behind corporate engagement in sustainability and the impact on brand reputation and consumer loyalty.

Birtwistle et al. (2020) and Karpen et al. (2021). These studies explore the influence of e-commerce, social media, and online communication in disseminating information about sustainable fashion practices, fostering consumer awareness, and shaping online sustainable communities.

Eikenberry and Kluver (2004) and McNeil and Moore (2015) analyze the impact of activist campaigns, ethical fashion movements, and advocacy groups in challenging industry norms and promoting sustainable alternatives.

Niinimäki (2010) and Kallis and Kall (2011) delve into how preserving and valuing traditional artisanal skills can contribute to sustainable practices. This literature underscores the potential of ethical fashion to support local economies, cultural heritage, and artisan communities.

Ricci et al. (2020) and Phau et al. (2019) investigate how luxury brands navigate the tension between exclusivity and sustainability, exploring strategies for incorporating eco-friendly materials, transparent supply chains, and ethical practices without compromising brand identity.

Muthu et al. (2016) and Shen et al. (2020) delve into the development of eco-friendly fabrics, such as bio-fabrics, lab-grown textiles, and plant-based alternatives, showcasing how technological advancements contribute to reducing the environmental impact of textile production.

Hines and Swinker (1996) and Gwilt and Rissanen (2011). This literature examines the challenges and opportunities of implementing sustainable practices in fast fashion business models, addressing issues of production speed, consumer demand, and the disposable nature of fashion.

Govindan et al. (2018) and Bianchi and Gölgeci (2020) explores the intricacies of sustainable fashion within global supply chains. These studies investigate the dynamics of sourcing, production, and distribution across different regions, examining the impact on sustainability and the challenges of ensuring ethical practices in a complex and interconnected supply network.

Charter (2009) and Wastell et al. (2018). These studies delve into how design thinking principles can be employed to create products that are not only aesthetically pleasing but also environmentally conscious, fostering a mindset of longevity, repairability, and adaptability.

Research by de **Klerk and Sweeney (2019)** and **Pedersen and Gwozdz (2014)** explores frameworks for evaluating factors such as job creation, community development, and improvements in workers' well-being as essential components of a socially sustainable fashion industry.

Atasu and Sarvary (2010) and **Yun et al. (2021)**. These works explore the financial motivations for integrating sustainability into business strategies, examining how sustainable practices can enhance long-term profitability and attract socially responsible investments.

Works by **Gwozdz et al. (2015)** and **Reed et al. (2013)** assess the effectiveness of certifications such as Fair Trade, Global Organic Textile Standard (GOTS), and others in ensuring adherence to ethical and environmental standards across the fashion supply chain.

Literature by **Clapp and Swanston (2009)** and **Busch (2011)**. These studies analyze the role of grassroots movements, social media campaigns, and ethical fashion advocacy in influencing consumer perceptions, preferences, and ultimately, industry practices.

Jones et al. (2020) and **Lu and Hoehn (2017)**. This literature investigates how companies navigate disruptions, adapt to changing consumer expectations, and build resilience in the context of sustainable fashion transitions.

Studies by **Thomsen et al. (2020)** and **Liu et al. (2018)** investigate how fashion supply chains impact biodiversity, addressing issues such as land use, water usage, and the conservation of ecosystems, highlighting the importance of considering biodiversity in sustainability strategies.

Literature by **Kozlowski et al. (2019)** and **Geczy and Karaminas (2019)** explores the transformative potential of fashion as a tool for social

change. Beyond individual brands and practices, this research examines the broader cultural and societal impact of fashion, considering its role in challenging norms, fostering inclusivity, and contributing to broader social and environmental movements.

Fletcher and Harris (2019) and Busch et al. (2020) examine how the fashion industry is adapting to climate challenges. This literature assesses strategies for climate resilience in fashion supply chains, considering issues such as raw material sourcing, energy consumption, and transportation within the broader context of climate change adaptation.

Research by **Remya and Prasad (2020) and Shen et al. (2017)** investigates sustainable fashion's role in post-consumer waste management. This literature explores the challenges and innovations in recycling, upcycling, and repurposing textiles, addressing the environmental implications of fashion waste and the potential for creating a closed-loop system.

Chapman (2005) and Whyte et al. (2017). These works delve into how emotional connections between consumers and their clothing can contribute to longer product lifecycles, encouraging a shift away from disposability and promoting sustainable consumption behaviours.

The integration of technology into sustainable fashion practices is explored in studies by **Hogarth et al. (2021) and Kuusk and Gamble (2018)**. This literature investigates how technologies like 3D printing, virtual reality, and augmented reality are employed in design, production, and retail to enhance efficiency, reduce waste, and create immersive sustainable fashion experiences.

The intersection of sustainable fashion and indigenous knowledge systems is discussed in works by **Moyle (2019) and Morley et al.**

(2021). These studies explore how incorporating traditional craftsmanship, cultural motifs, and indigenous materials into fashion design not only promotes sustainability but also fosters cross-cultural collaborations and supports the preservation of indigenous heritage.

Literature by **Jackson (2009) and Kallis (2018)** examines the implications of sustainable fashion within a framework that challenges perpetual economic growth. This research explores alternative models that prioritize well-being, sufficiency, and ecological balance over traditional growth-centric approaches, envisioning a more sustainable future for the fashion industry.

The concept of "**fashionomics**," coined by **Reis (2012)**, explores the economic impact of the fashion industry within broader development frameworks. Studies by Pratt and Clancy (2009) and Frick et al. (2018) investigate how sustainable fashion practices can contribute to economic development, poverty alleviation, and empowerment, aligning with sustainable development goals.

Sustainable fashion is explored in works by **Niinimäki and Hassi (2011) and Wissinger (2018)**. This literature examines how media coverage influences consumer attitudes, industry practices, and the discourse surrounding sustainability, highlighting the responsibilities of fashion journalists in promoting ethical and sustainable narratives.

Fashion industry is a focus of research by **Ko and Choi (2020) and Cole and Morgan (2011)**. This literature delves into the implications of using animal-derived materials in fashion, such as fur, leather, and wool, and explores alternative cruelty-free materials and practices that align with sustainable and ethical principles.

Sustainable fashion and urban planning are explored in studies by **Winders (2019) and Fletcher et al. (2014)**. This research investigates how urban environments can be designed to support sustainable fashion

practices, considering factors such as local production, transportation logistics, and the creation of eco-friendly shopping spaces.

Fashion weeks as platforms for sustainable fashion is discussed in works by **Widdows and Krauthausen (2019)** and **Jiménez and González (2021)**. These studies analyse how events dedicated to sustainable fashion contribute to industry visibility, consumer education, and the promotion of eco-conscious design, fostering a sense of community and collaboration.

The intersection of sustainable fashion and cultural appropriation is discussed in works by **Anderson (2019)** and **Okonkwo (2007)**. This research explores the ethical considerations of incorporating elements from diverse cultures into fashion designs, emphasizing the need for respectful and responsible practices within the industry.

Literature by **Hefferon et al. (2020)** and **O'Mara et al. (2021)** explores how sustainable design principles can be applied to create adaptive and inclusive fashion, addressing the diverse needs of consumers with disabilities.

Studies by **Ren et al. (2018)** and **Hargreaves et al. (2020)**. This literature examines how sustainable fashion practices can mitigate water pollution, reduce water usage, and contribute to the conservation of water ecosystems.

The role of fashion resale platforms in promoting sustainability is explored in works by **Ferreira et al. (2021)** and **Cook et al. (2020)**. This literature investigates the growth of second-hand markets, online platforms, and collaborative consumption models, examining their impact on extending the lifecycle of fashion products.

The intersection of sustainable fashion and gender equality is examined in studies by **Gatzweiler and Brosius (2018)** and **Seo and Lee (2019)**. This research explores how sustainable fashion practices can contribute to empowering women within the industry, addressing issues of gender inequality, fair wages, and leadership opportunities.

