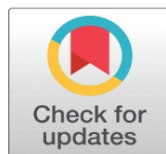
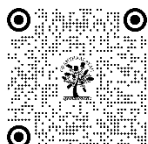


"FROM AWARENESS TO ACTION: UNDERSTANDING SUSTAINABLE FASHION PURCHASES IN INDIA'S YOUTH"

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ABSTRACT

Sustainable fashion apparel offers significant potential to reduce clothing waste, which is directly linked to societal health. This study explores consumer purchase behavior toward sustainable fashion apparel made from recycled materials. Supporting clothing recycling programs is crucial, and the success of these initiatives depends on consumer demand for recycled apparel. By examining consumer behavior and intentions toward sustainable fashion, this research provides a foundation for establishing effective regulations for clothing disposal and the purchase of recycled garments. Data were collected through a questionnaire distributed in the Punjab region of India, with 151 responses obtained. The findings reveal that several key factors influence the purchase intention of sustainable fashion apparel. Additionally, a positive correlation was found between sustainable clothing disposal behavior and the intention to purchase such apparel.

Keywords: Sustainable Fashion, Consumer Purchase Behavior, Eco-Friendly Apparel, Recycled Materials, Green Consumerism, Environmental Awareness, Clothing Disposal Behavior

1. INTRODUCTION

In recent years, the fashion industry has made significant strides toward sustainability. The once apparent contradiction between fashion and sustainability is no longer relevant, as the industry has become a leader in sustainability and recycling. The growing global population has led to increased production, resulting in a negative environmental impact. One approach to achieving sustainability is the use of eco-fashion materials, which are made from organic, recyclable, and renewable resources. Eco-fashion garments are designed to minimize environmental impact while enhancing consumer well-being and community health (Jalil, 2021). The fashion industry is one of the most resource-intensive sectors, with complex global supply chains and rapid production and consumption cycles. Challenges include the extensive use of natural resources, chemical usage in textile production, and social issues within the supply

chain. Modern clothing consumption patterns, particularly in developed countries, are unsustainable. For instance, the UK generates approximately 2 million tons of clothing waste annually, with 63% ending up in landfills (Cassidy, 2020). It is essential to understand the barriers to sustainability in the fashion industry. Fashion is inherently dynamic, and the rise of fast fashion has exacerbated environmental and social issues. Designers play a crucial role in shaping consumer behavior to reduce these impacts (Johnson, 2022).

Keywords: Sustainable Fashion, Apparel, Clothing Waste, Purchase Intention, Disposal Behavior, Purchase Behavior.

2. RESEARCH PROBLEM

The growing population has led to increased clothing production and waste. Clothing waste is accumulating rapidly, and the lack of landfill space is causing environmental harm. One solution is the adoption of sustainable fashion apparel made from organic and renewable materials.

2.1. RESEARCH OBJECTIVES

- 1) To explore the purchase behavior toward sustainable fashion apparel made from recycled materials.
- 2) To identify suitable clothing disposal behavior and purchase intention.

Hypotheses

- H01: Consumer attitude toward sustainable fashion apparel made from recycled materials influences purchase intention.
- Ha1: Consumer attitude toward sustainable fashion apparel made from recycled materials does not influence purchase intention.
- H02: Sustainable clothing disposal behavior influences the purchase intention of sustainable fashion apparel made from recycled materials.
- Ha2: Sustainable clothing disposal behavior does not influence the purchase intention of sustainable fashion apparel made from recycled materials.

3. LITERATURE REVIEW

1) Consumer Purchase Behavior of Eco-Fashion Clothes as a Trend to Reduce Clothing Waste:

This study explores consumer behavior toward eco-fashion clothes made from recycled materials. The increasing volume of apparel waste and the lack of landfill space highlight the need for recycling programs. Consumer demand is critical for the success of these programs. The Theory of Planned Behavior (TPB) was used to analyze consumer behavior, with findings indicating that attitude, perceived behavioral control, and subjective norms significantly influence purchase intention. A strong connection was found between sustainable disposal behavior and the purchase of eco-fashion clothes (Jalil, 2021).

