

Consumer Behaviour Towards Sustainable Fashion

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Abstract: Fashion Industry is a vast and a versatile concept in today's era because this enterprise encompasses all those companies and experts across the cost chain, working in roles ranging from plan and improvement to sourcing and logistics, to change coverage and compliance, to retail and marketing. This paper emphasises on the populace of fashion enterprise globally ensuing into levelling up this very enterprise as a multibillion global enterprise, and how the future of it lies in the field of sustainability, and how learn about the shopping for behaviour patterns of shoppers in the field of inexperienced fashion. This paper will also un-reveal the causes of popularity of sustainability in the trend industry. This enterprise inarguably money owed for a sizable share of world economic output. This paper will also broaden your potential focussing on those factors highlighting the specs included in this industry ranging from the most ratified and expensive haute couture and dressmaker fashions to everyday daily clothing- from couture ball robes to casual sweatpants. Sometimes, the broader term "fashion industries" is used to refer to myriad industries and services that hire millions of humans internationally.

Key Words: —*Sustainability, Behaviour, Popularity, Marketing, Fashion.*

I. INTRODUCTION

The find out about of human beings and organisations, as nicely as the process of selecting specific items and services, is regarded as purchaser behaviour. Consumer psychology, motives, and behaviour are the key factors that have an impact on consumer behaviour. The terms eco-fashion and moral trend are additionally used to describe sustainable fashion. An enormous element of the expanding sustainability motion is sustainable fashion. The techniques that reflect on consideration on sustainability assurance the have an effect on the planet's morals and ecology. Sustainable fashion is centred on growing garb from substances that are sourced sustainably, made the usage of moral practises, and then produced to provide the best feasible degree of clothing quality. Ethical fashion and circular fashion, which uses recycling, upcycling, and thrifting, are also examples of sustainable fashion. In addition, this style of fashion consists of mindful, eco-friendly sluggish fashion, which consists of green clothing, as nicely as sharing and renting-based slow fashion.

According to Rebecca Calahan- Klein, CEO of Sustainability and president of the non-profit company Organic Exchange, the concept that one day we will have a shirt that we can consume is a walking joke in the organic advocacy community. The fashion garments enterprise is adopting practises like these in the food area to create items made of licensed organic substances without the use of hazardous chemicals. The primary fulfilment of the apparel enterprise has been pesticide-free cotton, which is also recognized as natural cotton. Naturally, these products centre of attention on luring the eco-friendly customers who are massive and loyal clients for natural food.

1.1 Background

Green products or environment friendly goods are becoming very prominent in the society during the last decade. Earlier studies have shown that consumers are now willing to pay for the labelled products because they want to be considered more socially responsible and they reveal their commitment for the environment through the choices they make on the market. But price is an important factor which affects their willingness to pay for the labelled products. The previous studies have shown a number of factors explaining the behaviour of the typical "green" consumer. Many studies show that consumers are only willing to purchase environmentally friendly goods within certain constraints. The ancestor work on "Our Common Future", otherwise it led to as the Brundtland report which was specially made by the United Nations Assembly

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ordered in 1982 and distributed in 1987. This report basically contains the plan of “sustainable development” (Brundtland, 1987). It has been understood from the last twenty-four years as deeply analysed idea by contemporary researchers, the time when this report was presented. This idea was revolutionary at that time as resources were not inexhaustible in the world, continuous progress, and development without destroying earth and collaboration more than government level was not new and solution of global issues seemed to be (and is) realistic. While defining the green consumerism it can also be defined in other words such as socially responsible or pro-social consumer behaviour it is described as complex ethical issue and green consumer, being a social aware consumer “take into account the public consequences of his/ her private consumption and attempt to use his or her purchasing power to bring about social change” (Moisander, 2007, Page 2). So, it is not rather clear the distinction between term ethical and green.