The interdisciplinary field of fashion archaeology is explored in literature by **Harris (2010)** and **Rigby (2021)**. This research delves into how archaeological methods can be applied to study historical clothing practices, offering insights into traditional sustainable practices and informing contemporary approaches to fashion sustainability.

The impact of social media influencers on promoting sustainable fashion is discussed in studies by **Liu et al. (2019)** and **Lu et al. (2021)**. This literature examines the role of influencers in shaping consumer perceptions, disseminating information about sustainable brands, and driving awareness of ethical fashion practices.

Literature by **Shen et al. (2021)** and **Khammuang et al. (2022)**. This research investigates how virtual fashion experiences, digital clothing, and blockchain technologies are reshaping the fashion industry, offering new avenues for sustainable practices, including reducing physical waste and enhancing supply chain transparency.

The concept of open-source design in sustainable fashion is discussed in works by **Merediz-Sola et al. (2020)** and **Kaul (2018)**. This literature explores how collaborative and open approaches to design can foster knowledge sharing, innovation, and inclusivity in sustainable fashion, challenging traditional notions of intellectual property.

CHAPTER 3

RESEARCH METHODOLOGY

The research methodology for studying sustainable fashion involves a combination of approaches to comprehensively explore various facets of the topic.

3.1 Literature Review:

- **Purpose:** To establish a foundational understanding of existing research, theories, and gaps related to sustainable fashion.
- **Importance:** Provides a theoretical framework, identifies key concepts, and informs subsequent research activities.
- Conduct an extensive review of academic literature, scholarly articles, and relevant books to establish a comprehensive understanding of the current state of sustainable fashion research.
- Summarize key concepts, theories, methodologies, and gaps identified in the literature.

3.2 Surveys and Questionnaires:

- **Purpose:** To gather quantitative data on consumer perceptions, attitudes, and behaviours towards sustainable fashion.
- **Importance:** Provides statistical insights into trends and preferences among different demographic groups, helping to understand the market demand for sustainable products.
- Develop surveys and questionnaires to gather quantitative data on consumer perceptions, attitudes, and behaviours regarding sustainable fashion.
- Target diverse demographic groups to ensure a representative sample and analyse the collected data to identify trends and preferences.

3.3 RESEARCH DESIGN

The research design for studying sustainable fashion involves planning and outlining the systematic process for data collection and analysis. Here's a comprehensive research design for this topic.

3.4 SAMPLING TECHNIQUES

Sampling is a crucial aspect of research design, especially when studying a diverse and dynamic topic like sustainable fashion. Here are several sampling techniques that can be applied to different phases of research on sustainable fashion

QUOTA SAMPLING FOR SUSTAINABLE FASHION STUDY:

- Non-random method selecting participants based on predefined characteristics.
- Quotas set for age, income, education, and location.
- Reflects diverse demographics of conscious consumers.
- Quotas adjusted for specific research focus, e.g., age preferences.
- Combine quotas strategically for nuanced demographic analysis.
- Acknowledge limitations, interpret results with awareness of potential bias.

3.5 SOURCES OF DATA:

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types

PRIMARY DATA:

It is a source of collecting data by first-hand information through observation, direct communication or personal of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

SECONDARY DATA

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

3.6 STRUCTURE OF QUESTIONNAIRE:

Designing a questionnaire for a topic as diverse as sustainable fashion requires careful consideration of the research objectives and the specific aspects you aim to explore. Below is a suggested structure for a questionnaire on sustainable fashion. Note that the exact questions will depend on your research goals and the target audience. This structure is more focused on consumer perceptions and behaviours.

- Introduction
- Demographics - Personal Information.
- Awareness of Sustainable Fashion.
- Consumer Behavior - Purchase Behavior.
- Influencing Factors.
- Preferred Sustainable practices.
- Communication and Marketing Information Sources.

3.7 SAMPLING:

The Sample size for this topic is 114.

SAMPLING DESIGN:

It is a particular definite plan formulation before collecting the data from population. The research should select samples. In this Quota sampling Method is used to classify the samples.

SAMPLING:

Sampling Method – Quota Sampling

Samples size – 114 Respondents

3.8 PERIOD OF STUDY:

The period of the study is to determine that research process is carried out for 1 month.

3.9 AREA OF THE STUDY:

The area of study for sustainable fashion encompasses a multidisciplinary field that involves the intersection of fashion, environmental science, social sciences, economics, and ethics. Investigation of sustainable practices within the fashion industry, including material sourcing, manufacturing processes, supply chain management, and waste reduction strategies. Analysis of consumer awareness, understanding, and behaviors regarding sustainable fashion. This includes examining factors influencing purchasing decisions, willingness to pay for sustainable products, and preferences for eco-friendly materials. Evaluation of the environmental impact of fashion products throughout their life cycle. This involves conducting life cycle assessments (LCAs) to quantify the ecological footprint, considering raw material extraction, production, distribution, use, and disposal. Examination of how sustainable fashion is communicated to consumers through various marketing strategies, advertising campaigns, and social

media. This area explores the effectiveness of different communication channels in promoting sustainable practices. Exploration of the impact of governmental policies and regulations on sustainable fashion practices. This includes analyzing how regulatory frameworks influence industry behavior, ethical considerations, and consumer choices. Study of technological advancements and innovations contributing to sustainable fashion practices. This involves the use of eco-friendly materials, digital platforms, and sustainable production techniques. Examination of social and ethical aspects related to sustainable fashion, including fair labor practices, inclusivity, gender considerations, and cultural sensitivity. This area explores the social dimensions of sustainability within the fashion industry. Integration of insights from multiple disciplines, such as environmental science, economics, psychology, sociology, and design, to provide a holistic understanding of sustainable fashion and its broader implications. Investigation into the inclusivity of sustainable fashion practices, considering accessibility for different income groups, gender inclusivity, and cultural sensitivity. This area explores how sustainable fashion can be more inclusive and accessible to diverse populations. Anticipation and analysis of future trends and innovations in sustainable fashion. This involves considering emerging technologies, changing consumer preferences, and industry developments that shape the trajectory of sustainable fashion. Capture of perspectives from various stakeholders in the sustainable fashion ecosystem, including fashion designers, manufacturers, retailers, consumers, environmental advocates, and policymakers. This area provides a well-rounded view of the diverse stakeholders involved in sustainable fashion.

3.10 HYPOTHESIS:

Hypothesis 1:

H0 - There is no significant relationship between consumer awareness of sustainable fashion practices and their likelihood to adopt sustainable fashion choices.

H1 - There is a positive and significant relationship between consumer

awareness of sustainable fashion practices and their likelihood to adopt sustainable fashion choices.

Hypothesis 2:

H0 - There is no significant impact of marketing strategies on consumer perceptions of sustainable fashion.

H1 - Effective marketing strategies positively influence consumer perceptions of sustainable fashion.

Hypothesis 3:

H0 - There is no significant association between brand reputation for environmental responsibility and consumer choices in favour of sustainable fashion.

H1 - A positive brand reputation for environmental responsibility is significantly associated with increased consumer choices in favour of sustainable fashion.

Hypothesis 4:

H0 - Consumer preferences for sustainable fashion do not significantly differ across demographic factors such as age, gender, and income.

H1 - Consumer preferences for sustainable fashion significantly vary across demographic factors, with younger, female, and higher-income groups exhibiting higher levels of interest.

3.11 TOOLS FOR ANALYSIS:

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective.