2) Perceptions and Attitudes Toward Sustainable Fashion Design: Challenges and Opportunities:

This research examines the challenges of implementing sustainable design practices in the fashion industry. Internal challenges include a lack of consensus and knowledge about sustainable design, while external challenges involve consumer demand and behavior gaps. The study emphasizes the need for incentives and education to promote sustainable fashion (Cassidy, 2020).

3) The Wardrobe Diet: Teaching Sustainable Consumption Through Experience:

Fast fashion has led to increased consumption and environmental damage. This study implemented a learning experience called "The Wardrobe Diet," where students wore only six clothing items for 30 days. The results showed a positive shift in consumption behavior, highlighting the potential for educational interventions to promote sustainability (Johnson, 2022).

4) The Appearance of Sustainable Fashion Products:

Consumer research indicates growing awareness of environmentally friendly products. However, brands may not fully understand consumer requirements for sustainable fashion. The study emphasizes the importance of product design in influencing consumer perception (Wagner, 2021).

5) Sustainable Clothing: Challenges, Barriers, and Interventions:

Research reveals limited consumer awareness of the environmental impact of clothing. Semi-structured interviews with experts identified challenges such as the complexity of sustainability issues and diverse ethical concerns among consumers. Interventions are needed to encourage sustainable production, purchase, and disposal behavior (Harris, 2019).

6) Sustainability and Philanthropic Awareness in Clothing Disposal Behavior Among Young Malaysian Consumers:

Young consumers are heavily influenced by fast fashion trends, leading to overconsumption and environmental harm. This study found that philanthropic awareness and attitudes toward clothing disposal significantly influence disposal behavior. The findings suggest strategies to increase clothing recycling rates among young consumers (Yee, 2018).

7) Application of the Extended Theory of Planned Behavior to Investigate Purchase Intention of Green Products Among Thai Consumers:

This study applied the Extended Theory of Planned Behavior (TPB) to examine Thai consumers' purchase intentions toward green products. The findings revealed that attitude, subjective norms, and perceived behavioral control significantly influence green product purchase intention. Environmental concerns also play a crucial role in shaping consumer attitudes (Maichum, 2017).

8) Predicting Green Product Consumption Using Theory of Planned Behavior and Reasoned Action:

This research validated the Theory of Planned Behavior (TPB) and its extended form to predict Indian consumers' green product purchase intentions. The study found that attitude and perceived behavioral control significantly predict purchase intention, while subjective norms do not. Environmental concern was identified as a key mediator in the relationship between TPB variables and purchase intention (Paul, 2018).

9) Thinking Green, Buying Green? Drivers of Pro-Environmental Purchasing Behavior:

This study identified willingness to pay (WTP) and personal norms as the strongest predictors of green purchasing behavior. The research highlighted a gap between consumer attitudes and actual purchasing behavior, emphasizing the need for further research to understand barriers to green consumption (Moser, 2019).

4. A CONSUMER VISION FOR SUSTAINABLE FASHION PRACTICE:

This study explored consumer practices related to sustainable fashion, focusing on the desire for unique clothing and sources of apparel acquisition. The findings suggest that consumers who value unique fashion pieces are more likely to engage in sustainable practices, such as purchasing vintage or second-hand clothing (DeLong, 2020).

1) Consumer Willingness to Purchase Organic Products: Application of the Theory of Planned Behavior:

This research applied the Theory of Planned Behavior (TPB) to study consumer willingness to purchase organic apparel. The results indicated that attitude and subjective norms directly influence purchase intention, while perceived behavioral control and awareness indirectly affect intention through attitude (Maloney, 2021).

2) What Affects Green Consumer Behavior in China? A Case Study from Qingdao:

This study developed a theoretical framework to examine green consumer behavior in China. The findings revealed that attitudes are the most significant predictor of purchasing behavior, while income and perceived consumer effectiveness influence usage and recycling behavior (Zhao, 2020).