1.2 Sustainable Fashion

Ethical and sustainable fashion is a method of sourcing, manufacturing, and designing garments that optimises the benefits to business and society as a whole while minimising environmental impacts. Companies must embrace more sustainable and ethical methods that are beneficial to both their employees and the environment. Sustainability is defined as the “development that meets current requirements without jeopardising future needs.” Sustainable fashion entails buying high-quality garments that will last longer and that respect the rights of humans, animals, and the environment. It also encourages mindful shopping by allowing us to know where our clothes came from and who manufactured them. Sustainable fashion is often interpreted, and mentioning the term brings many thoughts to mind, such as green, ethical, recycled, ecological, etc. Several studies indicate that sustainable clothing translates into eco-fashion which means clothing designed to last longer, while others indicate that sustainable fashion has little to no effect on the environment.

1.3 Fast Fashion

Fashion reflects the cutting-edge social, political, economic, and creative factors. In fast fashion, the word “quick” refers now not solely to the pace with which merchandise are produced, but additionally to the tempo with which customers favour regular novelty. A fast fashion network lets in agencies to swiftly restock shares and add new fashion designs in response to increased market demand. Fast trend has turn out to be an outstanding business model through selling massive

portions of objects at low rates, causing cloth consumption to increase. The global fitness expenses of developing less expensive clothing are enormous. Due to the fast-paced nature of the trend industry, organizations hire manufacturers, who then hire subcontractors to produce their goods. This loop shifts the chance of hazardous working conditions and unethical cure down the provide chain to low-wage employees who make the clothing. The quick trend work ethic has had disastrous social and environmental consequences for garment industry employees and the communities where the factories are located.

II. LITERATURE REVIEW

2.1 Literature on Fast Fashion

Fast fashion is typically thought of as a business approach with short product lifecycles, tricked-down versions of catwalk trends, and low costs. The most successful companies in this market are a Swedish rival named H&M and a Spanish company called Zara. They may create a fashion item based on a trend idea in two to three weeks, producing up to 24 collections annually as opposed to one to two collections for high-end luxury fashion companies. In the first decade of the twenty-first century, the idea of quick fashion revolutionised the trend business, including a number of elite companies, in terms of the frequency of collection release. Young, middle-class women purchasers have found it easier to fulfil their demand for fresh trend designs thanks to online buying.

The rapid fashion business model relies heavily on the globalised supply network. Fast trend manufacturers employ a supply chain network and fast reaction approach to swiftly adjust to new market changes and needs, enabling accurate market forecasting and well-timed data dissemination. This approach may also be used by companies like Zara and H&M to plan sourcing and logistics as close to the launch date as is practical. Orders are positioned and kept current on a regular basis throughout the year. This is no longer the same as the pre-season ordering strategy used by typical stores.

Fast fashion companies have recently put more attention on ecologically friendly branding and designs, with a focus on sustainability. For instance, in 2016, Zara created its first sustainable product line, “Join Life,” while H&M released “the Conscious Collection” composed of eco-friendly materials. Additionally, the majority of fast-fashion businesses and organisations include extensive information about their sustainability initiatives on their websites. Sustainable fashion, which is similar to the idea of gradual

fashion, is a new trend in the fast-fashion industry. However, the lower corporate costs encourage greater consumption, which has a greater impact on the environment and society.

2.2 Literature on Sustainability

Sustainability depends on the intricate and changing interactions between human lifestyle and the environment. It permeates ecological, economic, social, and political aspects on a local, regional, and global scale. The methods used in the fashion industry to make textiles and clothing present various concerns concerning sustainability. Energy and water use, greenhouse gas emissions, the production of hazardous waste, and the release of toxic effluent including dyes, finishes, and auxiliaries into the environment are a few examples.

When the notions of sustainability and the fashion industry are combined, sustainable fashion is defined as clothing that has a concern about labour conditions and environmental responsiveness. As a result, fashion companies need to understand consumer attitudes about sustainable fashion in order to compete in the market. To gain a better knowledge of how sustainability affects consumers' decisions on fashion goods, we will examine consumer behaviour theory in economics, psychology, and management.