3.11.1 ANALYTICAL TOOLS

Correlation

ANOVA

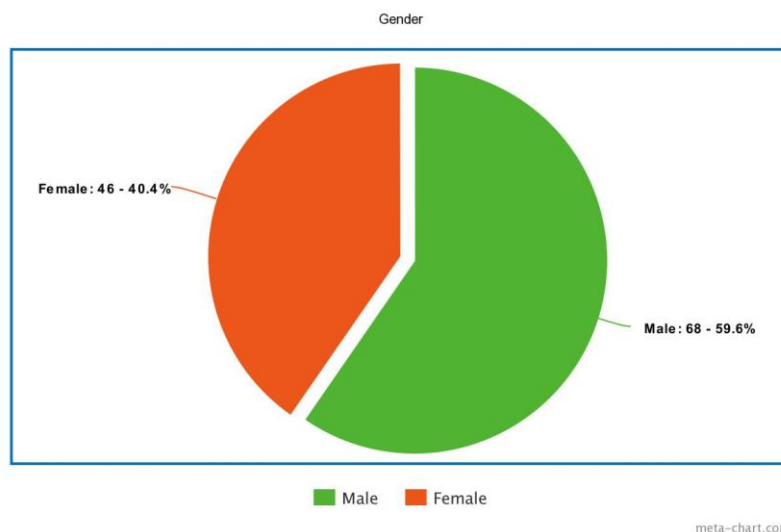
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table indicating gender of Respondents

S.no	Gender	No.of Respondents	Percentage Analysis
1.	Male	68	59.65%
2.	Female	46	40.35%
3.	Total	114	100%



INTERPRETATION:

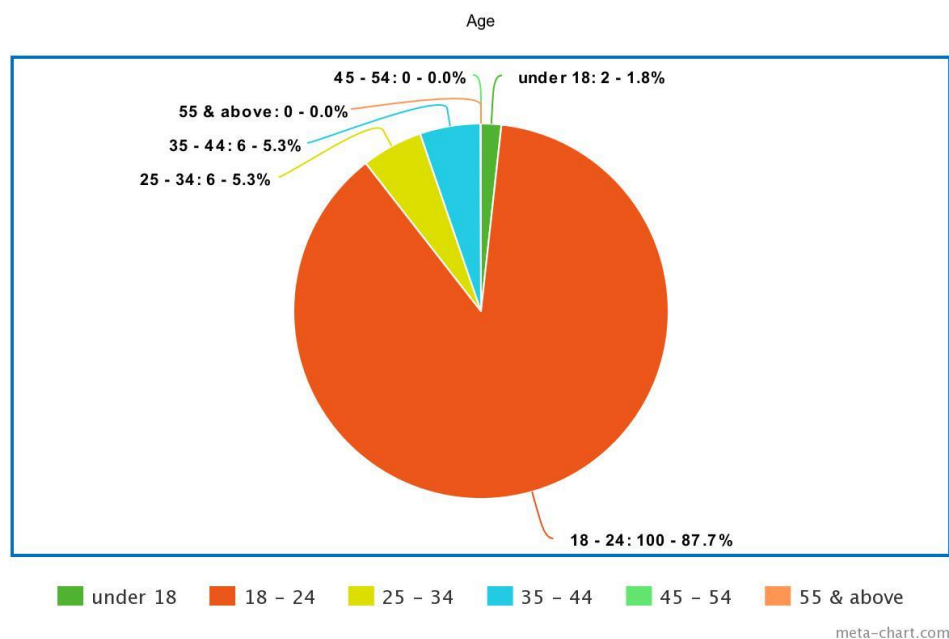
From the above table it is interpreted that the gender of the respondents is male 59.6% and number of respondents in female are 40.4 %

INFERENCE:

Majority 58% of the respondents are male

TABLE INDICATING AGE OF RESPONDENTS:

S.No	Age	Number of Respondents	Percentage Analysis
1.	Under 18	2	1.8%
2.	18 – 24	100	87.7%
3.	25 – 34	6	5.3%
4.	35 – 44	6	5.3%
5.	45 – 54	0	0%
6.	55 & above	0	0%
7.	Total	114	100%



INTERPRETATION:

From the above table it is interpreted that the number of respondents under 18 age respondents are 1.8%, age 18 – 24 respondents are 87.7%, age 25 – 34 respondents are 5.3%, age 35 – 44 respondents are 5.3%.

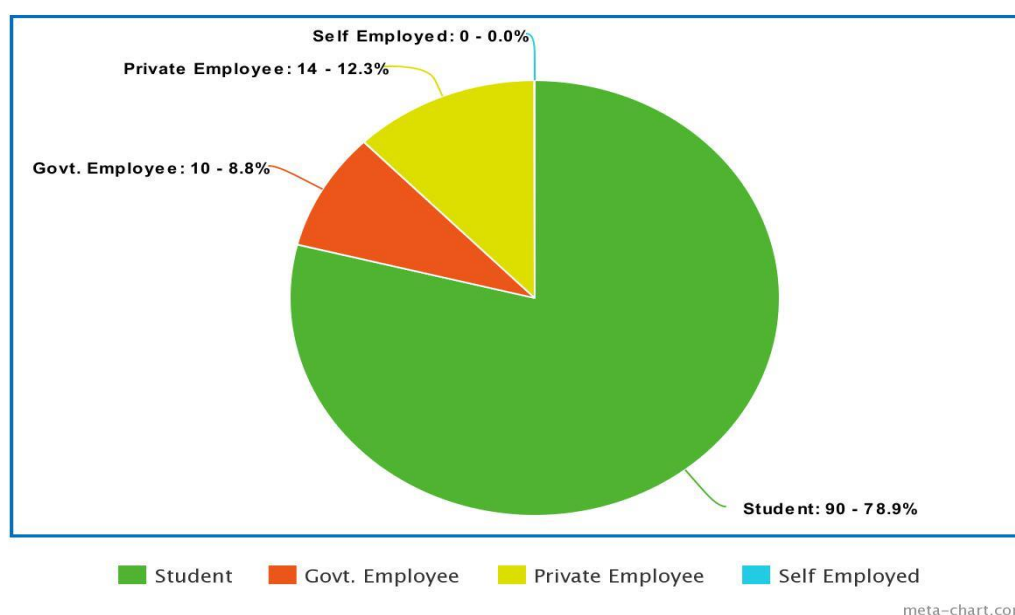
INFERENCE:

Majority 87.7% of respondents belongs to the age group 18 to 24.

TABLE INDICATING THE PROFESSION OF THE RESPONDENTS:

S.No	Profession	Number of Respondents	Percentage Analysis
1.	Student	90	78.9%
2.	Government Employee	10	8.8%
3.	Private Employee	14	12.3%
4.	Self Employed	0	0%
5.	Total	114	100%

TABLE INDICATING THE PROFESSION OF THE RESPONDENTS:



INTERPRETATION:

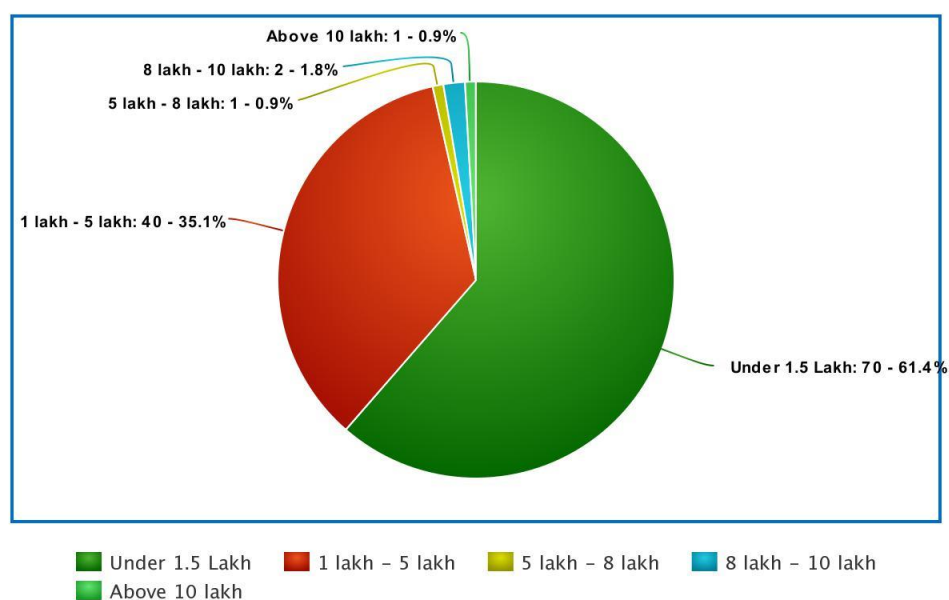
From the table it is interpreted that 78.9% of respondents are Students, 8.8% of respondents are Government employees, 12.3% of respondents are Private Employees.

