

**"CONSUMER ATTITUDES TOWARDS SUSTAINABLE STRATEGIES IN
FASHIONABLE CLOTHING IN INDIA"**

**A Qualitative Study to Explore the Underlying Factors Influencing Generation Y's
Attitudes and Purchasing Behaviour Towards Sustainable Fashion in India.**

by

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DEDICATION

Dedicated to my family, without whose support, this would not have been possible.

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ABSTRACT

Amid increasing environmental concerns, the fashion industry's ecological footprint is under examination. This research centres on India's Generation Y (born 1982-1994) to understand their inclinations towards sustainable fashion. The study aims to dissect their core values, the external factors influencing their purchasing decisions, their view on industry standards, and their openness to higher prices for sustainable items. By using qualitative tools like surveys and interviews, initial findings stress the significance of cultural, socio-economic, and informational elements. These insights can steer the fashion industry's sustainable evolution and augment scholarly discussions on sustainable consumerism in emerging markets.

KEYWORDS

1. Sustainable Fashion
2. Generation Y
3. INDIA
4. Consumer Perspectives
5. Core Values
6. Purchase Behaviour
7. Environmental Sustainability
8. Fashion Industry
9. Sustainability Pricing
10. Industry Trends

TABLE OF CONTENTS

List of Tables	xii
List of Figures	xiv
CHAPTER I: INTRODUCTION	1
1.1 Introduction.....	1
1.1.1. Scale and Economic Contributions.....	4
1.2. Environmental Footprint of the Global Fashion Industry.....	6
1.3. Social and Ethical Impact of the Global Fashion Industry	9
1.4. Emergence and Evolution of Sustainable Fashion.....	10
1.5. The Indian Fashion Industry: Sarees to Sustainable Attires	18
1.6. Colonization and Indian Fashion	23
1.7. Modernization and Globalization of Indian Fashion	31
1.8. Sustainability in Fashion: The Indian Context.....	34
1.9. Generation Y: The Pivotal Demographic	41
1.10. Characteristics of Generation Y in India	43
1.11. Sustainable Fashion Through Generation Y's Lens in India.....	47
1.2 Research Problem	52
1.3 Purpose of Research.....	53
1.3.1. Aim of the Research.....	53
1.3.2. Objectives of the Study.....	53
1.4 Significance of the Study	55
1.5 Research Purpose and Questions	57
CHAPTER II: REVIEW OF LITERATURE	58
2.1 Theoretical Framework.....	58
2.1.1 Global Community.....	58

2.1.2	Green attributes	60
2.1.3	Sustainable clothes	65
2.1.4	The Indian Community	69
2.1.5	Green Knowledge	77
2.1.6	Cosmopolitanism and Global Self-identity.....	78
2.2	Framework Analysis	81
2.2.1	Generation Y’s Demographic and Socio-Economic Profile	85
2.2.2	Conceptual Framework.....	86
2.2.3	Environmental Awareness Among Generation Y.....	86
2.2.4	Cost and Value Proposition in Sustainable Fashion	88
2.3	Summarizing the Literature Review and Finding Research Gaps	93
CHAPTER III: METHODOLOGY		95
3.1	Overview of the Research Problem	95
3.2	Operationalization of Theoretical Constructs	97
3.3	Research Purpose and Questions	99
3.4	Research Design.....	101
	3.4.1 Methodology	103
	3.4.2 Conclusion	105
3.5	Population and Sample	105
	3.5.1 Understanding the population and sample in detail:	106
3.6	Participant Selection	108
3.7	Instrumentation	109
	3.7.1 Link Survey Questionnaire	109
3.8	Research Design Limitations	114
3.9	Conclusion	116
CHAPTER IV: RESULTS.....		117

4.1	Introduction to Results	117
4.2	Findings and Results	122
	4.2.1 Demographics	122
	4.2.2 Sustainable Fashion Insights	125
	4.2.3 The Conscious Choices	130
	4.2.4 Sustainable Actions	135
	4.2.5 Cost Considerations	139
	4.2.6 Mindset and Influences	144
	4.2.7 Driving Sustainable Fashion Forward	153
4.3	Summary of Findings Based on Research Questions	169
4.4	Conclusion	211
CHAPTER V: DISCUSSIONS AND SUGGESTIONS		213
5.1	Discussion of Results	213
5.2	Suggestions	215
5.3	Exclusion.....	222
CHAPTER VI: SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS		223
6.1	Summary of the study:	223
6.2	Implications.....	227
6.3	Recommendations for Future Research	231
6.4	Conclusion	234
APPENDIX-A SURVEY COVER LETTER		238
APPENDIX B INFORMED CONSENT		239
APPENDIX C INTERVIEW TRANSCRIPTS		240
	AMIT DIVAN	240
	GAURAV GOSWAMI.....	253

KRITIKA	262
SANDEEP JAIN	Error! Bookmark not defined.
UMANG VAISH	Error! Bookmark not defined.
ANURADHA BERLIA (NOOPOR)	289
PRACHI (DORI)	297
PRAMILA JI.....	309
PRIYANKA	Error! Bookmark not defined.
PRAYRNA	327
<u>REFERENCES</u>	334

LIST OF TABLES

Table 1: Demographics	122
Table 2: Gender Break-up of the One-on-one Interviews	123
Table 3: Sustainable Fashion Insights.....	126
Table 4: The Conscious Choices.....	130
Table 5: Sustainable Actions	136
Table 6: Cost Consideration.....	140
Table 7: Mindset and Influences	144
Table 8: Driving Sustainable Fashion Forward	154
Table 9: Respondent Demographics	171
Table 10: Awareness of Sustainable Fashion Concepts and Brands	172
Table 11: Gap between awareness and purchasing behaviour.....	173
Table 12: Awareness Levels	176
Table 13: Influence of Social Media and Peers on Sustainable Fashion Choices	177
Table 14: Breakdown and Inferences of Respondents Not Influenced by Social Media and Peers	179
Table 15: Willingness to Pay a Premium.....	185
Table 16: Perceptions of Cost.....	186
Table 17 a: Influence of Social Media and Peers	186
Table 17 b: Non-influenced by Social Media and Peers.....	187
Table 18: Awareness and Demand for Sustainable Fashion.....	193
Table 19: Influence of Local Availability on Purchasing Behavior	194
Table 20: Market Supply vs. Consumer Expectation	195

