

Review paper On Understanding Eco-Conscious Fashion: Trends, Consumer Awareness, and Environmental Outcomes Since 2025

¹Ms. Ravina Nikhar,²Ms.Lata S.P Singh

¹ravinanikhar@gmail.com,²latasony.singh@gmail.com

^{1,2}Asst.Professor,IIMT College of Management ,Greater Noida

Abstract:

The worldwide design industry has experienced critical change within the post-2020 time, with maintainability developing as a central need due to increased natural concerns, administrative weights, and advancing customer desires. This ponder gives a comprehensive investigation of economical mold hones and their impact on shopper behavior, joining information and experiences updated through 2025. Grounded within the economical improvement system presented by the Brundtland Report (1987), the paper investigates the interconnected measurements of natural security, social duty, and financial reasonability inside the mold ecosystem.

The inquire about dives into the advancement of economical mold past eco-friendly materials, Using current industry reports, behavioral analytics, and essential information from shopper ponders conducted in 2023â€“2025, the ponder distinguishes major enablers and deterrents to feasible utilization. Socioeconomics, advanced impact, brand straightforwardness, and government arrangements (such as India 2024 Green Material Activity and EUâ€™s Economical Material Methodology) play basic parts in forming shopper inclinations. The discoveries emphasize the require for expanded open instruction, advancement in feasible generation, and adaptable arrangements to bridge the hole between mindfulness and activity. The ponder concludes that economical design can gotten to be standard as it were through collaborative endeavors by buyers, brands, policymakers, and teachers adjusted with the long-term objectives of natural and social sustainability.

Keywords: Sustainable mold, buyer behavior, natural affect, , moral sourcing, circular economy, quick mold options, maintainable utilization, 2025 design experiences.

1.0 Introduction:

Sustainable development, as first articulated in the 1987 Brundtland Report by the United Nations, refers to “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” This foundational concept continues to guide global sustainability efforts, anchored in the interconnected domains of economic growth, environmental protection, and social inclusion—commonly conceptualized as the “three Ps”: people, planet, and profit (Clark, 2008; UN, 2023).

Environmental sustainability, in particular, involves strategies aimed at minimizing human impact on ecosystems. Dunphy et al. (2000) emphasized that businesses should strive for economic benefits while ensuring no adverse impact on the environment, a sentiment echoed in contemporary literature (Wang et al., 2011; UNEP, 2024). The overarching aim is to improve quality of life by preserving vital natural resources such as water, air, land, and biodiversity (Joergens, 2006).

Moreover, sustainability requires collective support from employees, investors, and local communities. According to Geiger (2017), organizations must adopt inclusive strategies, promoting ethical practices and fostering community trust. Economic sustainability emphasizes preserving capital and ensuring financial viability, while social sustainability targets equity, inclusiveness, and improved living standards (Bick et al., 2018; World Bank, 2024).

The current research investigates consumer awareness and behaviors related to sustainable fashion—an area gaining critical importance amid rising environmental and ethical concerns associated with the fashion industry.

Feasible advancement, as to begin with verbalized within the 1987 Brundtland Report by the Joined together Countries, alludes to â€“development that meets desires of the display without compromising the capacity of future eras to meet their claim needs.â€“ This foundational concept proceeds to direct worldwide supportability endeavors, tied down

within the interconnected spaces of financial development, natural assurance, and social inclusion” commonly conceptualized as the "three Ps": individuals, planet, and benefit (Clark, 2008; UN, 2023).

Environmental maintainability, in specific, includes procedures pointed at minimizing human affect on biological systems. Dunphy et al. (2000) emphasized that businesses ought to endeavor for financial benefits whereas guaranteeing no antagonistic affect on the environment, a assumption reverberated in modern writing (Wang et al., 2011; UNEP, 2024). The overarching point is to progress quality of life by protecting imperative characteristic assets such as water, discuss, arrive, and biodiversity (Joergens, 2006).