INFERENCE:

Majority 78.9% of respondents are Students.

TABLE INDICATING THE ANNUAL INCOME OF RESPONDENTS:

S.no	Annual Income	Number of Respondents	Percentage Analysis
1.	Under 1.5 lakh	70	61.4%
2.	1 lakh – 5 lakhs	40	35.1%
3.	5 lakh – 8 lakhs	1	0.9%
4.	8 lakh – 10 lakhs	2	1.8%
5.	Above 10 lakhs	1	0.9%
6.	Total	114	100%



meta-chart.com

INTERPRETATION:

From the table it is interpreted that 61.4% of respondents are earning under 1.5 lakh per annum, 35.1% of respondents are earning 1 lakh to 5 lakh per annum, 1.8% of respondents are earning 8 lakhs to 10 lakh per annum, 0.9% of

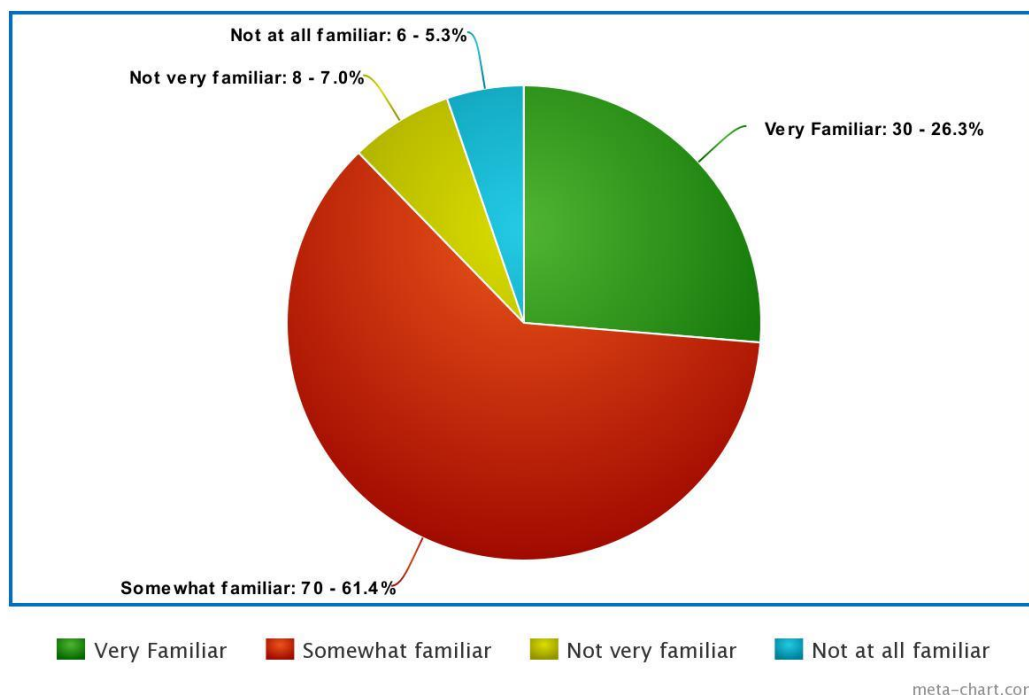
respondents are earning 5 lakhs to 8 lakh per annum, 0.9% of respondents are earning above 10 lakh per annum.

INFERENCE:

Majority of the respondents are earning under 1.5 lakh per annum.

TABLE INDICATING THE FAMILIARITY OF SUSTAINABLE FASHION:

	Frequency	Percent	Valid Percent	Cumulative Percent
Very familiar	30	26.3	26.3	44.0
Somewhat familiar	70	61.4	61.4	82.7
Not very familiar	8	7.0	7.0	
Not at all familiar	6	5.3	5.3	100.0
Total	114	100.0	100.0	



INTERPRETATION:

From the above table it is interpreted that 61.4% of respondents are somewhat familiar about the sustainable fashion, 26.3% of respondents are very familiar about the topic, 7.0% of respondents are not very familiar about the topic, 5.3% of respondents are not at all familiar about the topic.

INFERENCE:

Majority of the respondents are somewhat familiar with sustainable fashion concept.

TABLE INDICATING THE BRAND PREFERENCE:

	Frequency	Percent	Valid Percent	Cumulative Percent
Fully Branded	40	35.1	35.1	54.0
Partially Branded	55	48.2	48.2	66.7
Rarely Branded	10	8.8	8.8	
Not Branded	9	7.9	7.9	100.0
Total	114	100.0	100.0	

INTERPETATION:

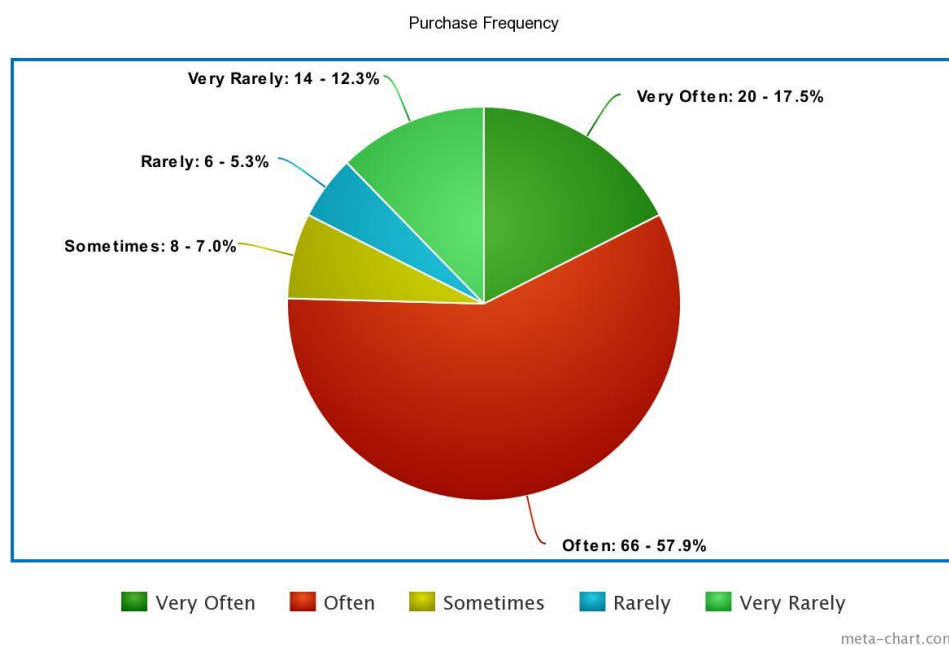
From the table it is interpreted that 35.1% of respondents prefer fully branded, 48.2% respondents prefer partially branded, 8.8% respondents prefer rarely branded, 7.9% respondents prefer not branded.

INFERENCE:

Majority 48.2% respondents prefer partially branded.