Table 21: Cultural Influence on Fashion Choices.....	202
Table 22: Impact of Social Norms	203
Table 23: Awareness Vs Adoption	204

LIST OF FIGURES

Figure 1: Various Environmental Impacts of Clothing Manufacturing.....	4
Figure 2: Environmental Impacts of the Global Fashion Industry	7
Figure 3: The History of Sustainable Fashion	12
Figure 4: Challenges of the Global fashion Industry	17
Figure 5: Rich Indian Cultural Heritage	26
Figure 6: Sustainability In India	37
Figure 7: Gender Break-up of the Respondents.....	123
Figure 8: Age of the Respondents.....	124
Figure 9: City of Residence (India)	124
Figure 10: The Employment Status	125
Figure 11: Familiarity with Sustainable Fashion Concept.....	126
Figure 12: Media Exposure to Sustainable Fashion	127
Figure 13: Awareness of Key Terms	128
Figure 14: Sustainable Fashion Awareness	129
Figure 15: Importance of Sustainability in Clothing	131
Figure 16: Environmental Impact Concerns	132
Figure 17: Social Impact of the Fashion Industry.....	133
Figure 18: Correlation between reducing negative impacts and sustainable fashion	134
Figure 19: Purchase Frequency.....	136
Figure 20: Frequency of Environmental Impact Awareness in Clothing Purchases	137
Figure 21: Clothing Longevity.....	138
Figure 22: Clothes Swapping and Borrowing Habits	139

Figure 23: Price Impact on Sustainable Clothing Purchases	140
Figure 24: Willingness to pay premium price.....	141
Figure 25: Percentage of Premium acceptable.....	142
Figure 26: Percentage of people not willing to pay premium.....	143
Figure 27: Pull of Sustainable Style and Quality	145
Figure 28: Impact of Marketing on Perceptions of Sustainable Fashion	146
Figure 29: Social Influence in Fashion Purchase Decisions	147
Figure 30: Importance of Opinions of Friends, Family or Influencers.....	149
Figure 31: Local Availability	150
Figure 32: Individual's Choice Power	152
Figure 33: Public Opinion On Sustainable Fashion Policies	154
Figure 34: Government Policies and Initiatives for Sustainable Fashion.....	155
Figure 35: Incentives for Sustainable Fashion Brands	156
Figure 36: Support and Awareness of Government Actions in Sustainable Fashion	158
Figure 37: How Important is Communication in Fashion Brands	159
Figure 38: Preferred Information of Sustainable Brands	160
Figure 39: Preferred Channels for Sustainable Fashion Information.....	161
Figure 40: Barriers to Sustainable Fashion Adoption.....	162
Figure 41: Strategies to promote Sustainable Fashion.....	164
Figure 42: Influence of Sustainable Fashion Advocates on Social Media	165
Figure 43: Influencers Impact on Sustainable Fashion.....	166
Figure 44: Influencer's Insight on Promoting Sustainable Fashion	167
Figure 45: Consumer Attitudes Towards Sustainable Fashion.....	168

CHAPTER I: INTRODUCTION

1.1 Introduction

The global fashion industry, synonymous with creativity and dynamism, has steadily enveloped global markets, thus becoming an omnipresent force influencing economic and socio-cultural paradigms. With a market size growing from \$610.12 billion in 2022 to \$652.94 billion in 2023 with a compound annual growth rate (CAGR) of 7.0% (David Lowe, 2017), the industry underscores its monumental economic significance. However, amidst the dazzle and opulence of fashion lies a pervasive dark shadow cast by its profound environmental impact.

Catastrophically, the fashion industry has been identified as a significant environmental offender, accounting for an estimated 10% of global carbon emissions (David Lowe, 2017) and utilizing around 79 trillion litres of water annually, contributing to about 20% of industrial wastewater litres of water annually (Bailey, Basu and Sharma, 2022). The rapid and transient nature of fast fashion, in particular, epitomizes unsustainable practices, contributing to an estimated 92 million tons of solid waste dumped in landfills yearly (Fast Fashion Waste Statistics 2023, "10 Concerning facts about Fast Fashion")¹. Furthermore, the industry has utilized approximately 43 million tons of chemicals annually in various processes, from dyeing to treatment (Lellis *et al.*, 2019).

Microfiber pollution, an insidious byproduct of synthetic textiles, represents another burgeoning crisis, contributing to approximately 35% of primary

¹ Source: Earth.org, August 21, 2023 issue. <https://earth.org/statistics-about-fast-fashion-waste/#>.

microplastics entering the ocean (www.iucn.org, n.d.)². These startling figures underscore the criticality of scrutinizing the environmental consequences propagated by the fashion industry and illuminate the imperative for radical, sustainable transformation.

An alarming report states that the fashion industry is responsible for approximately 10% of global carbon dioxide emissions yearly (Dottle and Gu, 2022); the issue compounds when evaluating waste production, accounting for a staggering 4% of global waste (Igini, 2022). The sinister shadow of these figures cascades across the industry, particularly in fast fashion, which is notorious for its swift production cycles, accentuating a disposable consumer culture that detrimentally counteracts sustainability efforts.

Textiles, representing a crucial segment, bring forth myriad materials, each with disparate environmental impacts. Cotton, although a natural fibre, is under scrutiny due to its significant water consumption, involving 2,700 litres to produce a single t-shirt, equivalent to a person's drinking needs over three years (Chopra, 2023). Synthetic materials like polyester, while less water-intensive, are petroleum-derived, implicating them in fossil fuel dependence and microfiber pollution, contributing to 35% of primary microplastics in the ocean (European Commission, 2022).

² **Source:** IUCN Press release, 2017. www.iucn.org. (n.d.). *News & Events / IUCN*. <https://www.iucn.org/news/secretariat/201702/invisible-plastic-particles-textiles-and-tyres-major-source-ocean-pollution-%E2%80%93-iucn-study#:~:text=According%20to%20the%20report%2C%20between> [Accessed 2 Oct. 2023].