3) Sustaining the Environment Through Recycling: An Empirical Study:

This paper examined recycling behavior among college students using the Theory of Planned Behavior (TPB). The findings indicated that environmental awareness, attitude, and social norms significantly influence recycling behavior, while convenience and cost do not (Ramayah, 2019).

4) The Roles of Knowledge, Threat, and PCE on Green Purchase Behavior:

This study explored the roles of environmental knowledge, threat, and perceived consumer effectiveness (PCE) in green purchase behavior. The findings suggest that these factors significantly influence consumer attitudes and behavior, providing insights for firms to promote green products effectively (Tan, 2020).

5) Green Clothing and Eco-Fashion: A Growing Sustainable Market for SMEs:

This study investigated consumer attitudes toward organic clothing and the potential for small and medium enterprises (SMEs) in the sustainable fashion market. The findings revealed a positive correlation between consumer awareness and willingness to purchase organic clothing (Aaijaz, 2021).

5. RESEARCH GAP

This study aims to address the following gaps:

- Factors such as price, durability, purpose of purchase, and environmental awareness influence purchasing behavior.
- Factors such as donating to charity, disposing of clothes, giving to friends, and handing down to younger family members influence disposal behavior.
- The survey includes respondents from Generation Y (1977-1995) and Generation Z (1996-2003).

6. RESEARCH METHODOLOGY

Research Design Descriptive

Sampling Area	Punjab Region (India)
Sample Size	151 Respondents
Sampling Unit	Individual
Survey Form	Questionnaire
Sampling Type	Simple Random Sampling
Tools Used	Excel & SPSS

Data Analysis

- Cronbach's Alpha (Reliability Test): The Cronbach's Alpha value of the data is 0.799, indicating that the data is reliable and suitable for analysis.
- Normality Test: The Shapiro-Wilk test indicated that the data is not normally distributed, necessitating the use of non-parametric tests such as chi-square tests for hypothesis testing.

Descriptive Analysis

- **Gender Distribution:** Out of 151 respondents, 78 were female (51.7%).

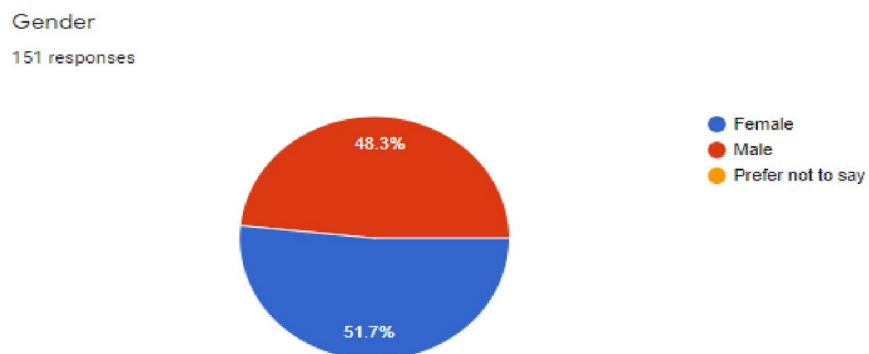


Figure 1 Gender Distribution of Respondents

- **Age Group:** The majority of respondents (73.5%) were aged 22-25.

Age group
151 responses

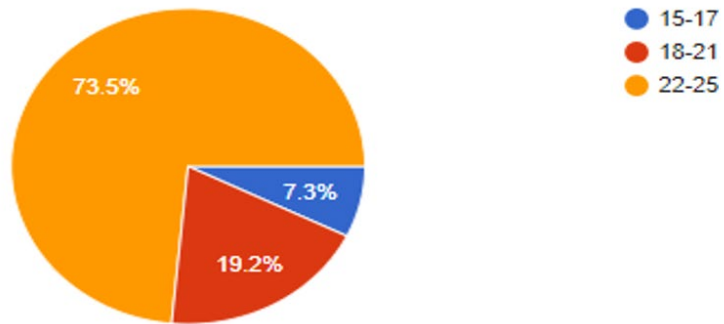


Figure 2 Age Group Distribution of Respondents

- **Awareness of Sustainable Fashion:** 65.6% of respondents were aware of the term "sustainable fashion."