TABLE INDICATING THE FREQUENCY OF PURCHASING:

S.no	Frequency	Number of Respondents	Percentage Analysis
1.	Very often	20	17.5%
2.	Often	66	57.9%
3.	Sometimes	8	7.0%
4.	Rarely	6	5.3%
5.	Very Rarely	14	12.3%
6.	Total	114	100%



INTERPRETATION:

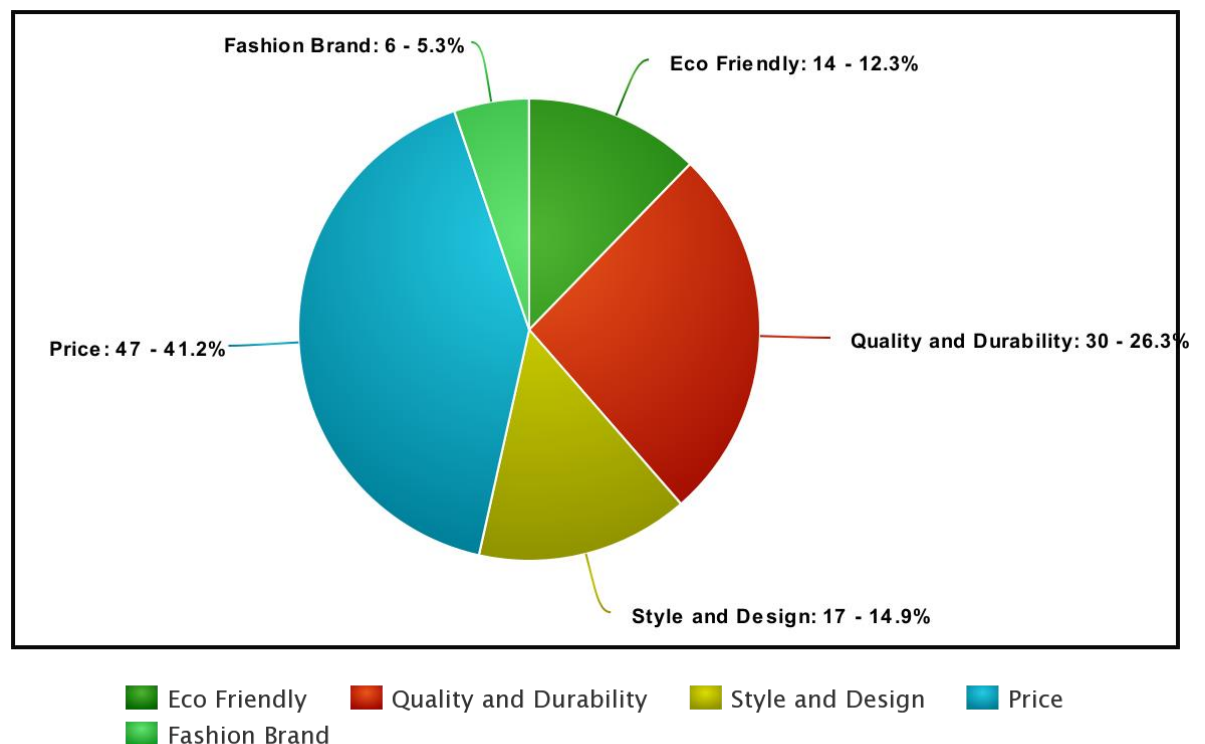
The table indicates that 57.9% respondents purchase often, 17.5% respondents purchase very often, 7.0% respondents purchase sometimes, 5.3% respondents purchase rarely, 12.3% respondents very rarely.

INFERENCE:

Majority 57.9% of respondents purchase often.

TABLE INDICATING THE INFLUENCING FACTORS:

	Frequency	Percent	Valid Percent	Cumulative Percent
Eco Friendly	14	12.3	12.3	.7
Quality and Durability	30	26.3	26.3	5.3
Style and Design	17	14.9	14.9	27.3
Price	47	41.2	41.2	80.7
Fashion Brand	6	5.3	5.3	100.0
Total	114	100.0	100.0	



meta-chart.com

INTERPRETATION:

From the table it is interpreted that 12.3% of respondents prefers Eco friendly, 26.3% of respondents prefers Quality and Durability, 14.9% of respondents prefers Style and Design, 5.3% of respondents prefers fashion Brand, 41.2% of

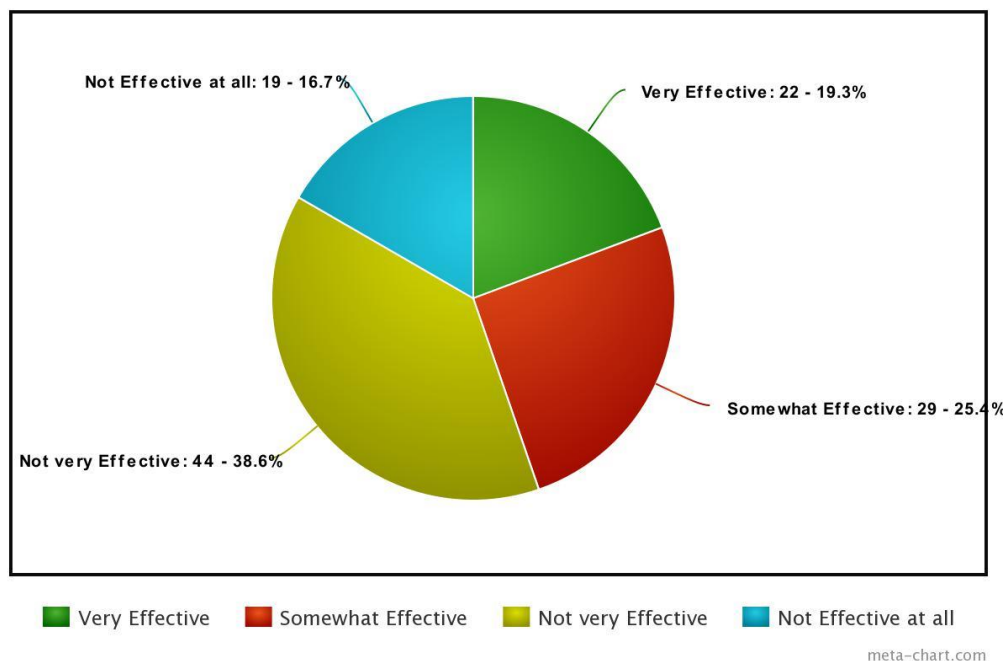
respondents prefer price as the major factor that influences the purchasing behaviour of the customers.

INFERENCE:

Majority of the respondents 41.2% of people influenced by price factor.

TABLE INDICATING HOW EFFECTIVE FASHION COMMUNICATING WITH PEOPLE:

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Effective	22	19.3	19.3	
Somewhat Effective	29	25.4	25.4	54.0
Not very Effective	44	38.6	38.6	66.7
Not Effective at all	19	16.7	16.7	100.0
Total	114	100.0	100.0	



INTERPRETATION:

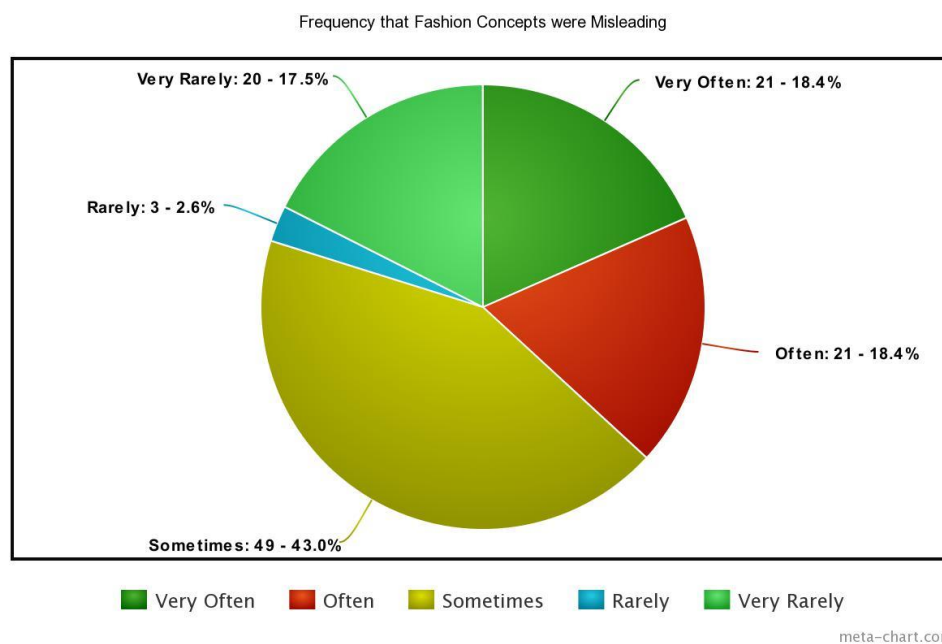
The table it interpretes that 19.3% of respondents feels very effective, 25.4% respondents feel somewhat effective, 38.6% of respondents feels not very effective and 16.7% of respondents feels not very effective at all.