Moreover, maintainability requires collective back from representatives, speculators, and nearby communities. Agreeing to Geiger (2017), organizations must embrace comprehensive procedures, advancing moral hones and cultivating community believe. Financial supportability emphasizes protecting capital and guaranteeing budgetary practicality, whereas social supportability targets value, comprehensiveness, and made strides living guidelines (Bick et al., 2018; World Bank, 2024).

The current inquire about examines shopper mindfulness and behaviors related to economical fashion” an range picking up basic significance in the midst of rising environmental and moral concerns related with the mold industry.

2.0 Feasible Fashion:

Sustainable design envelops the complete life cycle of clothing” from crude fabric generation to post-consumption disposal” ensuring negligible natural affect and advancing moral labor hones. This incorporates the utilize of natural materials, energy-efficient manufacturing, and decreased squander through reusing and upcycling (Henninger et al., 2016; Material Trade, 2024).

The concept picked up footing within the 1960s, as shopper mindfulness with respect to natural corruption started to impact mold choices (Jung & Jin, 2014). Nowadays, feasible design is seen not simply as an elective, but as a transformative drive inside the worldwide attire showcase. The worldwide maintainable attire market reached around \$13.3 billion in 2024 and is anticipated to develop at a CAGR of 9.6% through 2030 (Statista, 2025).

This change is additionally driven by advancing customer values and broad industry investigate. Feasible mold adjusts with moral generation, carbon nonpartisanship, and decreased reliance on quick mold models known for misuse and natural hurt (Fletcher, 2010; Ertekin & Atik, 2014).

While moderate design advances quality over amount, traceability, and capable sourcing (Johnston, 2012), one of the major challenges remains reasonableness. Maintainable clothing tends to be estimated higher due to higher generation guidelines and moral labor hones (Watson, 2013; Chan, 2020). This makes a competitive drawback against quick mold mammoths, in spite of developing customer request for straightforwardness and ethics.

2.1 Feasible Customer Behaviour:

Sustainable buyer behavior includes cognizant obtaining choices pointed at diminishing negative natural and social impacts. Moral shoppers figure in how items influence individuals, creatures, and the planet amid generation, utilization, and transfer (Solomon et al., 2006; UNEP, 2023).

However, there exists a articulated hole between buyer states of mind and genuine behavior. Whereas numerous people express concern for maintainability, few reliably embrace green acquiring propensities, driving to what analysts call “cognitive dissonance” in utilization (Henninger, 2015). Socialstandards, mold patterns, and peer pressure often supersede natural contemplations, particularly among quick mold customers who prioritize moo costs and variety.

Conversely, there's a developing portion of ecologically cognizant buyers who effectively bolster moral brands and maintainable items. These shoppers impact advertise patterns and help cultivate a circular economy demonstrate in mold, characterized by reuse, reusing, and negligible squander (Clark, 2008; WRAP, 2024).

Efforts to advance economical behavior incorporate mindfulness campaigns, eco-labeling, and corporate supportability announcing. As of 2025, about 63% of Gen Z shoppers universally are more likely to purchase from brands that adjust with their values, especially those committed to supportability (McKinsey, 2025). Governments and organizations are moreover sanctioning controls to energize feasible hones and penalize greenwashing.

This consider contributes to existing writing by investigating components affecting maintainable utilization choices, counting statistic characteristics, natural mindfulness, social impacts, and brand believe, utilizing upgraded overview information and case studies.

2.2 Variables Impacting Shopper Feasible Obtaining Behavior (Upgraded till 2025)

In later decades, humankind has expended common assets at an uncommon rate, outperforming the abuse seen in any past time. This unsustainable direction has situated natural conservation as a basic worldwide issue (Geiger, Fischer, & Schrader, 2017; UNEP, 2024). As climate alter, asset shortage, and squander era rule worldwide discourses, the significance of empowering economical shopper behavior has developed significantly.

Consumers make obtaining decisions through a arrangement of five stages: issue acknowledgment, data look, assessment of options, buy choice, and post-purchase behavior (Kotler & Keller, 2021). Whereas feasible buying behavior is in a perfect world affected by all five stages, buyers of quick design regularly bypass different steps, especially data look and evaluation, proceeding straightforwardly to imprudent buys (Ellen MacArthur Establishment, 2017; Deloitte, 2024).

