

## **Awareness of Sustainable Fashion, A study based on Indian Fashion Wear**

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### **ABSTRACT**

Sustainability has become one of the most frequently utilized terms in contemporary business practices to enhance brand promotion. Numerous studies are being conducted on sustainability across various sectors. It is particularly intriguing to assess the level of awareness that the average consumer possesses regarding sustainability, as well as their thought processes related to this concept. This term is often featured prominently in fashion industry labels. This study aims to analyze the awareness levels of Indian consumers towards sustainable fashion, particularly in the context of fashion wear. With India's rapidly growing consumer base, understanding the awareness and attitudes of customers toward sustainable fashion is vital.

### **Introduction**

The availability of numerous brands and the convenience of returning items have contributed to its increasing popularity. Additionally, the rapid expansion of internet access enables consumers to obtain any brand from virtually any location, facilitating greater awareness of different brands and allowing for price comparisons. The concept of fast fashion has evolved considerably, transitioning towards sustainable fashion. Many brands now adopt this terminology; however, the authenticity of their claims remains questionable. Consumers are increasingly inclined to purchase products with sustainable branding, yet it is uncertain whether the prices they pay reflect genuine sustainability. The impact of online shopping on the promotion of sustainable fashion also raises important questions.

The fashion industry is one of the most dynamic and influential sectors globally, shaping cultural trends and consumer behavior. However, its rapid growth has also led to significant environmental and social challenges, including excessive waste, resource depletion, and labor exploitation. In recent years, the concept of sustainable fashion has emerged as a vital response to these issues, advocating for an ethical approach that prioritizes both ecological preservation and social responsibility.

In India, a country known for its rich textile heritage and diverse fashion landscape, the discourse surrounding sustainable fashion is gaining momentum. As consumers become increasingly aware of the detrimental impacts of conventional fashion practices, there is a growing interest in sustainable alternatives that promote eco-friendly materials, ethical production processes, and fair labor practices. Despite this growing awareness, the extent to which consumers in India understand and engage with sustainable fashion remains largely uncharted.

This research paper aims to explore the awareness of sustainable fashion among Indian consumers, addressing key questions such as: What is the current level of awareness regarding sustainable fashion practices in India? What factors influence consumer perceptions and behaviors related to sustainable fashion? How can industry stakeholders foster a deeper understanding of sustainability in the fashion context?

Through a combination of literature review, quantitative surveys, and qualitative interviews, this study seeks to illuminate the critical intersection between fashion, consumer behavior, and sustainability in India. The findings will not only contribute to the existing body of knowledge but also offer practical recommendations for brands, policymakers, and educators to promote sustainable practices in the Indian fashion industry. Ultimately, enhancing awareness of sustainable fashion can lead to more informed consumer choices and foster a more sustainable fashion ecosystem in India.

This research focuses on consumers' perceptions of online shopping and sustainable fashion. It aims to determine their awareness of sustainability concepts and their willingness to support the development of sustainable brands, which can contribute to environmental preservation and the conservation of resources for future generations.

### **Literature review**

India ranks as the second-largest textile producer globally, boasting a rich heritage in textile manufacturing. The textile industry employs millions, serving as a significant contributor to the nation's economy. However, this sector is also associated with considerable environmental degradation and labor exploitation. Recently, there has been an increasing demand for sustainable fashion in India, prompting numerous companies and entrepreneurs to prioritize the creation of environmentally friendly and socially responsible apparel (Kaur & Sabo, 2023). Over the past decade, a variety of innovative solutions have surfaced, encompassing enhancements in resource efficiency as well as a comprehensive re-evaluation of production processes and business models. These advancements have a profound effect, not only reducing the environmental impact of textile production and distribution but also transforming consumer behavior regarding the purchase and utilization of clothing. (Fashion for Good, 2020)

The characteristics of sustainable clothing brands were analyzed as intervening variables, and their influence on the decision to make green purchases was investigated. Probit regression analysis was employed to evaluate the data. A key finding of the research indicates that factors such as environmental knowledge, environmental attitude, and perceived consumer effectiveness significantly impact urban consumers' intention to purchase sustainable clothing. The study also discusses its practical implications (Arul Aram, 2023).

The perception of sustainable fashion among consumers is continuously changing, shaped by growing environmental awareness, heightened social consciousness, and improved access to information. As consumers increasingly favor ethical and eco-friendly choices, the fashion industry is compelled to respond to these evolving preferences. By embedding sustainable practices into the core values of a brand, there is a significant opportunity to enhance brand loyalty and expand market presence. Ultimately, the widespread embrace of sustainable fashion can lead to a more responsible and environmentally aware fashion sector, benefiting both the planet and society at large (anjali awasathi, 2023).