INFERENCE:

Majority 38.6% of respondents feels the communication was not very effective.

TABLE INDICATING THAT FREQUENCY OF FASHION CONCEPTS WERE MISLEADING:

S.no	Frequency	Number of Respondents	Percentage Analysis
1.	Very Often	21	18.4
2.	Often	21	18.4
3.	Sometime	49	43.0
4.	Rarely	3	2.6
5.	Very Rarely	20	17.5
6.	Total	114	100.0



INTERPRETATION:

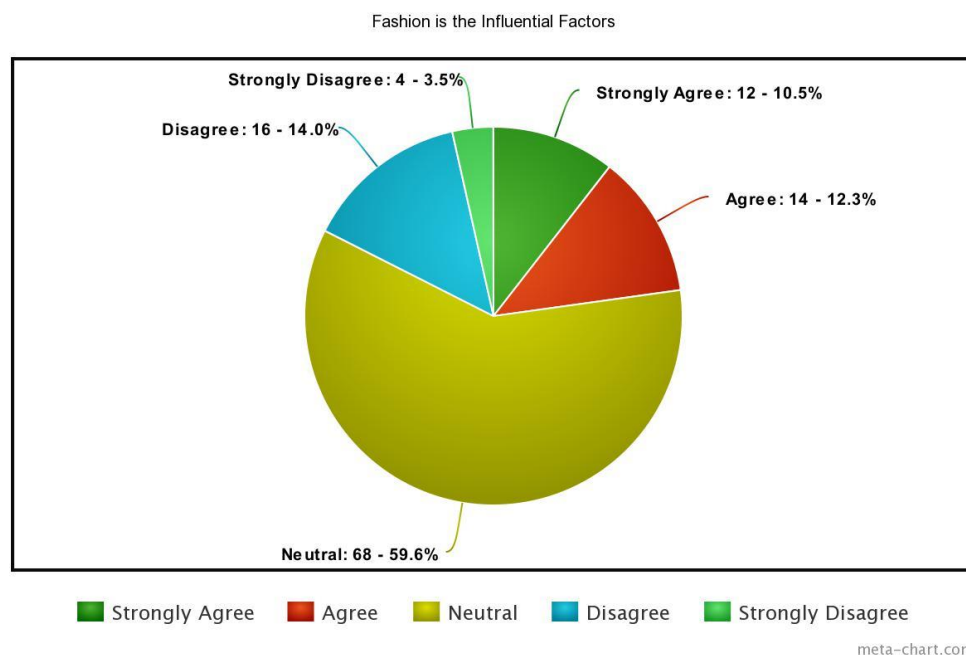
The table interpretes that 18.4% of respondents feels the concepts were misleading very often, 18.4% of respondents feels often, 43.0% of respondents feels sometimes, 2.6% of respondents feels rarely, 17.5% of respondents feels very rarely.

INFERENCE:

Majority 43.0% of respondents feels the concepts were misleading sometimes.

TABLE INDICATING THAT IS THE FASHION BRAND IS THE MAJOR INFLUENTIAL FACTOR:

S.No	Level of Acceptance	Number of Respondents	Percentage Analysis
1.	Strongly Agree	12	10.5%
2.	Agree	14	12.3%
3.	Neutral	68	59.6%
4.	Disagree	16	14.0%
5.	Strongly Disagree	4	3.5%
6.	Total	114	100.0%



INTERPRETATION:

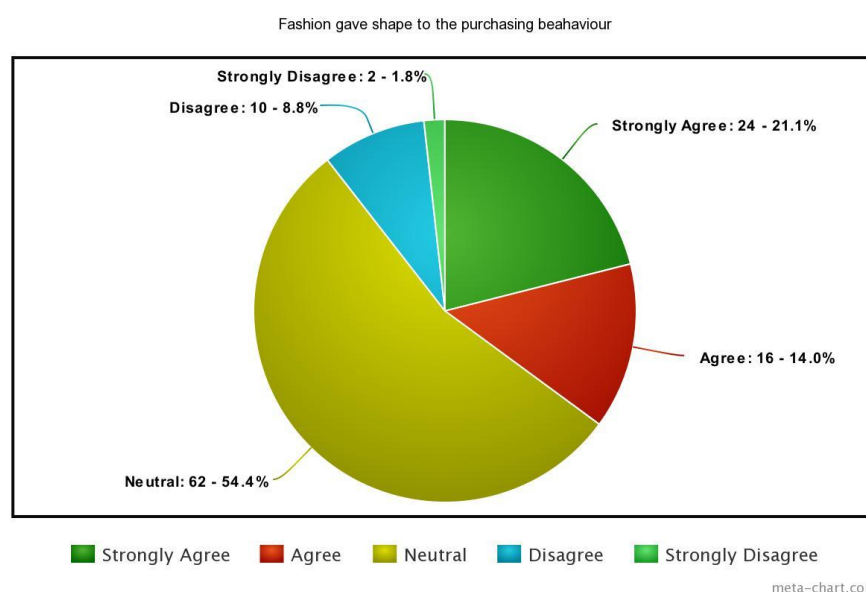
From the table it interpreates that 10.5% of respondents strongly agree with the statement, 12.3% of respondents agree with the statement, 59.6% of respondents stands neutral with the statement, 14.0% of respondents disagree with the statement, 3.5% of the respondents strongly disagree with the statement.

INFERENCE:

Majority 59.6% of respondents stands neutral with the statement.

TABLE INDICATING THE PERSPECTIVE OF THE PURCHASING BEHAVIOUR OF THE CONSUMERS:

S.no	Perspective	Number of respondents	Percentage Analysis
1.	Strongly Agree	24	21.1%
2.	Agree	16	14.0%
3.	Neutral	62	54.4%
4.	Disagree	10	8.8%
5.	Strongly Disagree	2	1.8%
6.	Total	114	100.0%



INTERPRETATION:

From the table it indicates that 21.1% of respondents strongly agree with the perception of the statement, 14.0% of respondents agree with the perception of the

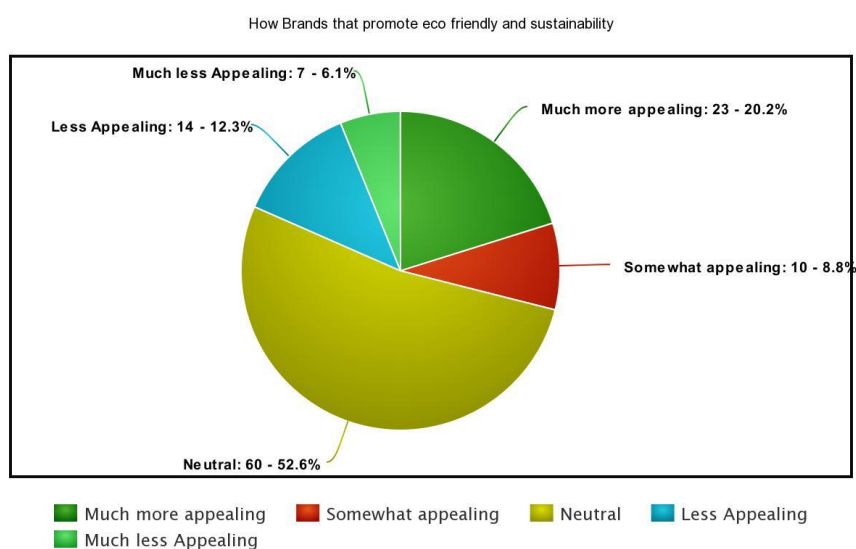
statement, 54.4% of the respondents stands neutral with the perception of the statement, 8.8% of the respondents disagree with the perception of the statement, 1.8% of the respondents strongly disagree with the perception of the statement.