Stratifying further, the industry's segments like luxury, fast, and sustainable fashion unveil additional complexities, entailing diverse production, distribution, and consumption patterns, all intersecting with environmental impacts. For example, luxury fashion, emphasizing exclusivity and quality, often leans on resource-intensive materials and processes, while fast fashion, thriving on volume and velocity, exacerbates issues related to waste and unsustainable practices.

As a juxtaposition, sustainable fashion emerges as a beacon, albeit with challenges, attempting to remediate environmental impacts through innovations in materials and production processes. Employing recycled materials, ethical labour practices, and closed-loop production, it seeks to redefine the fashion narrative towards eco-centricity, albeit amidst challenges of scalability, affordability, and consumer adoption (Niinimäki, 2018).

The industry has a significant environmental footprint, influenced by various factors and practices, such as the demand for cheap, fast fashion (Moorhouse, 2020). The production and consumption of clothing in large volumes and the disposal of used garments contribute to sustainability problems and environmental degradation (Wu & Li, 2020). The resource-intensive nature of the fashion business, including the consumption of natural resources such as water, the use of chemicals, and the high electricity consumption, further exacerbates its environmental impact.

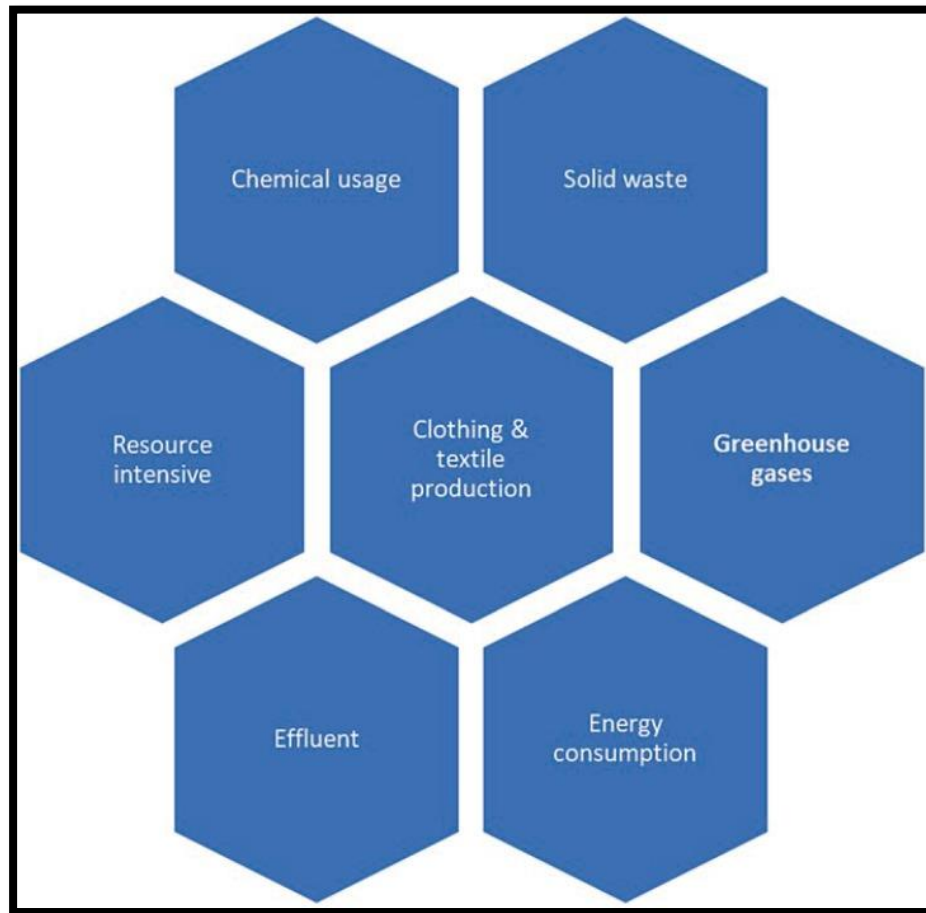


Figure 1: Various Environmental Impacts of Clothing Manufacturing
(Muthu, S, S. Springer Nature)

1.1. Scale and Economic Contributions

The fashion industry's (globally) carbon footprint is a significant concern, as it is one of the largest contributors to global greenhouse gas emissions. The fast fashion model is characterized by rapid production and consumption cycles, which leads to increased carbon emissions throughout the supply chain, i.e., from extracting raw material to manufacturing, transportation, and disposal.

Negative externalities associated with the fast fashion supply chain, such as the growth of water-intensive cotton and the release of untreated dyes into local

water sources, contribute to environmental injustice and social inequality (Bick et al., 2018).

Sustainable retailing is an area that requires more research and attention, particularly in developing markets. The fashion industry's lack of detailed information on sustainability and environmental problems and the limited emphasis on ethical products is a significant concerns.

However, initiatives and campaigns have promoted sustainability in the fashion industry, such as the "*2020 Commitment*" of the Global Fashion Agenda, which has raised awareness and triggered actions towards concrete sustainability measures (Wu & Li, 2020).

Various approaches and strategies have been proposed to address the fashion industry's environmental impact. These include sustainable manufacturing practices, green distribution and retailing, eco-labelling, and adopting circular economy principles (Shen, 2014). Slow fashion, which promotes quality over quantity and emphasizes ethical and sustainable practices, has gained attention as a potent alternative to the fast fashion model (Jung & Jin, 2014). Integrating sustainability into fashion operations and supply chains is crucial for reducing the industry's environmental footprint (Karaosman et al., 2016).

Consumer behaviour and beliefs play a significant role in shaping the fashion industry's environmental impact. Studies have shown that consumer perceptions of ethical fashion and their support for socially and environmentally responsible businesses influence their purchase behaviour (Shen et al., 2012).

Increasing consumer awareness and understanding of sustainability issues in the fashion industry is essential for driving change and promoting more sustainable practices (Ritch, 2015). Social media and word-of-mouth

communication also play a role in influencing consumer behaviour towards sustainable fashion (Salem & Alanadoly, 2020).

1.2. Environmental Footprint of the Global Fashion Industry

The industry (globally) further has a substantial environmental footprint due to the demand for cheap, fast fashion, the volume of clothing consumption, and the disposal of used garments. With its resource-intensive nature, carbon emissions, and negative externalities throughout the supply chain, industry globally contributes to environmental degradation and social inequality. Initiatives and campaigns promoting sustainability have raised awareness and triggered actions towards more sustainable practices.

