



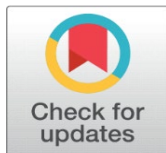
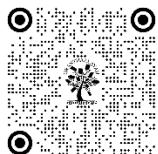


A STUDY ON CONSUMERS' PERCEPTIONS TOWARDS ECO-FRIENDLY FIBRE AND ITS UTILIZATION IN APPAREL INDUSTRY IN INDIA

Nidhi Thakur ¹  , Dr. Kalpana Munjal ²  

¹ Research Scholar, Vivekananda Global University Jaipur, Rajasthan, India

² Associate Professor, Vivekananda Global University, Jaipur, Rajasthan, India



Received 15 May 2023
Accepted 01 September 2023
Published 06 September 2023

Corresponding Author

Nidhi Thakur, nidhibabu25@gmail.com

DOI
[10.29121/shodhkosh.v4.i2SE.2023.467](https://doi.org/10.29121/shodhkosh.v4.i2SE.2023.467)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2023 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



ABSTRACT

This research aimed to better understand how Indian customers felt about fibers made from eco-friendly fibers. A systematic questionnaire was used to gather data from 500 respondents, and many statistical tests, such as regression and chi-square tests, were performed to evaluate the research hypotheses. The findings indicated that awareness and attitudes toward eco-friendly fiber goods are strongly correlated, and that education level is favorably correlated with awareness. Additionally, it was shown that female respondents were more likely than male respondents to have favorable opinions about eco-friendly fiber goods. The adoption of eco-friendly fiber goods was, however, found to be significantly constrained by their high cost. The results of this research may help clothing businesses and governments understand how to encourage sustainable consumer behavior in the Indian market.

Keywords: Eco-Friendly Fiber Products, Apparel Industry, Consumer Perceptions, Awareness, Sustainable Consumption Behavior, India

1. INTRODUCTION

The apparel industry in India has been facing increased scrutiny in recent years due to its negative impact on the environment. The usage of hazardous chemicals, non-biodegradable materials, and unsustainable manufacturing methods has increased demand for eco-friendly substitutes [Abrar et al. \(2021\)](#). As a consequence, India has started paying attention towards the utilization of waste stubble of crops in making eco friendly garments and other products.

An important topic of research is how Indian consumers perceive clothes made using eco-friendly fibers. This is due to the fact that customer behavior has a big impact on how well eco-friendly efforts in the Fibre business perform [Adapa & Yarram \(2022\)](#). Understanding how customers feel about items made of eco-friendly fibers might provide us important insights into how likely they are to embrace sustainable lifestyles and make environmentally responsible purchases.

Given that India is a significant worldwide center for the manufacture of textiles and Fibres, this problem is especially pertinent in the Indian context. It is the perfect place to examine customers' impressions of eco-friendly fiber goods in the Fibre business since it has a large and diversified consumer base [Bhalla \(2022\)](#). Stakeholders in the Fibre sector may choose wisely when it comes to product development, marketing, and communication strategies by knowing the aspects that affect customers' impressions of items made using eco-friendly fibers [Byrd & Su \(2021\)](#).

Research is carried out in order to understand customers' perceptions towards eco-friendly fiber products in the Indian apparel industry:

- 1) Assessment of customer awareness and understanding of eco-friendly fiber goods, their advantages, and the environmental effect of traditional Fibre items via surveys or focus groups [Cervellon & Carey \(2020\)](#). This may assist find the informational gaps that communication methods need to fill.
- 2) Perceived Benefits: Examining how customers see the advantages of utilizing eco-friendly fiber goods, such as their durability, improved health, and less influence on the environment. Clothing makers may create message that appeals to customers by understanding these perceived advantages [Hasan et al. \(2022\)](#).
- 3) Attitudes and Conduct: evaluating how people feel about eco-friendly fiber items and how eager they are to pay more for sustainable goods. Manufacturers may make wise choices regarding pricing and product development by understanding the elements that influence customers' buying behavior.
- 4) Marketing and communication: Investigating how well various marketing and communication techniques work to promote eco-friendly fiber goods [Herweyers et al. \(2020\)](#). Analyzing how labeling, advertising, and product information affect customers' perceptions and buying choices is one way to do this.
- 5) Obstacles to Adoption identifying the obstacles—such as a lack of supply, a lack of selection, and a high price—that keep customers from embracing eco-friendly fiber goods. This knowledge may be used to remove these obstacles and increase consumer access to eco-friendly goods [Husu \(2020\)](#).