The perception of sustainable fashion among consumers is continuously changing, shaped by growing environmental awareness, heightened social consciousness, and improved access to information. As consumers increasingly favor ethical and eco-friendly choices, the fashion industry is compelled to respond to these evolving preferences (Ansari Sarwar Alam\*, 2023). Businesses, both new and established, are seeking strategies to succeed in a competitive landscape by adopting innovative business models that prioritize societal well-being and environmental preservation. Emerging trends such as the circular economy, fair trade, lows

merism, and the sharing economy represent various entrepreneurial strategies aimed at addressing these challenges. However, a significant disparity remains between theoretical frameworks and the actual levels of environmental and social sustainability achieved when these theories are implemented in practice.(Todeschini et al., 2017). Another study by Sharma & Sachdeva (2022), highlighted the need of sustainability and efficient product presentation alongside improving shopping convenience, and ensure seamless website navigation for consumers.

A sustainable approach has the potential to reshape contemporary business perspectives and uncover avenues for innovative strategies. Sustainable Fashion outlines methods for implementing positive changes in existing practices and fostering new mindsets, thereby facilitating transformation within the fashion industry. Key elements include sustainable fashion, ethical considerations alongside aesthetics, critical social design, product service systems, innovations for environmentally friendly business practices, and collaborative efforts.(Niinimäki et al., 2013)

The Indian government's numerous initiatives aimed at women's empowerment, coupled with a growing societal awareness of the importance of equal opportunities for both genders, have resulted in both parents or partners participating in the workforce. This shift has increased disposable income for fashion, leading to significant growth in retail brands across both physical and online platforms.(Pruthviraj Ranavaade & Karolia, 2017)

Objectification entails the examination of the physical form, prompting the authors to assess the participants' focus on the bodies of the models. Additionally, objectification encompasses the denial of certain human attributes to the individual being objectified. Among these attributes are perceived agency, which refers to the ability to think and develop intentions, and moral agency, which pertains to the capacity to perform moral or immoral actions.(Johnson et al., 2014)

Emerging entrepreneurial approaches, including the circular economy, fair trade, lowsumerism, and the sharing economy, are among the trends that seek to tackle this issue. However, a significant disparity remains between theoretical concepts and the actual levels of environmental and social sustainability achieved when these theories are implemented in practice.(Todeschini et al., 2017)

## Objectives

1. **Assess Current Awareness Levels:** Evaluate the general awareness of sustainable fashion concepts among various demographics in India, including age, gender, and socioeconomic status.
2. **Identify Key Influencers:** Determine the factors and sources (such as social media, educational institutions, NGOs, etc.) that significantly influence individuals' understanding and awareness of sustainable fashion.
3. **Examine Attitudes towards Sustainable Fashion:** Analyze the attitudes and perceptions of consumers towards sustainable fashion practices, including their willingness to adopt and support such practices.
4. **Explore Barriers to Adoption:** Identify the major barriers or challenges faced by consumers in adopting sustainable fashion, such as cost, availability, and perceived value.

5. **Investigate Regional Variations:** Examine how awareness and attitudes towards sustainable fashion vary across different regions of India, considering urban vs. rural settings.
6. **Evaluate the Impact of Education:** Assess the role of educational institutions in promoting sustainable fashion awareness, including the incorporation of sustainability into fashion design and business curricula.
7. **Impact on Consumer Behavior:** Investigate how awareness of sustainable fashion influences consumer purchasing decisions and behaviors towards more sustainable options.

### Scope And methodology

The study focuses on urban consumers aged 25 and above in major Indian cities—Delhi, Bangalore, Mumbai, and Chennai—who influence shopping decisions for their families. This demographic is significant as they often have the purchasing power and decision-making authority regarding family purchases. The objective of this research paper is to evaluate how e-commerce platforms enhance consumer awareness of sustainable fashion practices while analysing their impact on supply chain sustainability and economic growth for local independent brands

**Gender (Table 1)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Male	6	0	0	0	6
	11.3%	0.0%	0.0%	0.0%	66.7%
Female	47	31	5	8	3
	88.7%	100.0%	100.0%	100.0%	33.3%

Table 1 shows that the overwhelming majority of respondents are female, making up approximately 88.7% of the total sample.

Males constitute only about 11.3% of the total sample size.

In terms of city distribution for males, all male respondents are concentrated in Bangalore (66.7%), while there are no male respondents reported from Delhi, Mumbai, or Chennai.

Conversely, female respondents are evenly distributed across all cities with a full representation (100%) in Delhi, Mumbai, and Chennai but only a partial representation (33.3%) in Bangalore.

**Age Group ( Table 2)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9

25-29	6	3	3	0	0
	11.3%	9.7%	60.0%	0.0%	0.0%
30-39	21	12	0	6	3
	39.6%	38.7%	0.0%	75.0%	33.3%
40-49	21	11	2	2	6
	39.6%	35.5%	40.0%	25.0%	66.7%
50 & above	5	5	0	0	0
	9.4%	16.1%	0.0%	0.0%	0.0%

Table 2 shows the largest age group represented is the 30-39 years, with significant populations in all cities.

Chennai has a notably high percentage (60%) of individuals aged 25-29, while Bangalore shows a strong representation (75%) in the 30-39 years category.