In addition to the environmental footprint of the global fashion industry, addressing labour-related issues, such as working conditions, fair wages, and ethical production, is crucial for ensuring that social and ethical considerations are met. Reports by organizations like the International Labour Organization (ILO) provide valuable insights into these issues (Bernards, 2017). The ILO's "Decent Work Agenda" emphasizes the need for protections against labour rights abuses and measures to promote employment (Bernards, 2017).

ENVIRONMENTAL IMPACTS OF GLOBAL FASHION INDUSTRY ACROSS THE VALUE CHAIN

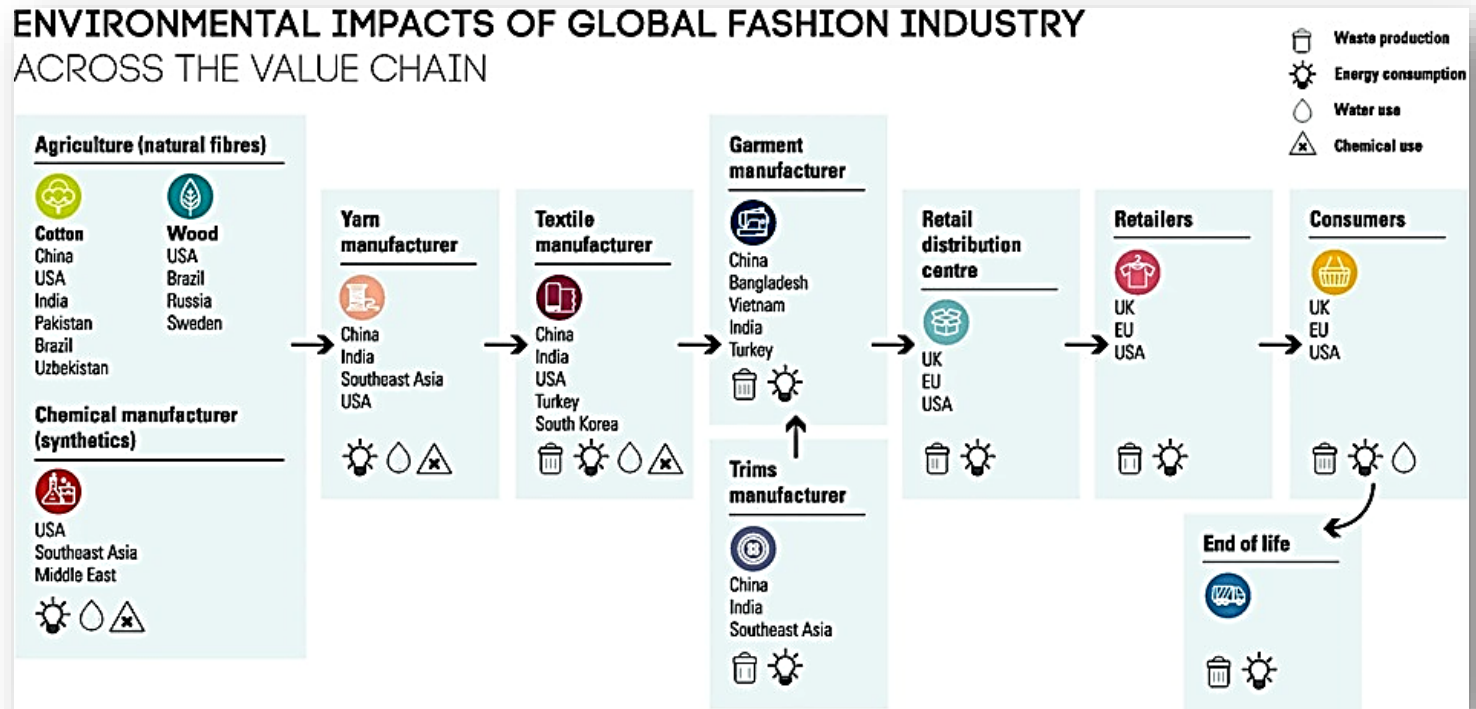


Figure 2: Environmental Impacts of the Global Fashion Industry
(Source: Niinimäki et al., 2020)

One notable incident highlighting the importance of addressing labour-related issues is the Rana Plaza collapse. The incident occurred in 2013 when a garment factory building in Bangladesh collapsed, resulting in the death of over 1,100 workers (Bick et al., 2018). The tragedy highlighted the fashion industry's unsafe working conditions and lack of labour rights.

While addressing such issues, sustainable fashion has emerged as a concept that considers social aspects, such as fair wages and good working conditions (Henninger et al., 2016). Sustainable fashion aims to assure consumers that their products are produced ethically and with social considerations (Henninger et al., 2016). Ethical fashion, which encompasses fair wages and ethical production, has gained attention in the industry (Joergens, 2006).

Understanding that consumer attitudes and behaviours significantly drive change in the fashion industry is essential. Studies worldwide have shown that consumers are increasingly concerned about sustainability and ethical considerations in their clothing choices (McNeill & Moore, 2015). Personal values and motivations influence consumers' decisions to engage in ethical fashion consumption (Manchiraju & Sadachar, 2014).

However, personal needs and preferences often precede ethical issues when purchasing fashion (Joergens, 2006). Major players in the fashion industry, from luxury brands to fast fashion retailers, recognize the importance of incorporating sustainable and ethical considerations into their supply chains (Cervellon & Wernerfelt, 2012). The shift towards sustainability and ethical production is driven by consumer demand and the need to address the industry's negative environmental and social impacts (Joy et al., 2012).

Education and awareness play a crucial role in promoting ethical fashion. Fashion ethics education is essential for young fashion designers and entrepreneurs to understand the significance of incorporating ethical values into their design and business practices (Tahalele, 2020). Additionally, knowledge sharing among green fashion communities online can contribute to spreading awareness and promoting sustainable practices (Cervellon & Wernerfelt, 2012).

