



Review Article

A Study on Gradual Increase in Youth Awareness towards Sustainable Fashion and Ecological Consciousness of Purchase Behaviour

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ABSTRACT: *The fashion around 20% of the world's industrial water pollution is caused by industry as most clothes are made of plastics, which will soon cause a microplastic catastrophe. This fashion industry has environmental effects, and second in oil in terms of worldwide pollution. Keeping these in view, the current study intends to acquire information about youth knowledge in a sustainable fashion. The data has been derived from primary and secondary sources. The sample included 105 respondents, wherein the age group are between 18-26 years. The study adopted survey method and data is collected through a questionnaire and information has been collected regarding reducing, reusing, and recycling to get the appropriate information on sustainable fashion. Also, the present study inferred that a maximum number of respondents purchased their clothing because of its style. The data also indicates that millennials are likely to buy used electronics than clothing and other textiles. It has been observed that, due to fear of germs and cleanliness, some are reluctant to share their purchased items on social media. Furthermore, it has been found that millennials want to avoid repeating their dress choices as they feel ashamed to wear twice back-to-back. This in turn adds to the problem of fashion pollution. The study showed that a fall in the use of recyclable and reused apparel may be linked to increased use of social media.*

KEYWORDS: *Fashion, Apparels, Textiles, Fast fashion, Environment, Pollution, Ecology.*

INTRODUCTION

Since approximately 30 years ago, the sale of ethical fashion brands has grown significantly, but the need to comprehend the significance of sustainable fashion is limited to the role that morality plays in consumer decisions. Because fashion businesses are becoming more moral and are purchasing from manufacturers, hence other stakeholders were required to conduct their enterprises ethically and sustainably. For instance, many designers in Europe and other western nations refused to use fur or leather in their creations. Each component of the framework for sustainable fashion practices that we are attempting to develop as a research agenda required in-depth study and investigation, the results of which are presented at the conclusion of the paper. This essay aims to emphasize how to manage a brand-new, fashion-based firm that is both profitable and sustainable.

Research goal: To highlight the critical need for improvements in sustainable business models that will enable more business models to be both lucrative and sustainable. The environmental issue, digitalization, the technical potential area, and shifting consumer preferences and

lifestyles are three major trends and developments that are driving us in that direction. Since the products of the fashion and garment industries are abandoned so quickly, sustainability is suggested as a potential solution to this issue—provided it receives sufficient customer support. This study aims to understand how consumers feel about using sustainable products made by the apparel and fashion industries. Although customers have concerns about the environment and ethics when making purchases, it has been found that these issues do not translate into actual purchasing behavior Moraise, c,Carvalho o,c,(2019). Consumers are becoming more interested in learning about the history and practises of material labour and production as a result of growing environmental and ethical consciousness, so they can make purchases with social responsibility in mind.

Top brands in India and around the world, including H&M, Rent the Runways, and Stella McCartney, are attempting to inform customers about the moral and environmentally friendly aspects of their manufacturing processes. For instance, they inform customers about the values of their ethnicity, such as fair-trade practises and just compensation, and their environmental values, such as recycling raw materials and eco-friendly packaging dyeing. (Niinimaki,k,(2013). The supply networks in the textile and garment industries have historically been among the least transparent. Many businesses currently lack complete supply chain contact, which makes it impossible to know how resources or goods are manufactured (Chouinard & Brown, 2007). Consumers passively rely on manufacturers' assessments of product quality and sustainability without questioning the items' capacity to be traced, which results in a problem with the supply chain's lack of transparency (Hepburn, 2013).