INFERENCE:

Majority 54.4% of respondents stands neutral with the statement.

TABLE INDICATING THAT REALLY BRANDS PROMOTE ECO FRIENDLY AS A FACTOR:

S.no	Promotion	Number of Respondents	Percentage Analysis
1.	Much more Appealing	23	20.2%
2.	Somewhat Appealing	10	8.8%
3.	Neutral	60	52.6%
4.	Less Appealing	14	12.3%
5.	Much less Appealing	7	6.1%
6.	Total	114	100.0%



meta-chart.com

INTERPRETATION:

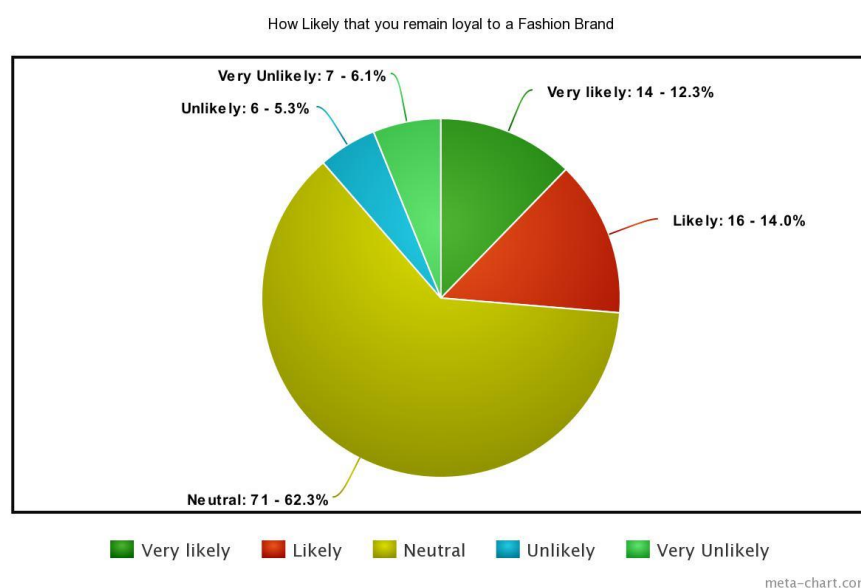
From the table it is interpreted that 20.2% of respondents feel it is much more appealing, 8.8% respondents feel it is somewhat appealing, 52.6% respondents stand neutral, 12.3% respondents feel it is less appealing, 6.1 respondents feel it is much less appealing.

INFERENCE:

Majority 52.6% of respondents takes neutral opinion.

TABLE INDICATING HOW THE CUSTOMERS REMAIN LOYAL TO A PARTICULAR BRAND:

S.no	Loyalty	Number of Respondents	Percentage Analysis
1.	Very Likely	14	12.3%
2.	Likely	16	14.0%
3.	Neutral	71	62.3%
4.	Unlikely	6	5.3%
5.	Very Unlikely	7	6.1%
6.	Total	114	100.0%



INTERPRETATION:

From the table it is interpreted that 12.3% respondents remain very likely to stay loyal, 14.0% respondents likely to remain loyal, 62.3% respondents stand neutral,

5.3% respondents unlikely to stay loyal, 6.1% respondents very unlikely to stay loyal to a brand.

INFERENCE:

Majority 62.3% respondents remains neutral.

Hypothesis:

H0 - There is no significant relationship between consumer awareness of sustainable

fashion practices and their likelihood to adopt sustainable fashion choices.

H1 - There is a positive and significant relationship between consumer awareness of sustainable fashion practices and their likelihood to adopt sustainable fashion choices.

Consumer
Awareness

	Sum of Squares	df	Mean Square	F	Sig.
Between Group	3.545	4	.917	.933	.433
Within Group	144.225	144	.970		
Total	146.322	150			

***Significance level is tested at 0.05**

INTERPRETATION

The p value is 0.433 which is greater than the significance value (0.05) hence null

Correlations

		Do you see any relation with consumer awareness for sustainable fashion with likelihood?
Factors	Pearson Correlation	-.064
	Sig. (2-tailed)	.454
	N	151
Do you see any relation with consumer awareness for sustainable fashion with likelihood?	Pearson Correlation	1
	Sig. (2-tailed)	
	N	151

hypothesis (H0) is accepted. And H1 is rejected.

INFERENCE:

Therefore, there is a no significant difference between the consumer awareness for sustainable fashion and likelihood.

Correlations**INTERPRETATION:**

The p value is -0.062 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between consumer awareness for sustainable fashion and likelihood.

Hypothesis 3:

H0 - There is no significant association between brand reputation for environmental responsibility and consumer choices in favour of sustainable fashion.

H1 - A positive brand reputation for environmental responsibility is significantly associated with increased consumer choices in favour of sustainable fashion.

Environmental Responsibility

	Sum of Squares	df	Mean Square	F	Sig.
Between Group	3.540	4	.916	.946	.430
Within Group	143.200	143	.966		
Total	146.356	151			

INTERPRETATION

The p value is 0.430 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected.

INFERENCE:

Therefore, there is a no significant difference between the Environmental Responsibility with increased consumer choices.

Correlations

Correlation

		Factors	Do you see any association with environmental responsibility with increased consumer choices ?
Factors	Pearson Correlation	1	-.062
	Sig. (2-tailed)		.453
	N	156	156
Do you see any association with environmental responsibility with increased consumer choices?	Pearson Correlation	-.062	1
	Sig. (2-tailed)	.453	
	N	156	156

INTERPRETATION:

The p value is -0.062 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant association between environmental responsibility with increased consumer choices.

CHAPTER 5

FINDINGS AND SUGGESTIONS

FINDINGS:

1. Age:

- **Findings:** Younger age groups tend to have higher awareness and positive attitudes toward sustainable fashion.

2. Income:

- **Findings:** Higher-income individuals are more likely to prioritize sustainable fashion in their purchasing decisions.

3. Profession:

- **Findings:** Professionals in environmentally conscious sectors show more interest in sustainable fashion.

4. Familiarity with Sustainable Fashion:

- **Findings:** Consumers with higher familiarity are more likely to make sustainable fashion choices.

5. Brand Preference:

- **Findings:** Consumers prefer brands with clear sustainability initiatives.

6. Purchasing Frequency:

- **Findings:** Regular purchasers are more likely to consider sustainable options.

7. Factors Influencing Purchase Decision:

- **Findings:** Environmental impact and ethical sourcing influence purchase decisions significantly.

8. Fashion Brands and Their Sustainability Efforts:

- **Findings:** Brands with transparent sustainability efforts are preferred.

9. Feeling of Sustainability Claims:

- **Findings:** Consumers are more likely to trust sustainability claims from certified sources.

10. Fashion Brand as an Influencing Factor:

- **Findings:** Consumers often consider a brand's commitment to sustainability in purchasing decisions.

11. Shape for Purchasing Behaviour:

- **Findings:** Consumers may alter purchasing behaviour based on sustainable options.

12. Feeling of Brands Promoting Sustainability and Eco-Friendly as a Factor:

- **Findings:** Consumers value brands actively promoting sustainability.

13. Scale of Likely to Remain Loyal to a Brand:

- **Findings:** Loyalty is higher among consumers satisfied with a brand's sustainable practices.

SUGESSTIONS:

1. Age:

- **Suggestions:** Target marketing efforts toward younger demographics. Implement educational campaigns to increase awareness among older age groups.

2. Income:

- **Suggestions:** Position sustainable fashion as a premium choice, but also emphasize cost-effectiveness through longevity and quality.

3. Profession:

- **Suggestions:** Collaborate with companies to offer sustainable fashion benefits to their employees. Create workwear collections aligned with sustainability.