The age group of 50 & above has relatively low numbers across all cities.

### Qualification(Table 3)

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Secondary education	3	0	0	0	3
	5.7%	0.0%	0.0%	0.0%	33.3%
Graduation	11	5	0	3	3
	20.8%	16.1%	0.0%	37.5%	33.3%
Post graduation	34	24	5	2	3
	64.2%	77.4%	100.0%	25.0%	33.3%
Others	5	2	0	3	0
	9.4%	6.5%	0.0%	37.5%	0.0%

Post Graduation Dominance: The highest percentage of individuals with post-graduate education is in Chennai (100%), followed by Mumbai (77.4%) and Delhi (64.2%). Bangalore has a significantly lower percentage at only 25%. Graduation Rates: Bangalore leads in graduation rates at 37.5%, while other cities show lower percentages with Delhi at 20.8%, and Mumbai at 16.1%. Chennai has no recorded graduates in this dataset.

### Employment (Table 4)

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore

Base	53	31	5	8	9
Private sector	13	5	2	3	3
	24.5%	16.1%	40.0%	37.5%	33.3%
Government job	5	2	3	0	0
	9.4%	6.5%	60.0%	0.0%	0.0%
Business	17	11	0	3	3
	32.1%	35.5%	0.0%	37.5%	33.3%
Others	5	5	0	0	0
	9.4%	16.1%	0.0%	0.0%	0.0%
Not working	13	8	0	2	3
	24.5%	25.8%	0.0%	25.0%	33.3%

The highest percentage of private sector employment is found in Chennai at 40%, while government jobs are predominantly in Chennai as well at 60%.

Business employment is most significant in Mumbai and Bangalore with percentages around 35% and 37%, respectively.

A notable portion of individuals are not working in all cities but particularly high percentages are observed in Delhi and Mumbai.

Based on this detailed breakdown and analysis of the employment distribution across these four major Indian cities:

The overall assessment indicates that each city has distinct characteristics regarding job distribution across various sectors with significant variances in private sector and government job availability among them.

**Annual Income(Table 5)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
3-5 lakhs	12	10	0	2	0
	22.6%	32.3%	0.0%	25.0%	0.0%
6-8 lakhs	8	5	0	0	3
	15.1%	16.1%	0.0%	0.0%	33.3%
9-11 lakhs	14	3	2	6	3
	26.4%	9.7%	40.0%	75.0%	33.3%
12-14 lakhs	8	5	3	0	0
	15.1%	16.1%	60.0%	0.0%	0.0%
15 lakhs & above	11	8	0	0	3
	20.8%	25.8%	0.0%	0.0%	33.3%

The analysis reveals distinct characteristics in income distribution across these four major Indian cities:

- The highest percentage of individuals earning between 9-11 lakhs is found in Bangalore, with a significant 75%, while Chennai has a notable presence at 40%.
- In the lower income brackets (3-5 lakhs and 6-8 lakhs), both Delhi and Mumbai show relatively higher percentages compared to other cities.
- The income bracket of 12-14 lakhs shows a strong concentration in Chennai at 60%, indicating that this city may have a higher proportion of individuals in this specific income range.

Overall, each city exhibits unique patterns regarding income distribution across various brackets.

**Rate of awareness of Sustainable Fashion (Table 6)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Not aware	5	2	0	0	3
	9.4%	6.5%	0.0%	0.0%	33.3%
Somewhat aware	37	24	2	5	6
	69.8%	77.4%	40.0%	62.5%	66.7%
Very much aware	11	5	3	3	0
	20.8%	16.1%	60.0%	37.5%	0.0%

The analysis reveals distinct patterns in awareness levels across the four cities:

- The highest percentage of individuals who are “Not aware” is found in Delhi at 9.4%, with no individuals reporting unawareness in Chennai and Bangalore.
- The category “Somewhat aware” shows a significant majority in all cities, particularly high percentages in Mumbai (77.4%) and Delhi (69.8%).
- In the “Very much aware” category, Chennai has a notable percentage at 60%, while other cities have lower awareness levels.

Overall, it can be concluded that there is a strong trend towards being somewhat aware across all cities surveyed, with varying degrees of awareness indicating different levels of engagement or knowledge about the subject matter among residents.

**Relationship of quality and Sustainability (Table 7)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	14	8	3	3	0
	26.4%	25.8%	60.0%	37.5%	0.0%

Somewhat yes	18	11	2	2	3
	34.0%	35.5%	40.0%	25.0%	33.3%
No	18	12	0	3	3
	34.0%	38.7%	0.0%	37.5%	33.3%
Don't know	3	0	0	0	3
	5.7%	0.0%	0.0%	0.0%	33.3%

**High Agreement in Chennai:** The city with the highest percentage of respondents affirming a positive relationship between quality and sustainability is Chennai at 60% saying “Yes.” This suggests that there may be a strong perception among respondents in Chennai that high-quality products or services are inherently sustainable.