1.3. Social and Ethical Impact of the Global Fashion Industry

The impact on labour rights in the industry extends beyond production. Aesthetic labour, which refers to performing appearance-related tasks, is prevalent in the fashion modelling industry (Entwistle & Wissinger, 2006). The labour conditions and experiences of workers, including female entrepreneurs and independent musicians, are shaped by gender, intersectionality, and precarity (Brydges & Hracs, 2019; Hracs & Leslie, 2013; Shade & Jacobson, 2015).

The fast fashion industry, characterized by its rapid production and consumption cycles, has been criticized for its negative environmental and social impacts (Bick et al., 2018).

Adverse publicity and awareness campaigns have highlighted fast fashion's working conditions and environmental issues (Roozen & Raedts, 2020). Industry, policymakers, consumers, and scientists are crucial in equitably promoting sustainable production and ethical consumption (Bick et al., 2018).

1.4. Emergence and Evolution of Sustainable Fashion

The origins of sustainable fashion can be traced back to the 1960s, when consumers first became aware of the environmental impact of clothing manufacturing and started demanding changes in industry practices (Henninger et al., 2016). The era began a movement towards more sustainable and ethical fashion practices.

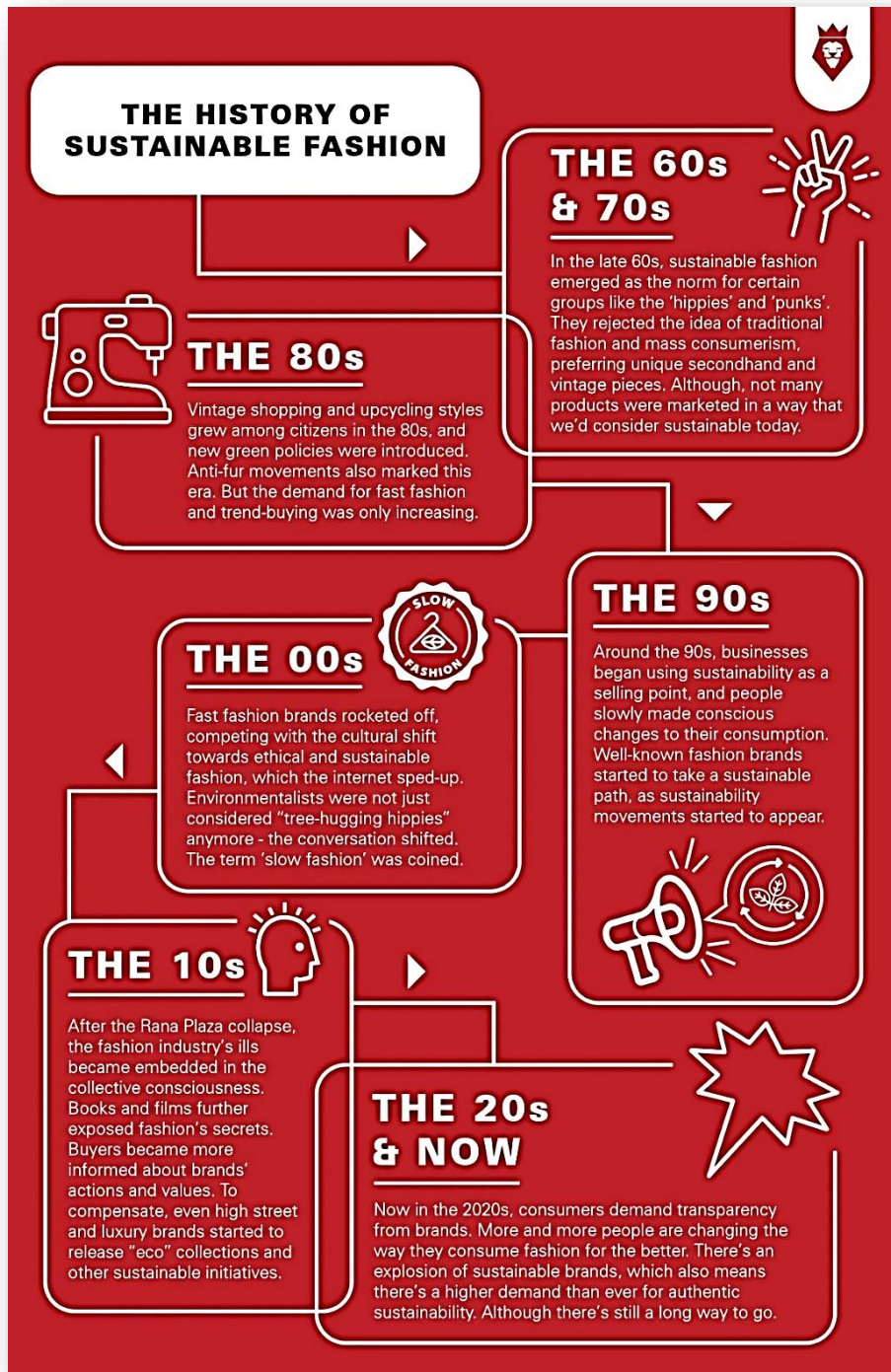
One of the early pioneers of sustainable fashion was the fashion designer and environmental activist Vivienne Westwood. She has advocated for sustainable fashion since the 1970s and has used her platform to raise awareness about the environmental and social issues associated with the fashion industry (Black, 2013). Westwood's commitment to sustainability has influenced many other designers and brands to adopt more sustainable practices.

Another notable pioneer is Stella McCartney, a fashion designer known for her commitment to sustainability and animal rights. McCartney has been at the forefront of the sustainable fashion movement, using innovative materials and production methods to create environmentally friendly and cruelty-free fashion (Black, 2013). Her brand (Chloé) has become a sustainable luxury symbol and inspired other designers to follow suit.

Several initial movements had a global impact in the early stages of the sustainable fashion movement. One of these movements is the slow fashion movement, which emerged as a response to the fast fashion industry's negative environmental and social impacts (Jung & Jin, 2014). Slow fashion promotes a more sustainable and ethical approach to fashion, focusing on quality over quantity and encouraging consumers to buy less and choose garments that are made to last

(Jung & Jin, 2014). This movement has gained traction globally and has influenced consumer behaviour and industry practices.