However, other businesses, like Prana, strive to be completely transparent with their customers. For instance, Patagonia developed Customers could follow the components, production steps, and raw materials used in their apparel by using "The Footprint Chronicles" (Polley, 2012). Patagonia has been forced to examine the sources of its resources more carefully as a result of this act of transparency. When the business attempted to track down their down insulation to make sure it had been sourced ethically, it recently ran into trouble. Now, Patagonia is able to confirm that all of the down used in its jackets comes from geese that weren't live-plucked or force-fed. Although it is pushing more businesses to be more open in their supply chains, Patagonia started this effort in 2007 and is presently the only company to have been successful in doing so (Patagonia, 2014). The development of sustainable products has been the subject of in-depth academic research. According to Niinimäki and Koskinen (2011), the clothing industry requires greater understanding about extending product lifecycles to promote sustainable growth.

Brinkman's research (2004) suggests that it might be good to link ethical business practises with customer behaviour. According to a study by Cowan and Kinley (2014), previous purchases, perceived environmental impact, and environmental awareness and expertise all affect adult consumers' propensity to purchase environmentally friendly clothes. According to Oerlemans, Van Stroe-Biezen, and Salazar (2013), social norms have a substantial influence on behaviour and that young adult consumers' decisions about sustainable purchases are influenced by others or exhibit "herd behaviour." More opinionated customers usually lack trust in their judgement and the products they select (Loueiro & Araujo, 2014, p. 399).

REVIEW OF LITERATURE

Finding and analysing current definitions of sustainable supply chain management (SCM) and green supply chain management (GSCM) are the main objectives of this essay. There was a total of 22 definitions for GSCM and 12 definitions for SSCM. To analyse the definitions that had been identified, two different sets of key attributes for SCM (i.e., flow, coordination,

stakeholder, relationship, value, efficiency, and performance focuses) and business sustainability (i.e., economic, environmental, social, stakeholder, volunteer, resilience, and long-term focuses) were proposed. Comparisons were made between the two proposed lists of crucial characteristics and the identified definitions. The study demonstrates that definitions for GSCM were generally more tightly focused than those for SSCM, with a larger emphasis on the environmental, flow, and coordination themes. Even though several SSCM definitions significantly match GSCM definitions, it is claimed that SSCM is truly an extension of GSCM. Many chosen definitions satisfied at least half of the specified fundamental business sustainability and SCM criteria. However, neither GSCM nor SSCM had a thorough definition that was easily accessible. In order to solve this issue, a new definition of SSCM is proposed. (2013). Ahi, P., and Searcy, C.

According to Prothero, McDonagh, and Dobscha (2010), customers' preferences for products are being influenced by how sustainability is now viewed from a more comprehensive and global perspective. An example of one of the many designs 12 models for sustainable products is "Design for Sustainability (DFS)," which tries to include sustainability into design by including the social, economic, and institutional components into products. After the development of sustainable products, the supply chain and production have also been examined from a sustainable perspective. Companies use a variety of tactics, such as supplier relations and sourcing, to make their supply chains more sustainable, according to Jrgensen and Jenson (2012). According to Caniato, Caridi, Crippa, and Moretto (2012), changes in the production process and supply chain must be driven by either internal or external causes, such as the market or legal needs.

Sustainable practices in the manufacturing and supply chain can be observed in a variety of ways, including the use of eco-friendly materials, reduced energy and water use, and decreased emissions. Because there may be a change in materials or an increase in price, how businesses communicate their sustainable practices to consumers is crucial. Patagonia had to figure out a way to inform customers of the price rise and material change when they converted from conventional cotton to organic cotton (Chouinard & Brown, 1997). Messages emphasizing the environmental advantages of materials as opposed to the unfavorable environmental effects of the non-sustainable option tend to be more persuasive with consumers (Hustvelt & Dickson, 2008; Chouinard & Brown, 1997).

Marketing the advantages of a sustainable production technique and emphasizing the drawbacks of the alternative could be successful in boosting the number of consumers who buy sustainably (Hustvedt & Dickson, 2008) (Prothero, A. et.al, 2011) This study investigates sustainable consumption and analyses potential responsibilities for marketing and consumer researchers, as well as public policymakers, in tackling the world's various sustainability concerns. Future approaches to this interdisciplinary problem must be comprehensive and systematic, and they would benefit from a diversity of perspectives. There are various avenues for additional investigation; the authors focus on three in particular. First, they consider the inconsistency between consumer attitudes and behaviors regarding sustainability. Second, they widen the agenda to investigate individual citizens' roles in society. Third, they offer a macro institutional strategy for promoting sustainability. The authors investigate each of these distinct but interconnected prospects in depth and consider potential research pathways and public policy implications.