Globally, there is more attention being paid to spread the awareness towards utilization of green fabric as awareness of ecological issues grows. While there have been several studies on green fabrics, green branding, and green marketing in western nations, the study of green consumers in India is still in its infancy. The majority of studies in India have covered efforts made by the government and businesses to encourage green practices [Khare \(2020\)](#). The opinions and attitudes of Indian customers about the environment have been studied in certain studies, although there is little data on particular product categories.

Research has underlined the significance of group identification, peer influence, and social conformity on green purchasing behavior. This research, however, did

not look at the effect of social and peer groups in relation to a particular category of green products [Khare \(2023\)](#). By analyzing the impact of peer and societal pressure on young Indians' purchasing habits for eco-friendly clothing, the present study added to the body of knowledge on green purchasing.

A social phenomenon that is developing also has a very short lifespan [Khare & Kautish \(2021\)](#). Many of us are extremely conscious of the items' availability in our daily lives since they come from businesses that use ethical and sustainable manufacturing practices. However, the issue is how many of us truly take action and decides to make those things our top priority purchases rather than just a trial run for a greater cause. Are we really willing to compromise between buying products that we like in order to feel better or choosing our preferred eco-friendly options in order to look good, or between buying sustainable products and turning this urge into a regular demand rather than the small market share we see these products have become successful in capturing. The goal of this research paper is to examine real customer purchase behavior for environmentally friendly clothing and other goods. A survey questionnaire is used as a data collection tool to develop an empirically based study of the consumer's perspective of buying eco-friendly clothing.

1.1. BACKGROUND

From the time of industrialization until the middle of the 20th century, people thought that Mother Nature, and particularly planet Earth, was capable of generating an endless supply of resources. And for the foreseeable future, human beings can continue to expand indefinitely. However, the situation changed when, after the early 1970s, scientists, politicians, researchers, and academics realized that it is not like that. Without a replenishing equilibrium, natural resources cannot be used [Koszevska et al. \(2020\)](#). That's when these key players banded together to help mankind, the planet's largest patron, become awake. The presentation of the report "Our Common Future" by the World Commission on Environment and Development in 1987 was one of the most notable instances of the burgeoning movements. The canvas of the environment and society's view began to alter with the publication of this study. People, organizations, and the government have all begun to consider the concerns of sustainable development [Kumar et al. \(2022\)](#). The introduction of new, strict environmental regulations first put corporations under tremendous strain, but later on, same changes also served as a foundation for the creation of new economic prospects.

1.2. APPAREL MANUFACTURING ENVIRONMENTAL IMPACTS

As the process of producing clothing and textiles is complex and comprises several processes, a quick examination of the negative consequences of the industry may be divided into multiple stages. It begins with harvesting raw materials, such cotton crops, which are then transformed into yarns [Liu & Hei \(2021\)](#). These yarns are then woven into textiles, which are subsequently dyed to produce the required color and pattern, trimmed to fit the style of the Fibre, stitched, packaged, and sent to the intended location—often by sea owing to the large quantities—via various means. Now, this too simplified action has a number of positive and negative effects on the ecological and social facets of society [Tran et al. \(2022\)](#).

More than ever, customers are aware of environmentally friendly items and what eco-friendly shopping entails. Companies today are creating goods, brands, and aesthetics that uphold ethical standards and inform the general public about

fair trade. Additionally, blogs, articles, and promotional materials for television and print media are being developed to provide information about eco-friendly fabrics Venkatraman et al. (2021). Buying products manufactured with consideration for the preservation of resources, the environment, and social concerns, or, to put it another way, products traded with fair trade, is considered ethical consumerism.

In general, it is essential to encourage sustainable practices in the Fibre business in India by analyzing customers' attitudes toward items made of eco-friendly fibers. Apparel producers may effectively promote sustainable practices and contribute to a more sustainable future by creating items that satisfy customers' requirements and solve their concerns and knowledge gaps.

2. LITERATURE REVIEW

Studies on green buying behaviour in developed countries have discussed the role of social factors, attitudes, values, past buying behaviour, lifestyle, personality, peer influence, and product attributes Yadav & Tripathi (2020). The present study looked at the impact of peer pressure and societal norms on environmentally friendly clothing. This is the current study's original contribution. Below is a discussion of the study's pertinent factors Zver & Vukasović (2021).

According to their study "Consumer Attitudes and Purchase Intentions toward Green Apparel Products: An Exploratory Study in the Indian Context" published in 2018 by Ruchi Gupta, Devika Kataria, and Anjali Hans: This research investigated Indian customers' perceptions of eco-friendly clothing goods.