The rise of ethical and fair trade fashion has also influenced the sustainable fashion movement. Ethical fashion focuses on ensuring fair wages and safe working conditions for garment workers and minimizing environmental impact (Brito et al., 2008). Fairtrade fashion promotes transparency and accountability in the supply chain, ensuring that producers receive fair compensation for their work (Brito et al., 2008). These movements have raised awareness about the social and environmental issues in the fashion industry and have led to increased demand for sustainable and ethically produced clothing.



³Figure 3: The History of Sustainable Fashion

³ The image has been taken from a journal discussing the early years and evolution of sustainable fashion globally. The link to the journal is: <https://pomp.store/blogs/journal/the-history-of-sustainable-fashion>

The early movements in sustainable fashion had a global impact by raising awareness about the environmental and social issues in the fashion industry and influencing consumer behaviour. Consumers have become more conscious of their purchasing decisions and are demanding more sustainable and ethical options (Henninger et al., 2016), leading to the growth of the sustainable fashion market and new brands and initiatives prioritizing sustainability.

The global sustainable fashion industry has witnessed the emergence of several key players, brands, designers, and organizations that have pioneered sustainable practices and made significant contributions to the movement. These entities have demonstrated a commitment to environmental and social responsibility, inspiring others to follow suit. Some of these notable players and initiatives undertaken by them are:

- a. **Patagonia:** Patagonia has been a renowned outdoor clothing brand that has been pioneering sustainable practices for decades. The company has implemented various initiatives to reduce its environmental impact, such as using recycled materials, promoting fair trade, and advocating for environmental activism {Black (2013)}. Patagonia's "*Worn Wear*" program encourages customers to repair and reuse their clothing, promoting a circular economy and reducing waste.
- b. **Eileen Fisher:** Eileen Fisher is a fashion brand committed to sustainability and ethical practices. The company uses organic and recycled materials, minimizes waste, and supports fair labour practices (Lundblad & Davies, 2015). Eileen Fisher's "*Renew*" program allows customers to return their used garments, which are resold or upcycled into new designs.
- c. **Stella McCartney:** Stella McCartney and her brand (*Chloé*) is a luxury fashion brand at the forefront of sustainable fashion. The brand is committed to using

cruelty-free materials and avoiding fur and leather (Lundblad & Davies, 2015). Stella McCartney has pioneered innovative and sustainable materials, such as recycled polyester and regenerated cashmere. The brand's sustainability initiatives have set a benchmark for other luxury fashion houses.

- d. ***Fashion Revolution:*** Fashion Revolution is a global movement that aims to promote transparency and ethical practices in the fashion industry. The organization encourages consumers to ask brands, "*Who made my clothes?*" and advocates for *greater supply chain transparency* (Ritch, 2015). Fashion Revolution organizes events, campaigns, and initiatives to raise awareness about the social and environmental impacts of the fashion industry.
- e. ***The Sustainable Apparel Coalition (SAC):*** The SAC is an industry-wide initiative that brings together brands, retailers, manufacturers, and NGOs to promote sustainable practices in the apparel and footwear industry (Yang et al., 2017). The coalition has developed the Higg Index, a standardized measurement tool that assesses products and supply chains' environmental and social impacts. The SAC's efforts have helped drive industry-wide sustainability improvements.
- f. ***Levi's:*** Levi's, a well-known denim brand, has made significant strides in sustainability. The company has implemented *water-saving techniques* in its manufacturing processes, reduced chemical usage, and introduced sustainable materials like organic cotton and recycled denim (Yang et al., 2017). Levi's also offers a recycling program called "*SecondHand*" that allows customers to buy and sell pre-owned Levi's products.
- g. ***The Ellen MacArthur Foundation:*** The Ellen MacArthur Foundation is a global organization that promotes the transition to a circular economy. The foundation's "*Make Fashion Circular*" initiative in the fashion industry aims to eliminate waste

and pollution, keep products and materials in use, and promote responsible sourcing (Murzyn-Kupisz & Hołuj, 2021). The foundation collaborates with brands, policymakers, and innovators to drive systemic change in the fashion industry.

The above examples highlight key players and their initiatives in the sustainable fashion industry. Many other brands, designers, and organizations have contributed significantly to the movement. The collective efforts of these entities have helped raise awareness, drive innovation, and shape the future of sustainable fashion. In understanding the composition of the global sustainable fashion industry, it is essential to understand its global challenges.

The global sustainable fashion industry faces several challenges and criticisms that hinder its progress and impact. One of the challenges is the *lack of consensus and knowledge regarding sustainable design* (Hur & Cassidy, 2019). The lack of understanding and agreement on sustainable practices in fashion leads to difficulties in implementing sustainability measures and integrating them into the design process (Hur & Cassidy, 2019).

Additionally, there is a perceived trade-off between sustainability and other design criteria, such as aesthetic styles, costs, and fashion trends (Hur & Cassidy, 2019). This perception creates a barrier to adopting sustainable practices in the fashion industry (Hur & Cassidy, 2019).

Another challenge the sustainable fashion industry faces is *greenwashing* (Henninger et al., 2016). Greenwashing refers to making false or exaggerated claims about the environmental friendliness of products or practices (Henninger et al., 2016). This deceptive marketing tactic misleads consumers and undermines the credibility of genuine sustainable fashion initiatives (Henninger et al., 2016). Greenwashing poses a

significant challenge to the industry as it hinders progress towards true sustainability and confuses consumers trying to make informed choices (Henninger et al., 2016).

Affordability is another hurdle for global sustainable fashion. Sustainable fashion items are often perceived as more expensive than conventional fashion products (Joy et al., 2012). This perception creates a barrier for consumers who may be interested in supporting sustainable fashion but are deterred by the higher prices (Joy et al., 2012). The challenge lies in making sustainable fashion more accessible and affordable to a broader range of consumers without compromising ethical and environmental standards (Joy et al., 2012).

Scalability is a critical challenge for the global sustainable fashion industry (Shen, 2014). The industry needs to scale up its sustainable practices and production methods to impact the environment and society significantly (Shen, 2014).

However, scaling up sustainable fashion is not a straightforward task. It requires changes in the entire fashion supply chain, from sourcing sustainable materials to implementing ethical production practices (Shen, 2014). The challenge lies in finding scalable solutions that fashion brands of all sizes can adopt.