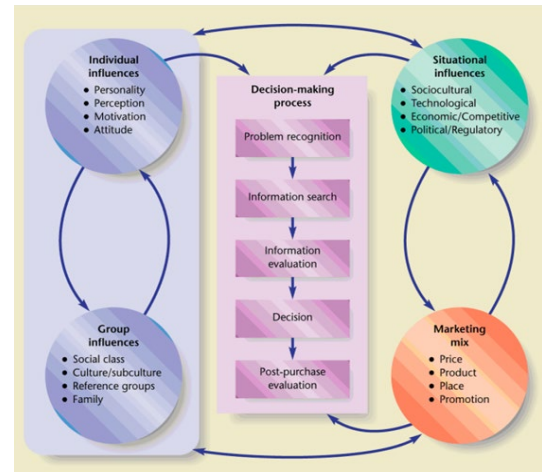
2.3 Literature on Consumer Behaviour

The study of consumer behaviour focuses on how people make decisions. Sustainability is a product feature that is overtly or indirectly linked to customer purchasing decisions. As a result, understanding the mechanism of the process and the elements that influence it is critical for businesses to create and deliver their goods.

2.3.1 Marketing Theory of Consumer Behaviour

The understanding of the three disciplines—economics, psychology, and anthropology—provides three complementary perspectives for contemporary marketing to understand consumer behaviour. In conclusion, the graphic serves to highlight the factors that affect a consumer's decision-making process.

When we see decisions to make purchases as solely economic, the perceived value of the products selected is essentially set. The only variables to consider are client income, product costs, and alternatives. We can discover a wider range of factors that influence the consumer's choice, such as personal, social, cultural, psychological, and situational components, if we investigate the development of perceived values from a psychological and anthropological perspective.



2.4 Factors influencing Consumer Buying Behaviour

Customers may have ideas on where and how they purchase their clothing, as well as the best way to recycle or dispose of it. Numerous factors can alter how consumers shop for clothing, and these factors typically have an influence on their actual behaviour. The selection, purchase, and use of goods and services by consumers to satiate their wants and desires. Since customers strive to select which products they want to buy initially before deciding just on those that provide the greatest benefit, consumer behaviour necessitates a variety of techniques. Even if some of these aspects are outside the marketers' control, it is nevertheless critical to understand them all since a variety of factors influence consumer behaviour. Four major factors—cultural, social, personal, and psychological—influence consumer purchasing decisions in the sustainable garment market.

2.4.1 Cultural

Marketers face a hurdle when studying culture as a factor since its emphasis is on the largest portion of social behaviour in society as a whole. Culture may mean various things to different individuals. Some people may identify it with traditional dances or marital rites, while others may link it to expensive burial costs. A person's family, friends, cultural surroundings, and society will all have an impact on them throughout their lives, teaching them cultural values, preferences, and behavioural conventions. Culture shapes people's understanding of what is good and wrong, thus it may have a big impact on whether shoppers choose to buy sustainable clothing.

2.4.2 Social

We often interact with others in social settings as consumers, and these interactions influence the way we behave in some manner. Three social influences on consumer purchasing behaviour include family, social roles, and reference groups. People's desire to belong and join organisations serves as the driving force behind many purchases. A reference group is a group of people that a person is familiar with and who may have an influence on their views and behaviours either directly or indirectly. Perhaps the most significant aspect of a person's life is their family. It creates the social context in which someone grows, shapes his personality, and absorbs values.

2.4.3 Personal

A person's lifestyle, beliefs, environment, hobbies, activities, and purchasing habits vary during their lifetime. Numerous human traits, such as the consumer's age, stage in life, occupation, financial condition, personality, self-concept, lifestyle, and beliefs, have an impact on their purchasing decisions. Green consumers are more likely to purchase sustainable goods, but in order to increase their propensity for doing so, they must consider a variety of aspects, including brand and accessibility. Previous research has linked personal views and understanding of fashion sustainability to consumers' propensity to buy environmentally friendly items.

2.4.4 Psychological

Consumer purchasing behaviour is influenced by a variety of internal or psychological factors. Perception and motivation are the two most crucial ones. Humans use their senses of sight, hearing, smell, touch, and taste during the perception process to construct a visual picture of the environment. Customers are encouraged to form a purchasing habit. It is a statement of a want that the consumer believes to be urgent enough to justify satisfying. Consumers are ready to act once their motivation has risen, but what they do relies on how they perceive the circumstances. Because they are more drawn to stimuli that are relevant to their current circumstances, people react to stimuli differently.