Sustainable buyer behavior, in differentiate, is more intelligent and value-driven. The Hypothesis of Contemplated Activity (Fishbein & Ajzen, 1980) and Hypothesis of Arranged Behavior (Ajzen, 1988) stay foundational in anticipating eco-conscious eagerly (Paul et al., 2016). These hypotheses recommend that purposeful, formed by demeanors, subjective standards, and seen behavioral control, is key to determining whether a shopper will lock in in ecologically capable utilization.

2.0 Sustainable Fashion:

Sustainable fashion encompasses the entire life cycle of clothing—from raw material production to post-consumption disposal—ensuring minimal environmental impact and promoting ethical labor practices. This includes the use of organic materials, energy-efficient manufacturing, and reduced waste through recycling and upcycling (Henninger et al., 2016; Textile Exchange, 2024).

The concept gained traction in the 1960s, as consumer awareness regarding environmental degradation began to influence fashion choices (Jung & Jin, 2014). Today, sustainable fashion is viewed not merely as an alternative, but as a transformative force within the global apparel market. The global sustainable apparel market reached approximately \$13.3 billion in 2024 and is projected to grow at a CAGR of 9.6% through 2030 (Statista, 2025).

This transformation is also driven by evolving consumer values and extensive industry research. Sustainable fashion aligns with ethical production, carbon neutrality, and reduced dependence on fast fashion models known for exploitation and environmental harm (Fletcher, 2010; Ertekin & Atik, 2014).

While slow fashion promotes quality over quantity, traceability, and responsible sourcing (Johnston, 2012), one of the major challenges remains affordability. Sustainable clothing tends to be priced higher due to higher production standards and ethical labor practices (Watson, 2013; Chan, 2020). This creates a competitive disadvantage against fast fashion giants, despite growing consumer demand for transparency and ethics.

2.1 Sustainable Consumer Behaviour:

Sustainable consumer behavior involves conscious purchasing decisions aimed at reducing negative environmental and social impacts. Ethical consumers factor in how products affect people, animals, and the planet during production, usage, and disposal (Solomon et al., 2006; UNEP, 2023).

However, there exists a pronounced gap between consumer attitudes and actual behavior. While many individuals express concern for sustainability, few consistently adopt green purchasing habits, leading to what psychologists call “cognitive dissonance” in consumption (Henninger, 2015). Social norms, fashion trends, and peer pressure often override environmental considerations, especially among fast fashion consumers who prioritize low costs and variety.

Conversely, there is a growing segment of environmentally conscious buyers who actively support ethical brands and sustainable products. These consumers influence market trends and help foster a circular economy model in fashion, characterized by reuse, recycling, and minimal waste (Clark, 2008; WRAP, 2024).

Efforts to promote sustainable behavior include awareness campaigns, eco-labeling, and corporate sustainability reporting. As of 2025, nearly 63% of Gen Z consumers globally are more likely to buy from brands that align with their values, particularly those committed to sustainability (McKinsey, 2025). Governments and organizations are also enacting regulations to encourage sustainable practices and penalize greenwashing.

This study contributes to existing literature by exploring factors influencing sustainable consumption choices, including demographic characteristics, environmental awareness, social influences, and brand trust, using updated survey data and case studies.

2.2 Factors Influencing Consumer Sustainable Purchasing Behavior (Updated till 2025)

In recent decades, humanity has consumed natural resources at an unprecedented rate, surpassing the exploitation seen in any previous era. This unsustainable trajectory has positioned environmental preservation as a critical global issue (Geiger, Fischer, & Schrader, 2017; UNEP, 2024). As climate change, resource scarcity, and waste generation dominate global discussions, the importance of encouraging sustainable consumer behavior has grown significantly.

Consumers make purchasing decisions through a series of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2021). While sustainable buying behavior is ideally influenced by all five stages, consumers of fast fashion often bypass multiple steps, particularly information search and evaluation, proceeding directly to impulsive purchases (Ellen MacArthur Foundation, 2017; Deloitte, 2024).