**Mixed Responses Elsewhere:** Other cities show varied results with significant portions indicating “Somewhat yes” or “No.” For instance, while Delhi and Mumbai have similar percentages for “Yes” and “Somewhat yes,” they also have notable proportions saying “No,” particularly in Mumbai at 38.7%.

**Implications for Businesses:** The data indicates that perceptions of quality linked to sustainability vary significantly by region. Businesses operating in these areas may need to tailor their strategies based on local perceptions—focusing on enhancing quality while promoting sustainable practices could resonate differently across these markets.

**Overall Trends:** A combined look at “Yes” and “Somewhat Yes” shows that approximately 61% of respondents believe there is some level of connection between quality and sustainability across all cities surveyed.

**Long Lasting and Sustainability(Table 8)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	21	16	3	2	0
	39.6%	51.6%	60.0%	25.0%	0.0%
Somewhat yes	11	3	2	0	6
	20.8%	9.7%	40.0%	0.0%	66.7%
No	18	12	0	6	0
	34.0%	38.7%	0.0%	75.0%	0.0%
Don't know	3	0	0	0	3
	5.7%	0.0%	0.0%	0.0%	33.3%

The survey indicates varied perceptions about long-lasting sustainability across different cities in India:

- There is a general trend where urban centers like Mumbai and Delhi exhibit more positive attitudes towards sustainability compared to Chennai and Bangalore.
- The significant number of “No” responses in Chennai suggests that there may be challenges or barriers to understanding or implementing sustainable practices in that region.
- The high percentage of “Somewhat Yes” in Bangalore could reflect an emerging awareness that needs further development into concrete beliefs about sustainability.



Based on this analysis, it can be concluded that while there is a recognition of sustainability efforts in certain areas, substantial work remains to improve understanding and implementation across all regions surveyed.

**Expensive and Sustainable fashion(Table 9)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	3	0	3	0	0
	5.7%	0.0%	60.0%	0.0%	0.0%
Somewhat yes	11	8	0	0	3
	20.8%	25.8%	0.0%	0.0%	33.3%
No	34	23	0	8	3
	64.2%	74.2%	0.0%	100.0%	33.3%
Don't know	5	0	2	0	3
	9.4%	0.0%	40.0%	0.0%	33.3%

From this analysis, it is evident that there is a considerable opposition to expensive and sustainable fashion among the surveyed population, particularly in cities like Chennai and Delhi where 'No' responses are predominant. Meanwhile, there appears to be some support or conditional acceptance primarily from respondents in Mumbai (for 'Yes') and Bangalore (for 'Somewhat Yes').

Overall, while there are pockets of support for expensive and sustainable fashion within certain demographics or locations, the prevailing sentiment leans towards skepticism or outright opposition.

**Organic Fiber and Sustainability (Table 10)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	26	16	5	2	3
	49.1%	51.6%	100.0%	25.0%	33.3%
Somewhat yes	14	5	0	6	3
	26.4%	16.1%	0.0%	75.0%	33.3%
No	8	8	0	0	0
	15.1%	25.8%	0.0%	0.0%	0.0%
Don't know	5	2	0	0	3
	9.4%	6.5%	0.0%	0.0%	33.3%

- The majority of respondents across all cities indicated a positive perception towards organic fiber, with the highest percentage in Mumbai (100%) followed by Delhi (51.6%). This suggests a strong awareness or acceptance of organic fibers in these regions.
- In contrast, Chennai shows a significant inclination towards "Somewhat yes" responses at a rate of 75%, indicating that while there may be some recognition of organic fibers, it does not translate to full endorsement as seen in other cities.

- The “No” responses are notably low across the board, particularly in Mumbai and Chennai where no respondents indicated this option, suggesting that there is minimal opposition to the concept of organic fibers among those surveyed.
- The “Don’t know” category has a notable presence in Bangalore at 33.3%, which could indicate either a lack of information or uncertainty about organic fibers among the population there.

**Cruelty Free and Sustainable Fashion(Table 11)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	16	8	3	2	3
	30.2%	25.8%	60.0%	25.0%	33.3%
Somewhat yes	18	10	2	3	3
	34.0%	32.3%	40.0%	37.5%	33.3%
No	11	8	0	0	3
	20.8%	25.8%	0.0%	0.0%	33.3%
Don't know	8	5	0	3	0
	15.1%	16.1%	0.0%	37.5%	0.0%

The data indicates that a significant percentage of respondents from each city are aware of cruelty-free and sustainable fashion, with **30.2%** of respondents from Delhi, **25.8%** from Mumbai, **60.0%** from Chennai, **25.0%** from Bangalore, and **33.3%** from the base group stating that they are aware of cruelty-free and sustainable fashion. Additionally, **34.0%** of respondents from Delhi, **32.3%** from Mumbai, **40.0%** from Chennai, **37.5%** from Bangalore, and **33.3%** from the base group stated that they are somewhat aware of cruelty-free and sustainable fashion.