Figure 4: Challenges of the Global fashion Industry
 (Source: unicommerce, <https://unicommerce.com/blog/apparel-industry-challenges-solutions/>)

1.5. The Indian Fashion Industry: Sarees to Sustainable Attires

The Historical and Cultural Tapestry of Indian Fashion is a fascinating subject that showcases the rich heritage and diversity of Indian fashion. Indian fashion has a long and storied history, deeply rooted in tradition and innovation (Patel, 2016). The unique identity of the Indian fashion industry is characterized by heavily embellished traditional styles rather than Western-style cuts and designs (Khaire, 2011). This distinctive style has been shaped by the actions of early entrepreneurs who sought to preserve and promote traditional Indian crafts (Khaire, 2011).

Over the years, Indian fashion has evolved and adapted to changing global trends and influences. The process of globalization has played a significant role in shaping the field of Indian fashion (Khaire & Hall, 2016). The influence of international fashion trends is gaining prominence among Indian consumers, alongside the enduring popularity of traditional clothing (Khare et al., 2011). The Indian fashion industry has also witnessed the emergence of high-end fashion brands that cater to the growing demand for luxury fashion (Khaire, 2013).

India's cultural and social context has also influenced the development of Indian fashion. The diverse cultural heritage of India has contributed to creating a local fashion that draws inspiration from traditional clothing and local craftsmanship (Ramón-Cardona et al., 2022).

Additionally, factors such as gender and age have been found to influence fashion clothing involvement among Indian consumers (Handa & Khare, 2011; Khare et al., 2012). The influence of collective self-esteem and normative values also shape fashion clothing involvement among Indian women (Khare et al., 2012; Khare et al., 2012).

The Indian fashion industry is not only a reflection of cultural and historical influences but also a driver of economic growth. The industry has experienced significant growth in recent years, contributing to the country's overall economic development (Pooranam, 2019). The rise of social media has also had a transformative impact on the fashion industry, empowering underrepresented fashion consumers and promoting diversity and inclusivity (Cavusoglu & Atik, 2021).

The historical and cultural tapestry of Indian fashion is a complex and multifaceted subject. It encompasses the preservation of traditional crafts, the influence of globalization, the emergence of luxury fashion brands, and the impact of cultural and social factors on fashion clothing involvement.

Traditional attire in India reflects the country's diverse cultural heritage and is characterized by its unique styles and designs (Patel, 2016). Traditional garments such as sarees, salwar kameez, and lehengas hold immense cultural significance and are worn on various occasions, including weddings, festivals, and religious ceremonies.

Regional variations play a significant role in Indian fashion, with each region having its distinct style and clothing traditions (Khaire, 2013). The diversity of India is reflected in the clothing choices of its people, with different states and communities having their traditional garments and weaving techniques. The vibrant and colourful *Bandhani and Bandhej textiles of Rajasthan*, the intricate *Kanjevaram silk sarees of Tamil Nadu*, and the elegant *Phulkari embroidery of Punjab* are just a few examples of the regional variations in Indian fashion (Khaire, 2013).

Craftsmanship is a cornerstone of Indian fashion, with skilled artisans and craftsmen playing a vital role in creating exquisite garments (Patel, 2016). The craftsmanship in Indian fashion passes through generations, with techniques and skills being preserved and honed over time. Artisans specialize in various crafts such as embroidery, weaving, block printing, and handloom, each contributing to the rich tapestry of Indian fashion.

The evolution of Indian fashion has been influenced by various factors, including globalization and the integration of Western influences (Khaire & Hall, 2016). The fashion industry in India has embraced innovation while staying rooted in its traditional aesthetics. Designers and fashion entrepreneurs have played a crucial role in promoting Indian fashion globally and showcasing the country's rich cultural heritage.

Fusing traditional elements with contemporary designs has resulted in India's unique and diverse fashion landscape (Khaire & Hall, 2016).

Indian fashion is not just about clothing; it reflects cultural values, social norms, and individual identities. It is influenced by consumers' susceptibility to interpersonal influence, collective self-esteem, and age (Khare et al., 2011).

Women, in particular, play a significant role in shaping fashion clothing involvement, with their choices and preferences influenced by normative and informative values (Khare et al., 2012; Khare et al., 2012).

Traditional garments and craftsmanship showcase the rich cultural heritage of India, while regional variations add depth and uniqueness to Indian fashion. The fusion of tradition and innovation, along with the influence of globalization, has shaped the contemporary Indian fashion industry. The industry recognizes the

importance of cultural values and individual identities in fashion choices, leading to the development of inclusive and diverse fashion offerings for Indian consumers.

The socio-cultural significance of various traditional fashion elements in the historical and cultural tapestry of Indian fashion is a topic of great importance. Traditional fashion elements hold deep cultural and symbolic meanings, reflecting the values, beliefs, and identities of different communities in India.

Traditional attires carry immense socio-cultural significance in Indian fashion. These garments are not just clothing items but are symbols of tradition, femininity, and grace. They are worn on special occasions and celebrations, representing cultural heritage and regional identities.

Religious customs, social norms, and personal preferences often influence the choice of traditional attire. The intricate craftsmanship, vibrant colours, and unique designs of traditional garments contribute to their cultural significance and make them highly valued in Indian fashion.

Regional variations in traditional fashion elements further highlight the diverse cultural landscape of India. Each region in India has its distinct clothing style, reflecting the local traditions, customs, and climate, showcasing India's cultural diversity and serving as a means of cultural expression and identity.

Skilled artisans and craftsmen are crucial in creating intricate designs, embroidery, and handcrafted details on traditional garments. The craftsmanship involved in traditional fashion elements is a form of artistic expression and a means of preserving cultural heritage and supporting local livelihoods.

The socio-cultural significance of traditional fashion elements extends beyond clothing. It encompasses the preservation of cultural knowledge, the promotion of sustainable practices, and the celebration of indigenous identities

(Theodossopoulos, 2012). Traditional fashion elements are often deeply rooted in local ecosystems, using natural materials and dyes sourced from the environment (Pandey et al., 2022). This connection to nature and sustainable practices aligns with the growing global interest in ethical and eco-friendly fashion.