According to Jrgensen and Jenson (2012), eco-labeling is one of the ways that businesses can inform consumers about their sustainable practices, however extra labeling— Consumers'

purchasing decisions were not significantly impacted by environmental information provided on hang-tags, for example. By Ong & Phau in (2007) revealed that when it came to allegations about an item's environmental effect, people preferred marketing about the product itself than advertising about causes. However, there is still ambiguity regarding the terminology and meaning of phrases connected to sustainability (Thomas, 2008). Consumers lacking sufficient understanding who want to shop more responsibly may find these concerns challenging. Because of its short production and consumption cycles and extremely complex global supply chain networks, the garment sector is one of the most resource-intensive businesses. The fashion industry faces a slew of issues, including significant natural resource requirements for textile and clothing production, the use of chemicals during crop cultivation and textile dyeing or surface treatments, worker exploitation, and other social issues throughout the supply chain.

The fashion industry seriously harms the environment. The sector, which is second only to oil in terms of worldwide pollution, is responsible for 20% of the industrial water pollution in the world. The fact that most clothing is actually made of plastic, culminating in an imminent microplastic disaster, shocks a lot of people. When hundreds of toxic chemicals are added, which are used in textile mills all over the world and are dangerous for the environment and the people who come into touch with them, the time has come for an industry-wide change.

Due to the complexity of the procedures involved in resource acquisition and textile manufacture, it can be challenging to determine what constitutes a sustainable material. Even while some natural fibres and raw materials could seem to be "organic," they might end up being polluted throughout the fiber-to-fabric production processes, which are a part of the current textile manufacturing system and include bleaching, dyeing, printing, and finishing. With common fibre blends like polyester and cotton, both organic and technological components may be found in a single textile.

This study employed an exploratory approach using mixed method approaches to assess the prior knowledge of sustainable fashion and the awareness of college-bound youth. the challenges of using sustainable design principles and their viewpoints. Another important objective of this stage was to identify first impressions of sustainability in fashion.

OBJECTIVE

- To collect the information towards sustainable fashion.
- To determine the causes of the rise in rapid fashion among young people.

METHODOLOGY

A qualitative research approach was employed in this study to better understand the elements that influence college students' online purchase decisions. A qualitative research technique is useful for understanding respondents' points of view, choosing key terms that best reflect their thoughts or experiences, and establishing the reasoning behind their judgements. V. Jadhav et al., 2016. The research as a whole combined qualitative and quantitative methods, using both open-ended and closed-ended questioners, to ensure a thorough and rich investigation of the major issues related to sustainable fashion, as well as to comprehend perceptions and attitudes of the fashion design community. Data was obtained from college students using a Google form. There were 105 total respondents between the ages of 18 and 24 from various educational institutes in the Mohali Districts. In order to ensure sample representativeness, this study checked awareness about the uses of recycled clothes and second-hand clothes in this study the data was collected in Mohali district out of 105 respondent the maximum of the respondent i.e., 72 percent of the respondents are college going girls and left are boys. A systematic method

was followed for achieving the objectives of the study. The details of research methodology adopted for conducting the study have been described under the following sub-heads:

4.1 Locale of the study

The present study was conducted from educational institutes of Mohali districts of different areas.

4.2 Research designs

The investigator conducted the research in different stages which involved a Local of the study Development of questioner, preferences from the respondents' study of preference of respondents.

4.3 Questioner preferences from respondents

Preference of 105 respondents from Mohali District and select different educational Institutes of Mohali district was selected to get the required information.