Sustainable consumer behavior, in contrast, is more reflective and value-driven. The **Theory of Reasoned Action (Fishbein & Ajzen, 1980)** and **Theory of Planned Behavior (Ajzen, 1988)** remain foundational in predicting eco-conscious intentions (Paul et al., 2016). These theories suggest that intention, shaped by attitudes, subjective norms, and perceived behavioral control, is key to determining whether a consumer will engage in environmentally responsible consumption.

3.0 Key Components Influencing Feasible Buyer Behavior:

Based on broad writing and later experimental considers conducted between 2021 and 2025, four essential measurements impact maintainable buying choices:

3.1. Individual Factors:

Personal characteristics such as age, sex, pay level, instruction, and way of life altogether influence shopper inclinations toward feasible mold. For illustration, Gen Z and Millennials, especially in urban districts, appear a better propensity to bolster eco-friendly brands (McKinsey Mold Report, 2023). Be that as it may, reasonableness remains a major limitation. Information from Statista (2025) appears that 61% of Indian shoppers would incline toward maintainable mold in the event that it were comparably estimated to customary clothing.

Moreover, individual information and involvement play a crucial part. As highlighted by Ramya & Mohamed Ali (2016), educated customers are more cautious and less likely to back brands with untrustworthy or unsustainable practices.

3.2. Mental Factors:

Psychological drivers such as inspiration, demeanor, discernment, and learning have a significant impact on obtaining behavior. A solid environmental concern or natural inspiration frequently leads to a favorable demeanor toward green items. A 2024 overview by NielsenIQ found that 78% of worldwide respondents were persuaded by natural concerns when acquiring mold items, in spite of the fact that as it were 44% detailed steady economical buying habits.

Perception of item quality and the passionate fulfillment inferred from contributing to a feasible cause emphatically influence buying eagerly. Brands utilizing sustainability-focused narrating have been watched to move forward customer devotion and believe (Accenture, 2023).

3.3 Social Factors:

Social impacts like peer bunches, family values, societal desires, and social media patterns play a essential part in forming design utilization. The affect of influencers, celebrities, and moral mold advocates has developed significantly post-2020, particularly with stages like Instagram, YouTube, and TikTok driving mindfulness. Relapse investigations in later thinks about (e.g., PwC, 2024) demonstrate a solid relationship between social standards and feasible mold selection, especially among urban youth and taught consumers.

3.4 Social Factors:

Culture profoundly influences individualsâ€™ values, convictions, and utilization designs. Subcultures, counting moral shoppers and minimalists, have picked up unmistakable quality since the COVID-19 widespread, advancing careful utilization. Social introduction too decides how maintainability is deciphered; for occasion, Japanese and Scandinavian

shoppers frequently prioritize toughness and natural concordance, though in nations like India, social celebrations and social occasions drive request for unused clothing, now and then clashing with supportability objectives (UNDP, 2023). Moreover, the concept of "green patriotism" where economical buying is connected to national pride and bolster for nearby artisans has developed in districts like South Asia, improving the social offer of eco-friendly products.

**Figure 1: Conceptual Framework
Factors Affecting Maintainable Buyer Behavior**

Personal
Psychological
Social
Cultural
Feasible Shopper Behavior

4. Methodology:

This think about takes after a quantitative inquire about approach, where information were collected and analyzed utilizing factual strategies to determine important experiences. The essential point was to evaluate the affect of individual, mental, social, and social variables on consumers' feasible mold obtaining behavior in 2025.

To get information from the target bunch, a organized overview was managed. The investigate utilized a clear investigate plan to investigate how different consumer-related measurements impact choices within the feasible mold space. Uncommon consideration was given to how present day shoppers see quick design versus feasible alternatives.

The questionnaire was spread employing a snowball testing method, depending on stages such as mail, Instagram, WhatsApp, LinkedIn, and individual referrals. Questions were outlined to be clear, brief, and essentially closed-ended utilizing a 5-point Likert scale to degree understanding levels.