2.5 Consumer barriers on Sustainable fashion

Even though it is agreed that clothing is a basic human need, many people's clothing choices are influenced by their desire for recognition and respect (Harris et al. 2016). Differentiating sustainable products from competing products and conveying this to clients, as well as figuring out what makes a brand more sustainable, are just a few of the numerous challenges facing marketers today (Oates et al. 2016). Although

environmentally protective manufacturing is becoming more and more necessary, marketers are having trouble shifting their companies' operations from conventional to sustainable ones. The problem is that most consumers are ignorant of sustainability-related concerns, which would be problematic if two retail firms were to offer their products online.

Traditionally, finding the right manufacturer, fabric, and design was the job of retail buyers. The company must now take into account extra aspects of corporate social responsibility and sustainability before consenting to incorporate the fabric in their product line, such understanding the fabric's origin and the methods used to create it (Harris et al. 2016). Consumers have their own challenges when looking to buy environmentally friendly clothing.

2.5.1 Lack of Information

The most significant impediment to garment sustainability is a lack of transparency and awareness. All merchants and buyers should be aware of the origins of our clothing (Harris et al. 2016). Knowing the name of the farm that grows cotton and the factory that manufactures polyester fibres, as well as understanding and recognising the methods used in the growth and development of these fibres, is essential (Thorisdottir and Johannsdottir 2019). Working conditions, working hours, and pay rates for farm and industry workers must be freely available (Joy and Pena 2017).

2.5.2 Cost

Another issue with sustainable fashion is the cost of finished goods. Fair pay standards imply that industrial workers must be given a good living wage and that improved production methods must be implemented. All of these aspects are costly to merchants, and the final product's selling price reflects this (Preuit and Yan 2017). The majority of buyers, particularly in Africa, are poor and will never be able to purchase sustainable fashion.

2.5.3 Lack of Concern

According to Harris et al., consumers are often indifferent in or preoccupied about the origins and contents of the products they purchase (2016). This is a major failure since customers need to be at the forefront of campaigns to encourage businesses to use more environmentally friendly practises. In 2015, Davies et al.

2.5.4 Time Consuming

Any knowledgeable customer must be aware of the products he or she seeks. It might take a long time to find things that meet one's wants and ideals (Harris et al. 2016). Before

making a final decision on whether to buy or not, one must first do a manufacturer's study to determine how they apply sustainable methods, how transparent they are, and the sort of material used in the product. The majority of clients just do not have the time or resources to inquire about a possible purchase (Joy and Pena 2017).

2.5.5 Lack of Variety

In order for consumers to not only pick but also utilise the products, sustainable clothing must fulfil their desires for a variety of clothing kinds, meet multiple uses, and possess the necessary qualities (Harris et al. 2016). Many of us like changing our wardrobes more regularly than the minimalist approach considers "acceptable" since fashion is a regular source of visible self-expression and creativity. The majority of environmentally friendly clothing is timeless vintage that may be worn for years without feeling out of date. However, because fashion lacks the diversity they seek, consumers who want to stay on trend may find it challenging to continue slowing down (Torres 2020). Even the most careful consumers can become disheartened by this.

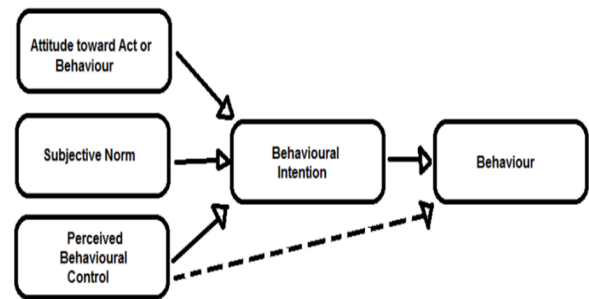
Despite the difficulties and limitations that customers have when trying to understand and buy sustainable clothing, other studies have shown that consumers intend to support the sustainable clothing business. However, this may not always result in the stated objective being carried out (Wang 2010).