RESULT AND DISCUSSION

Sustainable fashion is a complicated idea that incorporates a number of different elements, including social attitudes and values, the proper choice of marketing and advertising campaigns, various industrial processes, and—most importantly—the adoption of new consumer behaviors. The phrase is used in a variety of ways in the contemporary literature on sustainable fashion. The slow fashion movement includes sustainable fashion, a notion that has developed over the past few decades. It frequently uses additional terms that are related to it, such as "ethical fashion" and "eco or green fashion" (Carey and Cervellon 2014).

Purchase order in a month

In this survey, data collected from respondents reveals that on an average 67.5% of respondents in Mohali districts purchase clothing or new clothing 1-2 times per month as shown in figure 1, whereas 11.4% purchase clothing three to four times per month.

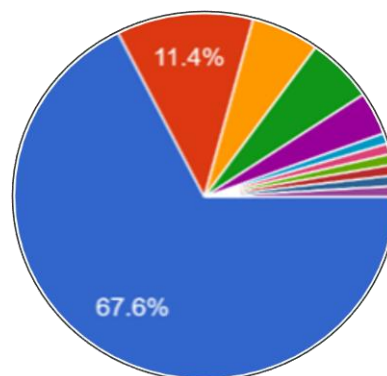


Figure 1: Purchase orders in a month

Significance when buying apparel

According to the statistics in figure 2, 28.6% of the 105 respondents wish to purchase clothing in line with the fashion and style of a certain design. 26.7 percent of respondents said they would purchase clothing based on the cost of any design, and 22.9 percent would do so based on the product's convenience.

Uses of discarded clothes

Out of 105 college students who responded in the Mohali district, the data reveals that 54.3% donated their clothes to those in need, which is the highest percentage of respondents and one

of the most important steps towards environmental protection. This will also aid in the efficient use of resources. In this survey, 24.8% of respondents reused the merchandise to create or develop some useful items, while the remaining 15.2% recycled their own clothing as shown through a pie-chart in figure 3.

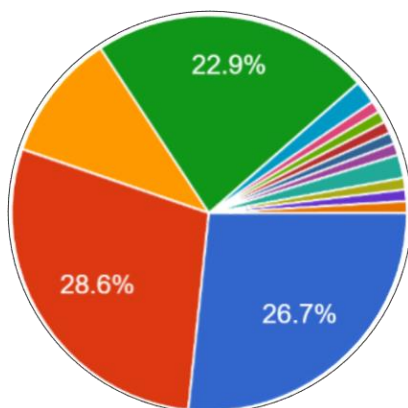


Figure 2: Significance while purchasing

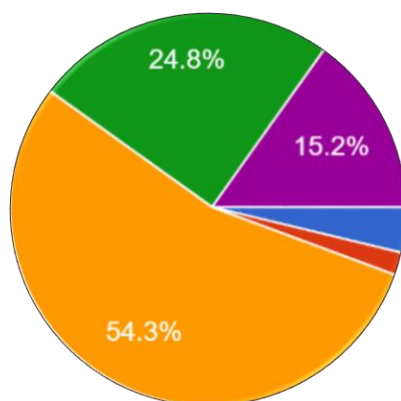


Figure 3: Use of old clothes

Purchasing used apparels

The research shows that the majority of respondents, or 58.1%, do not wish to purchase used clothing. This indicates that, like other electrical products and home furnishings, clothing and apparel are not items that people prefer to purchase secondhand. Only 16.2% of the respondents said they occasionally want to buy or borrow apparel, as shown in figure 4.