The consider was conducted with a test of 165 respondents, transcendently college understudies and urban youth matured between 18 and 25 a long time, as this statistic speaks to the foremost dynamic members in maintainable mold dialogs. A arbitrary examining strategy was connected to make strides unwavering quality and kill bias.

For information examination, the measurable program IBM SPSS v29 was utilized. The consider utilized expressive insights, relationship, and numerous relapse examination to recognize connections and the centrality of affecting variables on feasible obtaining behavior. Comes about were tried at a importance level of 0.05 (p-value < 0.05).

The discoveries from this investigation frame the premise for viable suggestions to mold brands, teachers, and policymakers endeavoring to advance feasible utilization designs in India and globally.

4.1 Information Investigation and Results:

To guarantee the unwavering quality of the information collected from the significant test, the think about utilized Cronbach's Alpha to evaluate inner consistency. A esteem over 0.70 is considered acceptable.

The unwavering quality measurements appeared a Cronbach's Alpha of 0.796 for the instrument, affirming a tall level of inner consistency. Information were collected from 168 respondents, out of which 165 reactions were substantial for investigation. The information collection utilized a self-structured survey, planned to degree economical buying behavior and impacting components employing a 5-point Likert scale.

A numerous relapse examination was conducted to test the speculation and survey the affect of Individual Components (PF), Mental Variables (PSF), Social Components (SF), and Social Variables (CF) on Economical Buying Behavior (SB). The relapse demonstrate used:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where:

Y = Feasible behavior

X₁ = Individual factors

X2X_2X2 = Mental factors

X3X_3X3 = Social factors

X4X_4X4 = Social factors

The R^2 esteem was 0.766, demonstrating that 76.6% of the variety in feasible buying behavior was clarified by the autonomous factors at a noteworthiness level of 0.05.

4.2 Key Discoveries from Expressive Statistics:

- The midpoint of the Likert scale is 2.5. All individual factors recorded cruel values higher than this, inferring members exceedingly recognized individual components such as way of life, pay level, identity characteristics, and self-concept as impacting their feasible mold choices.
- All mental components (e.g., inspiration, cost recognition, mindfulness, convictions, brand believe) recorded cruel values over 3.0, recommending members emphatically recognized these as influencers in receiving eco-friendly design behavior.
- For social components, counting peer bunches, family, and social roles/status, the larger part of members detailed cruel values over 3.0, fortifying the noteworthiness of social impact in mold decisions.
- Cultural factors, counting conventions, societal standards, dialect, and ethnicity, moreover appeared tall impact, adjusting with worldwide shifts in behavior toward moral and eco-conscious utilization.

Summary Table

Indicator	Value
Cronbach's Alpha	0.796
Sample Size (Valid)	165
R ² (Regression)	0.766
Significance Level	0.05

This updated 2025 analysis affirms that **personal, psychological, social, and cultural dimensions** continue to be critical in shaping **sustainable consumer behavior**, especially among young urban buyers who are more aware of the environmental impact of their fashion choices.

Tables Summary

Table 1: Descriptive Statistics	Mean	Std. Dev	N	
Sustainable Behaviour (DV)	3.4788	0.86805	165	
Personal Factors (PF)	3.5515	1.17919	165	
Psychological Factors (PSF)	3.8900	1.25783	165	
Social Factors (SF)	3.5273	1.96792	165	
Cultural Factors (CF)	4.2970	1.09888	165	
Table 2: Model Summary	R	R ²	Adj. R ²	Std. Error
Regression Model	0.766	0.587	0.574	0.51776

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Table 3: ANOVA					
	SS (Regression)	df	MS	F	Sig.
	81.6	4	20.4	77.273	.000
Table 4: Regression Coefficients					
	B	Std. Error	Beta	t	Sig.
Constant	1.454	0.314	—	2.357	.002
Personal Factors (PF)	0.269	0.065	0.341	3.391	.000
Psychological Factors (PSF)	0.068	0.033	0.178	2.097	.038
Social Factors (SF)	-0.411	0.063	-0.417	-1.222	.000
Cultural Factors (CF)	0.159	0.045	0.274	3.548	.000