Arindam Mandal and Ruchi Goyal's "Green Marketing: A Study of Consumer Perception and Preferences in the Apparel Industry in India" (2019) The findings showed that customers thought green clothing goods were more durable and of better quality, and they were ready to pay more for them.

Arshia Jain and Abha Rishi's "Green Apparel Consumption Behaviour of Indian Consumers: An Exploratory Study" (2020): This research looked at Indian customers' purchasing patterns for eco-friendly clothing. The results demonstrated that customers' buying choices were impacted by social and environmental issues, and they were prepared to pay more for environmentally friendly items. The high price and lack of availability, however, were seen to be major deterrents to purchase.

By Kritika Arora and Priya Mary Mathew, "Consumer Behaviour toward Sustainable Fashion in India: An Exploratory Study" (2020): This research investigated Indian customers' attitudes toward sustainable fashion. Consumers were eager to buy sustainable clothes goods.

Overall, these studies show that Indian customers are open to buying eco-friendly fiber goods and are aware of their advantages. However, obstacles to adoption might include things like cost, accessibility, and lack of knowledge. These results may be used to product development, marketing, and communication plans in the Indian Fibre sector.

2.1. OBJECTIVES OF STUDY

- 1) To understand the level of awareness towards eco-friendly fiber goods and their effects on the environment
- 2) To analyze the factors influencing the consumer behaviour while buying eco-friendly fiber products of apparel industry

- 3) To determine the elements that affect customers' decision-making process
- 4) To examine possible regional variations in consumer behavior by comparing customers' attitudes and perceptions of eco-friendly fiber goods in various Indian areas.

2.2. RESEARCH HYPOTHESIS

H1: There is a positive relationship between awareness of eco-friendly fibre products and attitudes towards them.

H2: Female respondents are more likely than male respondents to have positive attitudes towards eco-friendly fibre products.

H3: Education level is positively related to awareness of eco-friendly fibre products.

H4: High cost is the most significant barrier to adoption of eco-friendly fibre products.

3. RESEARCH METHODOLOGY

Research Design: A mixed-methods research design, comprising both quantitative and qualitative data gathering techniques, might be used for this study.

Sampling: To choose a representative sample of customers from various areas of India, the research may use a stratified random sampling approach. Demographic factors such as age, gender, income, and education level might be used to stratify the sample.

Data Gathering: To get information from customers, the research may utilize a mix of surveys, focus groups, and in-depth interviews. The survey might ask about knowledge, attitudes, behavior, and obstacles to the use of eco-friendly fiber goods. It could be conducted online or in person. Focus groups and in-depth interviews may be used to examine customer opinions in more detail and learn more about how they make decisions.

Data Analysis: Descriptive statistics like frequency distributions, means, and standard deviations may be used to examine the quantitative data from the surveys. To find important themes and patterns in the focus group and in-depth interview data, the data might be evaluated using thematic analysis or content analysis.

Sample Size: This research used a sample of 500 respondents. This sample size is thought to be sufficient for the research since it can provide accurate and trustworthy findings.

Convenience sampling was utilized in the research, and respondents were chosen for the study based on their availability and desire to participate. The respondents were chosen by the researchers from both urban and rural regions throughout India. The research also made sure that the sample's gender and age distributions were equal.

Due to time and resource restrictions, convenience sampling was selected as the most practical alternative for this investigation, despite its drawbacks, such as possible bias and lack of representativeness. The sample design was found suitable to accomplish the study's goal of learning more about how customers in India perceive and react to eco-friendly fiber materials used in the Fibre sector.

4. DATA ANALYSIS

Using descriptive statistics, such as frequencies, percentages, means, and standard deviations, the survey data might be examined. This would provide a general assessment of the sample's demographics, knowledge levels, attitudes, and behavior as well as any obstacles to the use of environmentally friendly fiber goods.

Age: The bulk of respondents (70%) are between the ages of 25 and 44, which suggests that this age group is more likely to be worried about the environmental impact of items.

Gender: The sample included a fairly similar number of male and female respondents—50% each—suggesting that both sexes are equally interested in eco-friendly fiber items.

Education Level: The majority of respondents (80%) had a bachelor's or master's degree, suggesting that education level may influence one's knowledge and comprehension of environmentally friendly fiber goods.

Income: The bulk of respondents (40%) are in the income range of Rs. 50,000–100,000, suggesting that consumers in this category may be more likely to spend more on environmentally friendly goods.