Have you heard of the term 'sustainable fashion'?
151 responses

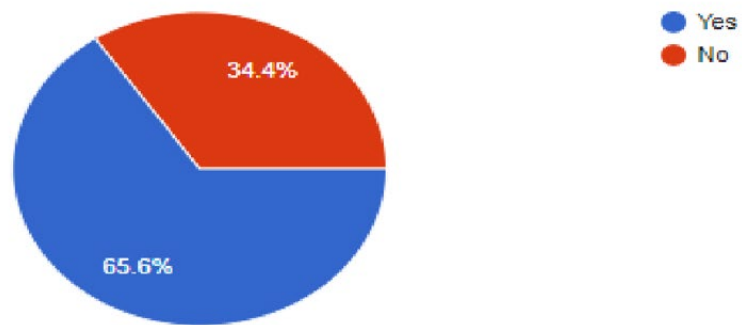


Figure 3 Awareness of Sustainable Fashion

Environmental Concern: 50.3% of respondents were concerned to a limited extent about environmental issues.

Are you supportive of sustainable fashion?
151 responses

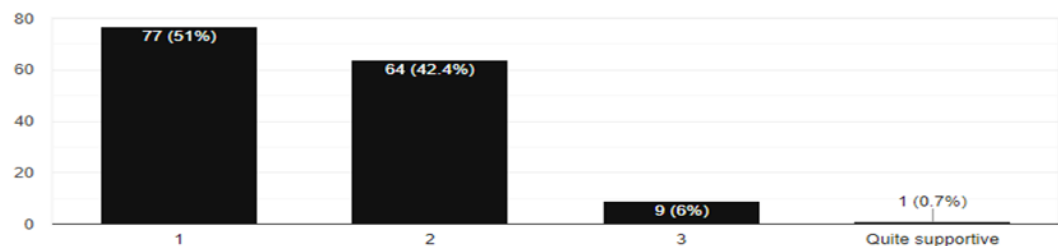


Figure 4 Environmental Concern Among Respondents

- **Support for Sustainable Fashion:** 51% of respondents were very supportive of sustainable fashion, but 51% would not purchase sustainable apparel if it were overpriced.

How concerned are you about the environment/pollution/wastage?

151 responses

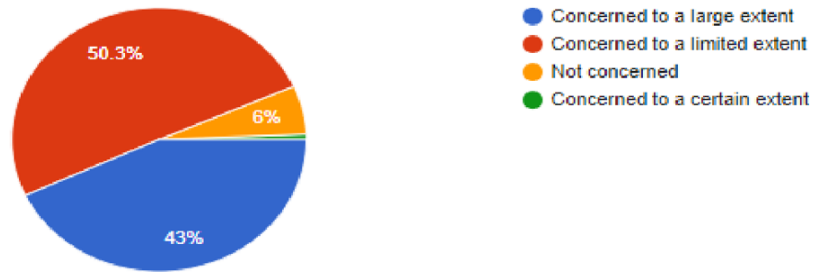


Figure 5 Support for Sustainable Fashion

- **Factors Influencing Purchase:** Environmental friendliness (70.9%), price (64.9%), and durability (64.2%) were the most significant factors influencing the purchase of sustainable fashion.

Considering style, comfort and quality are the same; would you purchase sustainable clothing if it costs more than what you would normally pay?

151 responses



Figure 6 Factors Influencing Purchase of Sustainable Fashion

Hypothesis Testing

- **H01:** Consumer attitude toward sustainable fashion apparel made from recycled materials significantly influences purchase intention ($p < 0.05$).
- **H02:** Sustainable clothing disposal behavior significantly influences purchase intention ($p < 0.05$).

7. CONCLUSION

The study concludes that consumer attitudes and sustainable clothing disposal behavior significantly influence the purchase intention of sustainable fashion apparel. The findings suggest that consumers prioritize environmental friendliness, price, and durability when purchasing sustainable apparel. However, overpricing remains a barrier to adoption. The study recommends increased awareness campaigns and incentives to promote sustainable fashion.

CONFLICT OF INTERESTS

None.

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