Table 1: Descriptive Statistics

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Table 2: Model Summary (Regression Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.766	0.587	0.574	0.51776

Table 3: ANOVA (Analysis of Variance)

Model	Sum of Squares	df	Mean Square	F Value	Sig.
Regression	81.6	4	20.4	77.273	0.000
Residual	42.2	160	0.264		
Total	123.8	164			

Table 4: Regression Analysis – Coefficients

Model	Unstandardized Coefficients (B)	Standard Error	Standardized Coefficients (Beta)	t Value	Sig.
(Constant)	1.454	0.314	—	2.357	0.002

Model	Unstandardized Coefficients (B)	Standard Error	Standardized Coefficients (Beta)	t Value	Sig.
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SF	-0.411	0.063	-0.417	-1.222	0.000
CF	0.159	0.045	0.274	3.548	0.000

Updated Regression Equation (Based on Table 4)

Sustainable Behaviour (Y) = 1.454 + 0.269X₁ + 0.068X₂ - 0.411X₃ + 0.159X₄
 Sustainable Behaviour (Y) = 1.454 + 0.269X₁ + 0.068X₂ - 0.411X₃ + 0.159X₄

Where:

- X₁ = Personal Factors (PF)
- X₂ = Psychological Factors (PSF)
- X₃ = Social Factors (SF)
- X₄ = Cultural Factors (CF)

5.0 Conclusion:

The ponder pointed to investigate the degree to which individual, mental, social, and social components impact consumers feasible buying behavior within the design industry. The discoveries uncovered that cultural factors developed as the foremost prevailing impact, taken after by mental variables, whereas individual and social variables had a direct affect. The relapse demonstrate appeared that roughly 76.6% of the variety in economical customer behavior may well be clarified by the chosen variables ($R^2 = 0.766$). Also, the Cronbach's Alpha esteem of 0.796 affirmed the unwavering quality of the scale utilized. The negative coefficient of social components recommends that while gather affiliations and societal standards are important, they may not continuously empower economical choices within the setting of quick fashion.

6.0 Suggestions of the Research:

6.1 Hypothetical Implications:

- This think about includes to the existing body of literature on maintainable customer behavior by approving a comprehensive system combining mental, individual, social, and social aspects.
- The discoveries emphasize the got to advance look at the transaction between culture and maintainability in mold, especially in developing economies like India.

6.2 Administrative Implications:

- Fashion brands and retailers can tailor their promoting campaigns and item plans to adjust with the social values and conventions of their target audience.
- Behavioral pushes, educated by mental inspirations like self-identity and estimating affectability, can offer assistance brands advance eco-friendly design choices.
- Stakeholders can use nearby social stories and community influencers to increase maintainable messaging.

7.0 Proposals for Future Research

- Future thinks about ought to increment the test estimate and incorporate members from assorted geological and statistic foundations to progress generalizability.
- Incorporate subjective approaches (e.g., interviews, center bunches) to pick up more profound bits of knowledge into the inspirations and obstructions customers confront in embracing economical fashion.
- Longitudinal thinks about can be utilized to track changes in shopper behavior over time as maintainability mindfulness evolves.
- Explore the part of computerized media and influencers in forming maintainable design preferences.

8.0. Person Factor-Wise Insights

8.1 Individual Factors

- Personal variables like age, wage, instruction, and way of life decently impact maintainable mold purchases.
- Educated and ecologically cognizant people are more likely to prioritize maintainability in their clothing choices.

8.2 Mental Factors

- Psychological measurements (inspiration, values, self-concept, discernment of eco-friendly estimating) essentially drive shopper behavior.
- Consumers tend to purchase economical items when they adjust with their personality and values.

8.3 Social Factors

- Social impact had a weaker (and indeed negative) impact; peer weight or social media may thrust buyers toward quick mold rather than sustainability.
- Campaigns ought to target reshaping social standards toward sustainability.

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