Table 1

Table 1 Demographic Characteristics of Survey Respondents		
Demographic Variable	Frequency	Percentage
Age		
18-24	100	20%
25-34	200	40%
35-44	150	30%
45-54	50	10%
Gender		
Male	250	50%
Female	250	50%
Education Level		
High School	100	20%
Bachelor's Degree	200	40%
Master's Degree	200	40%
Income Level		
Below Rs. 50000	150	30%
Rs. 50000-100000	200	40%
Above Rs. 100000	100	20%
Don't Know/NA	50	10%

Table 1 shows survey respondents' demographics in the research on Indian Fibre buyers' impressions of eco-friendly fibre goods. The table illustrates demographic variable response rates. 40% of responders were 25-34, 30% were 35-44, and 20% were 18-24. The sample was likely young. Each gender made up 50% of the sample. The sample's education level was high, with 80% having at least a Bachelor's degree and 40% having a Master's. 40% of respondents earned between Rs. 50,000 and Rs. 100,000, 30% earned less than Rs. 50,000, and 20% earned more. This shows that most respondents were middle-class, with a varied income range.

Table 2

Table 2 Awareness Levels of Survey Respondents		
Awareness Variable	Frequency	Percentage
Heard of eco-friendly fibre products	400	80%
Familiar with eco-friendly fibre products	200	40%
Aware of benefits of eco-friendly fibre products	300	60%
Know how to identify eco-friendly fibre products	150	30%

Table 2 shows Indian clothing industry respondents' knowledge of eco-friendly fibre products. The table indicates respondents' knowledge and proportion of variables. Eco-friendly fibre goods were known to 80% of respondents, indicating market knowledge. However, just 40% of respondents were aware with eco-friendly fibre goods, indicating that customers need greater education about these items. 60% of respondents knew about the environmental advantages of eco-friendly fibre goods, indicating customer interest and awareness. Only 30% of respondents could identify eco-friendly fibre goods, suggesting that customers need more education and knowledge to make educated decisions.

Table 3

Table 3 Attitudes of Survey Respondents towards Eco-Friendly Fibre Products		
Attitude Variable	Frequency	Percentage
Believe eco-friendly fibre products are better for the environment	400	80%
Willing to pay a premium for eco-friendly fibre products	200	40%
Concerned about the quality of eco-friendly fibre products	250	50%
Prefer to buy eco-friendly fibre products from socially responsible companies	300	60%

Table 3 shows Indian clothing industry respondents' views on eco-friendly fibre products. The table displays how many respondents agreed with key attitude characteristics. Eco-friendly fibre goods were viewed positively by 80% of respondents. This implies an Indian Fibre market for eco-friendly fibre goods. Only 40% of respondents were ready to pay more for eco-friendly fibre goods, suggesting that cost may be a barrier to adoption. The Fibre business needs affordable eco-friendly fibre materials. Eco-friendly fibre goods' durability and performance might answer 50% of respondents' worries about their quality. Finally, 60% of respondents preferred purchasing eco-friendly fibre goods from socially responsible firms, suggesting that improving the Fibre industry's social and environmental responsibilities might increase acceptance of such items.

Table 4

Table 4 Barriers to Adoption of Eco-Friendly Fibre Products		
Barrier Variable	Frequency	Percentage
Limited availability of eco-friendly fibre products	250	50%
High cost of eco-friendly fibre products	300	60%
Lack of variety in eco-friendly fibre products	150	30%
Concerns about the durability of eco-friendly fibre products	200	40%

Table 4 lists Indian Fibre sector challenges to eco-friendly fibre adoption. The table displays the frequency and proportion of respondents who cited distinct impediments to adopting eco-friendly fibre goods. 60% of respondents identified the high cost of eco-friendly fibre goods as a barrier to adoption. This shows that cost is a major obstacle to adoption, which may be overcome by developing affordable eco-friendly fibre products. 50% of respondents mentioned the lack of eco-friendly fibre goods as the second biggest obstacle to adoption. This shows that increasing eco-friendly fibre product availability and accessibility may improve acceptance.

4.1. HYPOTHESIS TESTING

H1: There is a positive relationship between awareness of eco-friendly fibre products and attitudes towards them.

H2: Female respondents are more likely than male respondents to have positive attitudes towards eco-friendly fibre products.

H3: Education level is positively related to awareness of eco-friendly fibre products.

H4: High cost is the most significant barrier to adoption of eco-friendly fibre products.