III. CONCEPTUAL FRAMEWORK

The study's approach, the TPB, was chosen to examine the many factors that affect a consumer's buying behaviour and commitment to sustainable fashion. Numerous research on environmental behaviour as well as studies on fashion and clothing have used the theory (Jalil and Shaharuddin 2019). The Theory may be used to explain actions that are not solely the result of volition, such as choices on what to buy when other circumstances come into play. The Theory of Planned Behaviour has four parts: attitude, subjective norm, perceived behavioural control, and goal (see Figure 1). (2016) Preuit and Yan In TPB, behavioural intent is influenced by a complicated medley of attitudinal and subjective elements.

The degree of intention-behaviour consistency depends on the kind of behaviour. An individual's favourable or unfavourable assessment of an attitude object is how attitude has been defined (Ajzen 1991). Spring 2011 Subjective norm refers to the influence of an individual's normative ideas, or beliefs resulting from social pressure, that others accept or disapprove

of a certain action (Ajzen 1991; Pavlou and Chai 2002).



Based on how easily such control conditions are facilitated, perceived behavioural control is described as the consumer's perception of control over a potential transaction. Self-efficacy, or a person's self-confidence in their ability to do a behaviour, is the first component of perceived behavioural control. The construction of scenarios that permit behavioural interaction is the focus of the second segment (Pavlou and Chai 2002).

IV. RESEARCH METHODOLOGY

4.1 Problem Statement

Determining customer attitudes and behaviour toward eco-friendly or sustainable fashion was the goal of the research project. Fast fashion is clearly doing more damage than good to the world despite being easily accessible and inexpensive. Although some producers and retailers are increasingly moving toward more ecologically friendly production techniques, this transition is fraught with challenges (Jalil and Shaharuddin, 2019). Customers look to have the upper hand in the research challenge as they are the ones who will drive the majority of manufacturers and retailers to develop only sustainable goods (Wang 2010). Therefore, it's crucial to understand consumer clothing purchasing motivations as well as their opinions about sustainable clothing.

4.2 Objectives

The purpose of this study is to look into how consumers behave when it comes to green/sustainable apparel. In order to fulfil the goal of this research study, the following research objectives have been developed:

- To determine consumer knowledge of sustainable fashion
- To determine the motive for consumers' sustainable clothing purchasing behaviour

- To determine the reason for consumers' clothes disposal behaviour.

REFERENCES

4.3 Data Collection Methods

The process of gathering information from all pertinent sources to address a challenge, support a claim, and assess the outcomes is known as data collection. Secondary and primary data gathering methods are the two categories into which data collection procedures are divided. In this instance, we have just employed a secondary data collection strategy. Additional data collecting technique: Information that has already been published in books, papers, publications, magazines, online portals, journals, and other media is referred to as secondary data. There is a plethora of information available in these places about our area of study in professional education or learning, regardless of the nature of the exploration field.

V. DISCUSSION AND CONCLUSION

While consumers may be aware of what sustainable clothing is, understanding why it is important to support it appears to be the main hurdle. Clothing sustainability is a hard subject. Only what is commonly known and what people are exposed to daily may be known by individuals. Additional efforts are required to ensure that all buyers of clothing have access to more information because sustainable fashion is still a niche concern. It is important to keep in mind that consumers' concerns are varied, and the sample size is modest, even if the overall findings seem to reflect other studies showing that consumers have some grasp of sustainable fashion.

Because of the substantially larger sample size, the results cannot be generalised. The results show that style and quality are the main factors influencing why people choose to buy clothing. Designing products that last longer while avoiding mass manufacturing and fast fashion is one of the most significant goals of sustainability.

Given that most customers claim to know how to recycle clothing and are familiar with the different recycling options, it would seem that they are on the right track when it comes to disposing of their used clothing. Additionally, they appear to be aware of the benefits of proper clothing disposal, suggesting that each customer is driven in their choice. Given that there is an explanation for the behaviour, this may help to explain why the garment disposal questions obtained a high mark.

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