**Environment friendly and Sustainable Fashion(Table 12)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	18	13	3	2	0
	34.0%	41.9%	60.0%	25.0%	0.0%
Somewhat yes	7	5	2	0	0
	13.2%	16.1%	40.0%	0.0%	0.0%
No	28	13	0	6	9
	52.8%	41.9%	0.0%	75.0%	100.0%
Don't know	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%

The data shows that the majority of respondents in Delhi (34.0%) and Mumbai (41.9%) agree that they prioritize environment friendly and sustainable fashion, with a significant percentage of respondents in Chennai (60.0%) also agreeing. However, in Bangalore, only 25.0% of respondents agree, while 75.0% disagree. The “Somewhat yes” option is chosen by 13.2% of respondents in Delhi and 16.1% in Mumbai, but no respondents in Chennai and Bangalore choose this option.

**Awareness of Sustainable Hangtag(Table 13)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	18	13	3	2	0
	34.0%	41.9%	60.0%	25.0%	0.0%
Somewhat yes	7	5	2	0	0
	13.2%	16.1%	40.0%	0.0%	0.0%
No	28	13	0	6	9
	52.8%	41.9%	0.0%	75.0%	100.0%
Don't know	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%

- A significant portion of respondents (52.8%) are not conscious of sustainable hangtags when purchasing products, indicating a lack of awareness or prioritization of this factor in their decision-making process.
- **Delhi/NCR** respondents show relatively higher awareness, with 41.9% indicating they are conscious of sustainable hangtags, which is noteworthy given the larger respondent base.
- **Mumbai** respondents, despite a small sample size, show a noteworthy level of consciousness (60.0%), but further investigation is necessary due to the limited number of participants.
- In **Chennai**, a large majority (75.0%) report that they are not conscious about sustainable hangtags, which presents a significant opportunity for educational initiatives.
- **Bangalore** respondents show a complete absence of awareness regarding sustainable hangtags, as all respondents fall into the "No" category, highlighting a critical gap.

#### Implications:

- The findings suggest a general lack of awareness regarding sustainable hangtags, which could adversely affect trends towards more sustainable consumption.
- Regions such as Chennai and Bangalore present opportunities for developing educational strategies aimed at increasing awareness of sustainable fashion practices.
- The variations across cities could indicate differing levels of exposure to sustainable concepts, potentially influenced by local market dynamics, education, and marketing strategies.

**Buying behaviour to protect environment (Table 14)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	15	10	3	2	0
	28.3%	32.3%	60.0%	25.0%	0.0%
Somewhat yes	17	12	2	0	3
	32.1%	38.7%	40.0%	0.0%	33.3%

No	21	9	0	6	6
	39.6%	29.0%	0.0%	75.0%	66.7%
Don't know	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%

**Delhi/NCR** has the highest number of respondents and shows a significant percentage of awareness (both "Yes" and "Somewhat Yes") compared to the other cities.

**Mumbai** shows strong awareness among its very small sample size (5 respondents), but the data may not be representative.

**Chennai** stands out with a high percentage of "Somewhat Yes" responses, indicating that while there is some awareness, it may not be fully informed.

**Bangalore** shows moderate awareness but has a significant number of respondents who are uncertain or do not know.

### Implications:

There appears to be a varying level of awareness about sustainable fashion across the different cities, suggesting that targeted campaigns may be necessary to improve awareness, particularly in Chennai and Bangalore.

The high number of respondents in Delhi/NCR with a positive attitude suggests a potential market segment that could be engaged further.

The low level of responses from Mumbai could indicate either lower interest or a need for better outreach and survey methodologies.

### Brands that are responding by integrating social and environmental themes into their products and services.(Table 15)

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	15	12	3	0	0
	28.3%	38.7%	60.0%	0.0%	0.0%
Somewhat yes	16	8	0	5	3
	30.2%	25.8%	0.0%	62.5%	33.3%
No	22	11	2	3	6
	41.5%	35.5%	40.0%	37.5%	66.7%
Don't know	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%

### High Affirmative Response in Mumbai:

- Mumbai shows a significant inclination towards saying "Yes" (60%) and "Somewhat Yes" (62.5%). This indicates that residents may have a more favorable view or acceptance regarding the issue being surveyed.

### Delhi's Mixed Responses:

- In Delhi, while there is a notable percentage saying “Yes” (38.7%), there is also a considerable number responding with “No” (35.5%). This suggests a divided opinion among its residents.

#### Chennai’s Low Positive Response:

- Chennai has no affirmative responses (“Yes”) but does show some support in the “Somewhat Yes” category (33.3%). This could imply uncertainty or lack of strong conviction about the issue.

#### Bangalore’s Predominantly Negative Stance:

- Bangalore has a high percentage of negative responses (“No” at 66.7%), indicating strong opposition or disagreement with the issue being surveyed.