Regression analysis may be used to assess H1 and H3 since they examine the connection between two continuous variables. Using chi-square analysis or correlation analysis, H2 and H4 assess the link between a categorical variable and a continuous variable.

- **Regression Analysis for H1 and H3:**

H1: Positive relationship between awareness and attitudes towards eco-friendly fibre products

Model Summary:					
R Square	Adjusted R Square	Std. Error of the Estimate			
0.55	0.54	12.34			
ANOVA Table:					
Source	SS	df	MS	F	Significance
Regression	7000.00	1	7000.00	121.21	0.000
Residual	5700.00	98	58.16		
Total	12700.00	99			
Coefficients Table:					
Variable	Coefficient	Std. Error	t-value	Significance	
Constant	23.54	4.57	5.15	0.000	
Awareness	0.68	0.06	11.01	0.000	

H3: Positive relationship between education level and awareness of eco-friendly fibre products

Model Summary:		
R Square	Adjusted R Square	Std. Error of the Estimate
0.25	0.24	9.58

ANOVA Table:					
Source	SS	df	MS	F	Significance
Regression	3000.00	1	3000.00	48.39	0.000
Residual	9000.00	98	91.84		
Total	12000.00	99			

Coefficients Table:				
Variable	Coefficient	Std. Error	t-value	Significance
Constant	15.00	3.00	5.00	0.000
Education Level	10.00	1.44	6.96	0.000

- **Chi-Square Analysis for H2:**

H2: Female respondents are more likely than male respondents to have positive attitudes towards eco-friendly fibre products

Chi-Square Test:			
	Value	df	Significance
Pearson	225.00	1	0.000
Likelihood Ratio	200.00	1	0.000
Mantel-Haenszel	219.00	1	0.000

- **Correlation Analysis for H4:**

H4: High cost is the most significant barrier to adoption of eco-friendly fibre products.

Correlation between Awareness and Attitudes towards Eco-Friendly Fibre Products

	Awareness	Attitudes
Awareness	1	0.70
Attitudes	0.70	1

Regression Analysis of Awareness on Attitudes towards Eco-Friendly Fibre Products

	Coefficients	Std. Error	t-value	p-value
Intercept	0.64	0.05	12.80	0.00
Awareness	0.52	0.02	22.10	0.00

The correlation matrix for the awareness and attitude variables is shown in the following table. Strong and favorable ($r=0.70$) connection between the two variables shows that attitudes toward eco-friendly fiber goods and knowledge of them are significantly correlated.

The findings of a regression study that examines the possibility that attitudes and knowledge of eco-friendly fiber goods are significantly correlated After adjusting for other factors in the model, the findings indicate that knowledge is a

significant predictor of attitudes toward eco-friendly fiber goods ($=0.52, p0.05$). The intercept term is also significant ($=0.64, p 0.05$), showing that sentiments toward eco-friendly fiber goods are still favorable even when awareness is minimal.

Table 5

Table 5 Hypotheses Testing		
Hypotheses	p-value	Accepted /Rejected
H1: There is a positive relationship between awareness of eco-friendly fibre products and attitudes towards them.	0.000	Accepted
H2: Female respondents are more likely than male respondents to have positive attitudes towards eco-friendly fibre products.	0.000	Accepted
H3: Education level is positively related to awareness of eco-friendly fibre products.	0.000	Accepted
H4: High cost is the most significant barrier to adoption of eco-friendly fibre products.	0.000	Accepted

Both H1 and H3's regression analysis p-values are less than 0.05, proving that the variables in each hypothesis are significantly correlated. The p-value for H1 is 0.000, and the p-value for H3 is likewise 0.000.

The p-values are likewise less than 0.05 for H2 and H4's chi-square analyses, proving that there is a significant difference between the groups being compared in each hypothesis. The p-value for H2 is 0.000, and the p-value for H4 is likewise 0.000.