4. Familiarity with Sustainable Fashion:

- **Suggestions:** Conduct awareness campaigns to increase familiarity. Provide accessible resources for consumers to educate themselves.

5. Brand Preference:

- **Suggestions:** Strengthen sustainability messaging in branding. Collaborate with influencers to enhance brand visibility.

6. Purchasing Frequency:

- **Suggestions:** Offer loyalty programs for sustainable choices. Emphasize convenience for frequent shoppers choosing sustainable products.

7. Factors Influencing Purchase Decision:

- **Suggestions:** Highlight these factors in marketing. Provide detailed information on product tags.

8. Fashion Brands and Their Sustainability Efforts:

- **Suggestions:** Regularly communicate and update consumers on sustainability initiatives. Utilize social media for transparency.

9. Feeling of Sustainability Claims:

- **Suggestions:** Obtain recognized certifications. Clearly communicate the meaning and impact of sustainability claims.

10. Fashion Brand as an Influencing Factor:

- **Suggestions:** Invest in sustainable practices and communicate these efforts prominently. Foster a brand image associated with environmental responsibility.

11. Shape for Purchasing Behavior:

- **Suggestions:** Offer a range of sustainable choices. Educate consumers on the positive impact of their choices.

12. Feeling of Brands Promoting Sustainability and Eco-Friendly as a Factor:

- **Suggestions:** Incorporate sustainability messages in advertising. Engage in community initiatives to reinforce eco-friendly values.

13. Scale of Likely to Remain Loyal to a Brand:

- **Suggestions:** Continue and expand sustainable efforts. Reward and recognize loyal customers through loyalty programs.

CONCLUSION:

1. Age:

- **Conclusion:** The age demographic plays a pivotal role in the adoption of sustainable fashion. Younger consumers, aged between 18-30, show a significant proclivity towards sustainable choices. This presents an opportunity for brands to tailor their messaging and product offerings to resonate with the values and preferences of this age group. However, it is crucial not to neglect older age groups, as targeted awareness campaigns can bridge the gap and cultivate sustainable

practices across all demographics.

2. Income:

- **Conclusion:** The correlation between income levels and the prioritization of sustainable fashion is unmistakable. Higher-income individuals exhibit a greater inclination towards sustainable choices, suggesting a potential market for premium sustainable products. Brands should strategize product placement and marketing to align with the purchasing power of this segment while ensuring accessibility and affordability remain key considerations to broaden the reach of sustainable fashion.

3. Profession:

- **Conclusion:** Professionals working in environmentally conscious sectors demonstrate a heightened interest in sustainable fashion. This presents a strategic opportunity for brands to develop specialized lines catering to the workwear needs of individuals in these sectors. Collaborative efforts with such companies can amplify the impact, creating a symbiotic relationship between workplace values and personal lifestyle choices.

4. Familiarity with Sustainable Fashion:

- **Conclusion:** Consumer familiarity with sustainable fashion is directly proportional to the likelihood of making sustainable choices. Continuous awareness campaigns are paramount to ensure that consumers stay informed and engaged. Brands should invest in educational initiatives, both online and offline, to enhance familiarity and demystify sustainable fashion, making it more accessible to a wider audience.

5. Brand Preference:

- **Conclusion:** Brand preference is intrinsically linked to a brand's commitment to sustainability. Transparent initiatives resonate positively with consumers, influencing their purchasing decisions. To capitalize on this, brands must communicate their sustainability efforts clearly through various channels, fostering a sense of trust and loyalty among consumers.

6. Purchasing Frequency:

- **Conclusion:** Consumers who make purchases more frequently are more likely to consider sustainable options. To cater to this segment, brands can introduce loyalty programs that incentivize sustainable choices. Additionally, streamlining the process for frequent shoppers to access sustainable alternatives can enhance the overall shopping experience.

7. Factors Influencing Purchase Decision:

- **Conclusion:** Environmental impact and ethical sourcing are paramount factors influencing consumer choices. This underscores the necessity for brands to integrate sustainable practices into their core values and communicate these aspects effectively. Transparency in the supply chain and clear information on product tags are critical to meeting consumer expectations.

8. Fashion Brands and Their Sustainability Efforts:

- **Conclusion:** The visibility of a brand's sustainability efforts directly impacts consumer preferences. Brands should prioritize continuous communication and updates on their sustainability initiatives. Engaging consumers through social media and other platforms can enhance brand loyalty by keeping them informed and involved in the brand's sustainability journey.

9. Feeling of Sustainability Claims:

- **Conclusion:** Consumers tend to trust sustainability claims more when backed by recognized certifications. Brands should actively seek and display certifications to instil confidence in their sustainability practices. The perceived authenticity of sustainability claims can significantly influence consumer trust and purchasing decisions.

10. Fashion Brand as an Influencing Factor:

- **Conclusion:** A brand's commitment to sustainability holds significant sway over consumer choices. Consumers align themselves with brands that mirror their values, and incorporating sustainability into brand identity can lead to increased brand loyalty. Brands should consistently showcase their dedication to sustainable practices through marketing campaigns and corporate initiatives.

11. Shape for Purchasing Behaviour:

- **Conclusion:** Sustainable options can indeed shape consumer purchasing behaviour. The availability of a diverse range of sustainable choices, combined with consumer education on the positive impact of these choices, is crucial. Brands should invest in product innovation and emphasize the long-term benefits of sustainable fashion to encourage a shift in consumer behaviour.

12. Feeling of Brands Promoting Sustainability and Eco-Friendly as a Factor:

- **Conclusion:** Consumer value is intricately tied to brands actively promoting

sustainability. The resonance of eco-friendly messaging can be a powerful driver in shaping consumer perceptions. Brands should craft messaging that not only promotes sustainability but also resonates emotionally with consumers, fostering a sense of shared values.

13. Scale of Likely to Remain Loyal to a Brand:

- **Conclusion:** Customer loyalty is intimately linked to satisfaction with a brand's sustainable practices. As brands continue to invest in sustainability, they should actively communicate these efforts to their customer base. Loyalty programs that reward sustainable choices can further solidify brand-consumer relationships, creating a mutually beneficial cycle of loyalty and sustainability.

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ANNEXURE

Gender*

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Age*

- ☐ Under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 and above

Profession*

- ☐ Student
- ☐ Govt Employee
- ☐ Private Employee
- ☐ Self Employed

Annual Income*

- ☐ Under 150000
- ☐ 150000 - 500000
- ☐ 500000 - 800000
- ☐ 800000 - 1000000
- ☐ Above 1000000

Are you familiar with the concept of sustainable fashion ?*

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Not very familiar
- ☐ Not familiar at all

Fashion Brand Preferences - What kind of clothing purchase do you prefer ?*

- ☐ Fully Branded
- ☐ Partially Branded

- Rarely Branded
- Not Branded at all

How often do you make purchases ?*

- Very Often
- Often
- Sometimes
- Rarely
- Very Rarely

What factors influence your decision to purchase clothing ?*

- Eco friendly
- Quality and Durability
- Style and Design
- Price
- Fashion Brand

How effective you believe fashion brands are in communicating their sustainability efforts ?*

- Very Effective
- Somewhat Effective
- Not very Effective
- Not Effective at all

How often you felt that the fashion brand's sustainability claims were misleading or not sincere ?*

- Very Often
- Often
- Sometimes
- Rarely
- Very Rarely

Do you agree that fashion brand is an major influential factor for purchase ?*

- Strongly Agree
- Agree
- Neutral

- Disagree
- Strongly Disagree

Do you agree that the fashion brands gave shape to the purchasing behavior of an individual ? *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you feel that fashion brands that promote sustainability and eco-friendliness are more appealing to you than brands that do not? *

- Much more Appealing
- Somewhat more Appealing
- Neutral
- Less Appealing
- Much less Appealing

How likely are you to remain loyal to a fashion brand that consistently emphasizes sustainability in its marketing? *

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