**Repairing fashion items than buying new one( Table 16)**

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	17	14	3	0	0
	32.1%	45.2%	60.0%	0.0%	0.0%
Somewhat yes	19	10	0	3	6
	35.8%	32.3%	0.0%	37.5%	66.7%
No	17	7	2	5	3
	32.1%	22.6%	40.0%	62.5%	33.3%
Don't know	0	0	0	0	0
	0.0%	0.0%	0.0%	0.0%	0.0%

- **Delhi** shows a relatively balanced distribution of responses with significant portions answering “Yes” (32.1%) and “Somewhat Yes” (35.8%), indicating a generally positive attitude but also notable skepticism.
- **Mumbai** has a higher percentage of respondents answering “Yes” (45.2%) compared to those who answered “No” (22.6%), suggesting that there is a favorable view towards the issue being surveyed.
- **Chennai** stands out with the highest percentage of respondents answering “Yes” at an impressive rate of (60%), which indicates strong support for whatever issue was surveyed.
- **Bangalore**, however, presents a contrasting picture where no respondents answered “Yes,” but there is a significant portion that answered “Somewhat Yes” (37.5%) and an alarming high percentage that answered “No” (62.5%). This suggests that while some individuals are open to the idea or issue being discussed, there is considerable opposition as well..

#### Throwing out fashion items less often(Table 17)

	Total	Delhi NCR	/	Mumbai	Chennai	Bangalore
Base	53	31		5	8	9
Yes	19	16		3	0	0
	35.8%	51.6%		60.0%	0.0%	0.0%
Somewhat yes	13	7		0	3	3
	24.5%	22.6%		0.0%	37.5%	33.3%
No	21	8		2	5	6
	39.6%	25.8%		40.0%	62.5%	66.7%
Don't know	0	0		0	0	0
	0.0%	0.0%		0.0%	0.0%	0.0%

From the data presented:

1. A significant portion of respondents in Mumbai indicated they would throw out fashion items less often, with a majority saying “Yes” at 51.6%.
2. In Delhi, a similar trend is observed with a notable percentage also agreeing to reduce disposal frequency.
3. Chennai and Bangalore show varied responses but lack specific numbers for detailed analysis.

#### Interest to buy second-hand items after covid 19(Table 18)

	Total	Delhi NCR	/	Mumbai	Chennai	Bangalore
Base	53	31		5	8	9
Yes	43	24		5	8	6
	81.1%	77.4%		100.0%	100.0%	66.7%
Somewhat yes	0	0		0	0	0
	0.0%	0.0%		0.0%	0.0%	0.0%
No	10	7		0	0	3
	18.9%	22.6%		0.0%	0.0%	33.3%
Don't know	0	0		0	0	0
	0.0%	0.0%		0.0%	0.0%	0.0%

#### Key Observations

1. A significant majority of respondents across all cities expressed a positive attitude towards buying secondhand items post-COVID-19.
2. Chennai and Bangalore show a complete acceptance (100%) of purchasing secondhand items.
3. Delhi and Mumbai have lower percentages but still reflect a strong inclination towards buying secondhand items (81.1% and 77.4%, respectively).
4. There are no respondents indicating a “Somewhat yes” or “Don’t know” response category.

Based on the data analysed from the four cities regarding consumer interest in purchasing second-hand items after COVID-19, it can be concluded that there is a strong overall preference for buying second-hand goods among respondents.

**Change your buying behaviour more to sustainable fashion clothes(Table 19)**

	Total	Delhi NCR	/ Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	28 52.8%	21 67.7%	5 100.0%	2 25.0%	0 0.0%
Somewhat yes	13 24.5%	7 22.6%	0 0.0%	3 37.5%	3 33.3%
No	12 22.6%	3 9.7%	0 0.0%	3 37.5%	6 66.7%
Don't know	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%

From the data, we can summarize the overall interest in sustainable fashion as follows:

- A majority of respondents across all cities expressed a positive inclination towards changing their buying behavior to sustainable fashion, with the highest percentage found in Chennai at 100%.
- In contrast, Bangalore showed a significantly lower interest, particularly in the “Yes” category, indicating that there may be barriers or lack of awareness regarding sustainable fashion in that region.
- The “Somewhat Yes” category shows moderate interest but varies significantly between cities, suggesting differing levels of commitment or understanding about sustainable practices.

	Total	Delhi NCR	/ Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	13 24.5%	10 32.3%	0 0.0%	0 0.0%	3 33.3%
No	40 75.5%	21 67.7%	5 100.0%	8 100.0%	6 66.7%

**washing clothes at 30 degree or lower can reduce the carbon footprint of our clothes(Table 20)**

Washing clothes at lower temperatures, specifically at 30 degrees Celsius (or lower), has been shown to significantly reduce energy consumption and, consequently, the carbon footprint associated with laundry. The rationale behind this is based on the energy required to heat water for washing.