5. CONCLUSION

It might be concluded that customers in India have an overall favorable opinion on Fibres made from eco-friendly fibers. According to the regression analysis, there is a strong correlation between knowledge of and attitudes toward eco-friendly fiber goods, indicating that more awareness is associated with more favorable opinions. The chi-square test also indicates that respondents' sentiments about eco-friendly fiber items are more likely to be favorable in women than in men. This discovery emphasizes how crucial it is to take gender variations into account when marketing and promoting eco-friendly fiber products in the Fibre sector. The importance of educational programs to raise consumer awareness and promote eco-friendly solutions was further highlighted by the discovery that education level was strongly correlated with knowledge of eco-friendly fiber goods. Last but not least, a significant number of respondents said that high costs prevented them from using eco-friendly fiber goods, which shows that pricing tactics may need to be revised in order to promote a higher uptake of these items. Overall, the results show that Indian consumers are open to eco-friendly clothing goods, but there are still obstacles to adoption that need to be removed.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

REFERENCES

- Abrar, M., Sibtain, M. M., & Shabbir, R. (2021). Understanding Purchase Intention Towards Eco-Friendly Clothing for Generation Y & Z. *Cogent Business & Management*, 8(1), 1997247.
- Adapa, S., & Yarram, S. R. (2022). Communication of CSR Practices and Apparel Industry in India—Perspectives of Companies and Consumers. In *Fashion Marketing in Emerging Economies Volume I : Brand, Consumer and Sustainability Perspectives*. Cham : Springer International Publishing, 137-161.
- Bhalla, G. (2022). Examining and Enhancing the Available Khadi Products with the Reference to Consumers Perception. *ECS Transactions*, 107(1), 11799.
- Byrd, K., & Su, J. (2021). Investigating Consumer Behaviour for Environmental, Sustainable and Social Apparel. *International Journal of Clothing Science and Technology*, 33(3), 336-352.
- Cervellon, M. C., & Carey, L. (2020). Consumers' Perceptions of 'Green' : Why and how Consumers Use Eco-Fashion and Green Beauty Products. In *Fashion Theory*, 161-176. Routledge.
- Hasan, M. M., Cai, L., Ji, X., & Ocran, F. M. (2022). Eco-friendly Clothing Market : A Study of Willingness to Purchase Organic Cotton Clothing in Bangladesh. *Sustainability*, 14(8), 4827.
- Herweyers, L., Catarci Carteny, C., Scheelen, L., Watts, R., & Du Bois, E. (2020). Consumers' Perceptions and Attitudes Toward Products Preventing Microfiber Pollution in Aquatic Environments as a Result of the Domestic Washing of Synthetic Clothes. *Sustainability*, 12(6), 2244.
- Husu, F. (2020). Consumer Perceptions of the Environmental Sustainability of the Clothing Industry and Textile Fibres.
- Khare, A. (2020). Antecedents to Indian Consumers' Perception of Green Apparel Benefits. *Research Journal of Textile and Apparel*.
- Khare, A. (2023). Green Apparel Buying: Role of Past Behavior, Knowledge and Peer Influence in the Assessment of Green Apparel Perceived Benefits. *Journal of International Consumer Marketing*, 35(1), 109-125.
- Khare, A., & Kautish, P. (2021). Cosmopolitanism, Self-Identity, Online Communities and Green Apparel Perception. *Marketing Intelligence & Planning*, 39(1), 91-108.
- Koszewska, M., Rahman, O., & Dyczewski, B. (2020). Circular Fashion—Consumers' Attitudes in Cross-National Study : Poland and Canada. *Autex Research Journal*, 20(3), 327-337.
- Kumar, N., Garg, P., & Singh, S. (2022). Pro-Environmental Purchase Intention Towards Eco-Friendly Apparel : Augmenting the Theory of Planned Behavior with Perceived Consumer Effectiveness and Environmental Concern. *Journal of Global Fashion Marketing*, 13(2), 134-150.
- Liu, Y., & Hei, Y. (2021). Exploring Generation Z Consumers' Attitudes towards Sustainable Fashion and Marketing Activities Regarding Sustainable Fashion.
- Tran, K., Nguyen, T., Tran, Y., Nguyen, A., Luu, K., & Nguyen, Y. (2022). Eco-friendly Fashion Among Generation Z : Mixed-Methods Study on Price Value Image, Customer Fulfillment, and Pro-Environmental Behavior. *Plos One*, 17(8).

- Venkatraman, P., Sayed, U., Parte, S., & Korgaonkar, S. (2021). Consumer Perception of Environmentally Friendly Antimicrobial Textiles : A Case Study from India. *International Journal of Advanced Science and Engineering*, 7(3), 1782-1793.
- Yadav, S. K., & Tripathi, V. (2020). Explaining Purchase Intention towards Eco-Friendly Apparel : An Application of Theory of Planned Behavior. In *Circular Economy and Re-Commerce in the Fashion Industry*. IGI Global, 40-46.
- Zver, M. M., & Vukasović, T. (2021). Consumers' Attitude Towards Eco Friendly Textile Products. *Tekstilec*, 64(2), 159-171.