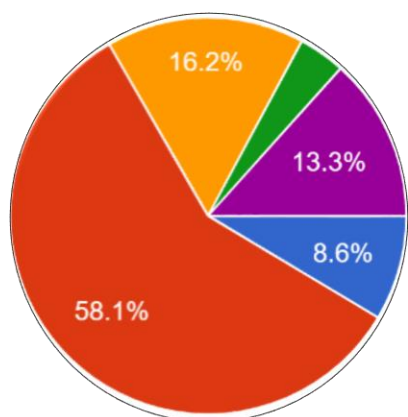


Figure 4: Purchasing of used apparels

Sustainable business models

As it becomes more and more important in our collective efforts to protect the health of our one Earth, brands are taking on the responsibility of sustainability. We applaud businesses like Suta that place a strong emphasis on recruiting skilled local artisans to uphold their craft and traditions while also being environmentally mindful in both the production process and the textiles used, even if there is still much that can be done. Out of 105 respondents in the Mohali district, the data indicates that the majority are aware of brands that adhere to sustainable business models as shown in figure 5. This indicates that today's youth are more aware of environmental protection models and prefer to purchase clothing made from sustainable raw materials.

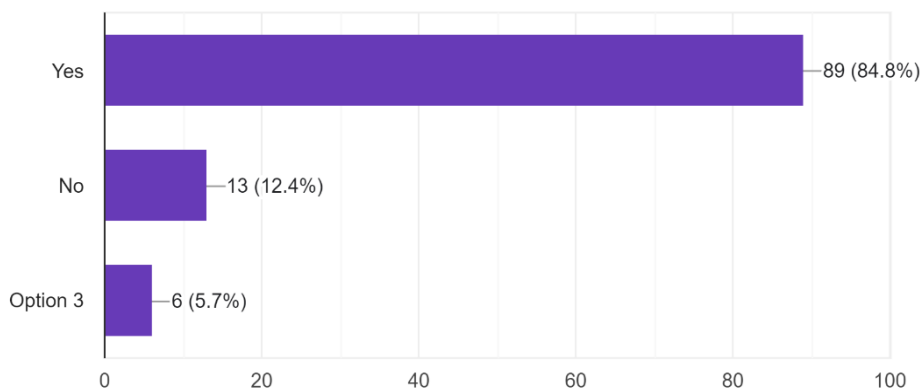


Figure 5: Sustainable business model

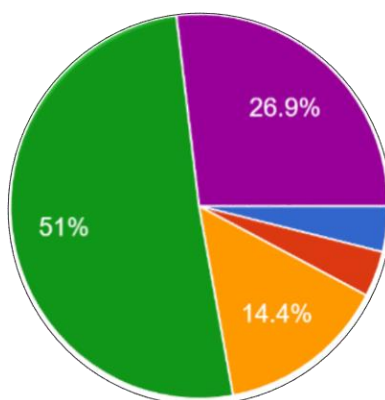


Figure 6: Sustainable apparel entails

Sustainable apparel entails

Sustainable textiles, such as recycled materials or sustainably grown fibre crops, are used to create apparel that is good for the environment. Sustainable fashion frequently uses second-hand retail repairs in addition to upcycling and reusing clothing. It describes how these fabrics are made as well. Data in figure 6 reveals that out of the 105 respondents, the majority, or 51% of them, understand what sustainable clothing entails in terms of recycled fibres. Only 14.4% of respondents believed that durable, long-lasting clothing is sustainable, while 26.9% believed that it meant using fewer chemicals.

CONCLUSION

The investigation's goal was to learn more about sustainable fashion from young people. Results indicate that, out of 102 respondents, the majority of respondents buy their clothing

because it is currently in style. Furthermore, evidence reveals that used gadgets are much more likely to be bought by young people than clothing and other textiles. Because of social media, some people could be hesitant to share or buy their goods because they are afraid of germs and filth. According to a study, social media is to blame for both the rise of fast fashion and the decline in the use of clothing and fabrics that may be recycled, reduced, or reused. The fashion industry has a terrible impact on the environment, as is widely documented. The industry is in charge of 20% of the global industrial water pollution, which is only surpassed by oil in terms of global pollution. The majority of clothing is actually made of plastic, which frequently shocks people and will eventually result in a microplastic catastrophe. The majority of young people, according to study, do not want to wear the same clothes again. They believed that most people in society needed to be aware of how they looked and feel embarrassed to wear the same outfit twice. This will aid in the creation of quick fashion.

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