1. **Energy Consumption:** Traditional washing machines typically use hot water settings that can range from 40 to 90 degrees Celsius. Heating water to these temperatures requires a substantial amount of energy, primarily derived from fossil fuels in many regions. According to studies, washing clothes at 30 degrees Celsius can reduce energy consumption by approximately 40% compared to washing at higher temperatures.
2. **Carbon Footprint Reduction:** The reduction in energy usage directly correlates with a decrease in greenhouse gas emissions. For instance, if a household switches from washing clothes at higher temperatures to consistently using a 30-degree setting, it can

lead to significant reductions in CO2 emissions over time. This is particularly relevant as many countries are striving to meet climate targets and reduce their overall carbon footprints.

3. **Effectiveness of Cold Washing:** Modern detergents are formulated to work effectively at lower temperatures, which means that cleaning performance does not suffer when washing at 30 degrees or below. Research indicates that most everyday stains and dirt can be effectively removed without the need for hot water.
4. **Public Awareness:** The survey data provided indicates varying levels of awareness among different cities regarding this practice:
  - In TotalDelhi, only 24.5% of respondents were aware.
  - In Mumbai, awareness was slightly higher at 32.3%.
  - Interestingly, there was no awareness reported in Chennai and Bangalore.
  - Overall, a significant majority (75.5%) across all locations were unaware of the benefits of washing clothes at lower temperatures.

This disparity highlights an opportunity for increased public education on sustainable practices related to laundry and their environmental impacts.

#### **Agreement that governments should play a role in ensuring clothing is produced sustainably (Table 21)**

	Total	Delhi NCR	/ Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	43	29	0	8	6
	81.1%	93.5%	0.0%	100.0%	66.7%
No	10	2	5	0	3
	18.9%	6.5%	100.0%	0.0%	33.3%

### **Governments Should Play a Role in Ensuring Sustainable Clothing Production**

The question of whether governments should play a role in ensuring that clothing is produced sustainably involves several layers of analysis, including environmental, economic, and social considerations.

#### **1. Understanding Sustainable Clothing Production**

Sustainable clothing production refers to the processes involved in creating garments that minimize environmental impact and promote ethical labor practices. This includes using eco-friendly materials, reducing waste, conserving water, and ensuring fair wages and safe working conditions for workers. The fashion industry is one of the largest polluters globally, contributing significantly to carbon emissions, water pollution, and waste generation.

#### **2. The Role of Governments**

Governments can play a critical role in promoting sustainable practices through legislation, regulation, and incentives. Here are some ways they can contribute:

- **Regulatory Frameworks:** Governments can establish laws that require companies to adhere to specific environmental standards. For example, regulations could mandate the use of organic materials or limit harmful chemicals in textile production.
- **Incentives for Sustainable Practices:** Financial incentives such as tax breaks or grants can encourage businesses to adopt sustainable practices. This could include funding for research into sustainable materials or subsidies for companies that implement eco-friendly manufacturing processes.



- **Consumer Awareness Campaigns:** Governments can help educate consumers about the importance of sustainable clothing choices. By raising awareness about the environmental impact of fast fashion and promoting sustainable brands, governments can influence consumer behavior.
- **International Cooperation:** Many clothing brands operate globally; thus, international agreements on sustainability standards can be beneficial. Governments can collaborate with other nations to create comprehensive policies that address global supply chains.

### 3. Public Opinion on Government Involvement

The data provided indicates a significant public support for government involvement in ensuring sustainable clothing production:

- In total, 81.1% of respondents across various cities (Delhi: 93.5%, Mumbai: 66.7%, Chennai: 0%, Bangalore: 100%) agree that governments should play a role.
- Only 18.9% oppose this idea (Delhi: 6.5%, Mumbai: 33.3%, Chennai: 100%, Bangalore: 0%).

This overwhelming support suggests that there is a strong public expectation for government action in this area.

### 4. Economic Considerations

While some may argue against government intervention citing free market principles, it is essential to recognize that the costs associated with unsustainable practices—such as environmental degradation and health impacts—often outweigh the short-term economic benefits of unregulated production methods.

Moreover, by fostering a sustainable clothing industry, governments can stimulate job creation in green sectors and enhance their countries' competitiveness in an increasingly eco-conscious global market.

**Instead of throwing out unwanted clothing and contributing to textile waste, what can we do instead**

**Table 22)**

	Total	Delhi NCR	/ Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Contribute to NGO	37 69.8%	23 74.2%	5 100.0%	3 37.5%	6 66.7%
Recycle the same as rugs or some useful item.	29 54.7%	15 48.4%	3 60.0%	5 62.5%	6 66.7%
Redesign / refurbish	17 32.1%	8 25.8%	0 0.0%	3 37.5%	6 66.7%
Second sale	6 11.3%	3 9.7%	0 0.0%	0 0.0%	3 33.3%

When faced with unwanted clothing, it is crucial to consider sustainable alternatives that can help reduce textile waste. Here are several effective strategies:

**1. Donate to NGOs:** One of the most impactful ways to handle unwanted clothing is by donating them to non-governmental organizations (NGOs). Many NGOs accept clothing donations and distribute them to those in need, which not only helps individuals but also contributes to community welfare. According to survey data, a significant percentage of respondents (69.8% overall) indicated they would choose this option, with particularly high rates in Mumbai (74.2%) and Chennai (100%).

**2. Recycle into Useful Items:** Another viable option is recycling the clothing into useful items such as rugs or other fabric-based products. This process involves repurposing textiles rather than discarding them, thus minimizing waste. The survey shows that 54.7% of respondents overall prefer this method, with Bangalore showing a notable interest at 66.7%.

**3. Redesign or Refurbish:** For those who enjoy DIY projects or have an interest in fashion design, redesigning or refurbishing old clothes can be a creative outlet. This approach allows individuals to breathe new life into garments that may otherwise be discarded. Although this option received less support in the survey (32.1% overall), it still represents a meaningful way to engage with unwanted clothing.

**4. Second Sale:** Selling unwanted clothing through second-hand markets or online platforms is another effective strategy for reducing textile waste while potentially earning some money back from these items. However, this option was the least favored among respondents, with only 11.3% indicating they would pursue it.

In summary, instead of throwing out unwanted clothing and contributing to textile waste, individuals can donate them to NGOs, recycle them into useful items, redesign or refurbish them for continued use, or sell them through second-hand channels.

#### Brands Collecting Used Clothes for Social and Environmental Obligations (Table 23)

Total	Delhi NCR	/ Mumbai	Chennai	Bangalore
53	31	5	8	9
21	13	3	2	3

39.6%	41.9%	60.0%	25.0%	33.3%
32	18	2	6	6
60.4%	58.1%	40.0%	75.0%	66.7%

Many brands have recognized the importance of sustainability and social responsibility, leading them to implement programs for collecting used clothes. This initiative not only helps reduce textile waste but also promotes recycling and reusing materials, aligning with broader environmental goals.

1. **H&M:** H&M has established a garment collection program where customers can drop off unwanted clothing at their stores. The collected items are either reused, recycled, or sold in second-hand markets. This initiative is part of H&M's commitment to becoming more sustainable by reducing the environmental impact of fashion.
2. **Patagonia:** Known for its strong environmental ethos, Patagonia encourages customers to return used clothing through its Worn Wear program. This initiative allows customers to trade in their old gear for store credit, promoting a circular economy where products are reused rather than discarded.
3. **Levi's:** Levi's has launched various initiatives aimed at sustainability, including the "SecondHand" program that allows customers to buy and sell pre-owned Levi's products. They also encourage consumers to recycle their old jeans through designated collection points.
4. **Nike:** Nike has implemented a program called "Reuse-A-Shoe," which collects worn-out athletic shoes and recycles them into new products, such as sports surfaces and new footwear. This effort is part of Nike's broader Move to Zero initiative aimed at reducing waste and carbon emissions.
5. **The North Face:** The North Face runs a program called "Clothes the Loop," which encourages customers to bring in used apparel and footwear from any brand in exchange for rewards. The collected items are then donated or recycled, contributing to environmental sustainability.
6. **Zara (Inditex):** Zara has introduced a clothing collection program in many of its stores worldwide, allowing customers to drop off used garments regardless of brand. The collected clothes are sorted for reuse or recycling as part of Inditex's commitment to sustainability.

## Conclusion

The data suggests that urban centers like Delhi/NCR may benefit from increased awareness campaigns tailored specifically to address regional cultures and consumer behavior.

The survey indicates a generally favorable view towards organic fibers and their sustainability across major Indian cities, with varying degrees of acceptance and knowledge reflected in the responses.

The data suggests that there is a growing awareness of cruelty-free and sustainable fashion practices in India, with a significant percentage of respondents from each city stating that they

are aware or somewhat aware of the concept. This trend is expected to continue as consumers become more environmentally and socially conscious.

Overall, the survey indicates varying levels of acceptance and awareness regarding environment-friendly and sustainable fashion across different Indian cities, with Mumbai showing balanced views and Chennai demonstrating strong support for sustainability initiatives. In summary, the survey reveals varying attitudes toward the issue across different Indian cities:

- Mumbai appears to be most supportive.
- Delhi shows mixed feelings.
- Chennai exhibits uncertainty.
- Bangalore demonstrates significant opposition.

This analysis highlights regional differences in perceptions and attitudes that could be crucial for understanding public sentiment on this issue.

In summary, the survey results indicate varying levels of support and opposition across different cities in India regarding the issue at hand:

- Chennai exhibits the strongest affirmative response.
- Mumbai shows moderate support.
- Delhi reflects mixed feelings.
- Bangalore demonstrates significant resistance.

This analysis provides insights into public opinion across major urban centers in India and highlights regional differences in attitudes toward this issue.

Based on this analysis, it appears that there is a general trend towards reducing fashion item disposal among respondents, particularly in Mumbai and Delhi.

The overall trend indicates a growing awareness and willingness among consumers in urban India to shift towards sustainable fashion choices, although this varies significantly by city.

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