Furthermore, traditional fashion elements serve as a means of cultural representation and empowerment (Theodossopoulos, 2012). They provide a platform for marginalized communities to showcase their heritage, challenge stereotypes, and assert their cultural identities (Theodossopoulos, 2012). Traditional fashion elements can also be a source of pride and self-expression, allowing individuals to connect with their roots and preserve their cultural heritage (Das & Mishra, 2021). This way, traditional fashion elements promote cultural diversity, inclusivity, and social cohesion.

Nevertheless, the socio-cultural significance of various traditional fashion elements in the historical and cultural tapestry of Indian fashion is multifaceted. Traditional attire, regional variations, and craftsmanship hold deep cultural meanings, reflecting the values, beliefs, and identities of different communities in India. The elements contribute to celebrating cultural diversity, sustainable practices, and promoting inclusivity in the Indian fashion landscape.

1.6. Colonization and Indian Fashion

During British colonial rule, Indian fashion underwent significant changes due to the introduction of Western styles and influences (Khare, 2014). The British brought their fashion sensibilities, gradually influencing the clothing choices of the Indian elite and urban population (Khare, 2014). Western clothing styles, such as suits and dresses, started to gain popularity among certain sections of Indian society, particularly those who aspired to adopt Western lifestyles and conform to colonial fashion standards. (Khare, 2014).

The colonial presence also impacted the production and consumption patterns of Indian fashion. The establishment of British colonial rule brought about changes in the textile industry, with the introduction of mechanized production methods and the decline of traditional handloom weaving (Eckhardt & Mahi, 2004).

The British promoted the export of Indian textiles to meet the demands of the global market, leading to the commercialization and commodification of Indian fabrics (Eckhardt & Mahi, 2004). This shift in production methods and market dynamics had far-reaching consequences for the traditional craftsmanship and artisans involved in the textile industry (Eckhardt & Mahi, 2004).

Furthermore, the colonial presence influenced the perception and valuation of Indian fashion. The British colonial administration shaped the discourse around Indian fashion, often portraying it as exotic and inferior to Western fashion (Jacobs, 2021).

The perception of Indian fashion as "other" and less sophisticated than Western fashion contributed to the marginalization of indigenous styles and designs (Jacobs, 2021). The colonial gaze and the imposition of Western beauty and fashion

standards created a hierarchy that devalued traditional Indian fashion (Jacobs, 2021).

However, the colonial influence on Indian fashion was not limited to clothing choices but extended to constructing identity and cultural representation. The British colonial administration sought to categorize and classify Indian society based on caste, religion, and ethnicity, which had implications for how fashion was perceived and practised (Sultan, 2019).

The colonial rulers propagated a developmental narrative that portrayed Indian culture as backward and needing Western influence and modernization (Sultan, 2019). The narrative influenced the perception of Indian fashion as traditional and regressive, reinforcing that Western fashion was superior and more progressive (Sultan, 2019).

The colonial presence also impacted the preservation and promotion of Indian cultural heritage. The British colonial administration played a role in preserving historical sites and artefacts, often considering them part of India's heritage (Sengupta, 2017). However, this preservation was often carried out from a colonial perspective, with the British acting as custodians of Indian heritage until Indians were deemed capable of appreciating their history and heritage (Sengupta, 2017).

The approach to heritage preservation reflected the colonial power dynamics and the imposition of Western notions of heritage on Indian culture (Sengupta, 2017). The impact of colonialism on Indian fashion highlights the complex dynamics of power, identity, and cultural representation in the context of colonial rule.

The amalgamation of Indian and Western styles during the colonial era significantly impacted Indian fashion. The British colonial presence introduced Western clothing styles, such as suits, dresses, and tailored garments, which gradually influenced the lifestyle of the Indian elite and urban population (Patel, 2016). Adopting Western styles was often seen as a symbol of modernity and social status, as individuals aspired to conform to colonial standards of fashion (Patel, 2016).

Further, amalgamating Indian and Western styles has resulted in a unique fashion aesthetic that blended traditional Indian elements with Western influences. The fusion of styles gave rise to new forms of clothing, such as the Indo-Western fusion outfits, which combined Indian textiles, embroidery, and silhouettes with Western cuts and designs (O'Cass, 2004).

The influence of colonial rule on Indian fashion extended beyond clothing choices. The colonial administration shaped the discourse around fashion and beauty standards, often promoting Western ideals as superior and desirable (Handa & Khare, 2011). Such influence has led to a shift in perceptions of fashion, with Western brands and styles associated with prestige and modernity (Handa & Khare, 2011).

The amalgamation of Indian and Western styles also affected the fashion industry and marketing practices. The emergence of Western-style fashion magazines and advertising campaigns during the colonial era contributed to disseminating Western fashion ideals and trends (Khare, 2014). The fashion industry adapted to these changing dynamics, incorporating Western marketing strategies and branding techniques to appeal to Indian consumers (Khare, 2014).

However, it is essential to note that the amalgamation of Indian and Western styles during the colonial era was not one-sided. Indian fashion also influenced Western fashion to some extent. Elements of Indian fashion, such as vibrant colours, intricate embroidery, and unique textiles, found their way into Western fashion, contributing to a cross-cultural exchange of ideas and aesthetics (Khare & Rakesh, 2010).



Figure 5: Rich Indian Cultural Heritage
(Femina Beauty Pageant)
<https://www.femina.in/beauty-pageants/miss-india/diversity-culture-and-artistry-the-pillars-of-indian-fashion/articleshow/91122730.cms>

The production of fabrics such as khadi, silk, and cotton has characterized the historical textile industry in India. These fabrics hold immense cultural and economic significance and have played a crucial role in shaping India's textile heritage.

Khadi, a hand-spun and hand-woven fabric, holds a special place in India's history and is closely associated with the Indian independence movement led by Mahatma Gandhi (Coghlan, 2019). Khadi represents self-reliance, sustainability, and the promotion of rural livelihoods. It became a symbol of resistance against British colonial rule and a means of economic empowerment for rural communities (Coghlan, 2019). The production of khadi involves traditional spinning and weaving techniques, preserving the craftsmanship and heritage of Indian textiles (Coghlan, 2019).

Silk is another fabric that has a long-standing tradition in India. India is known for its exquisite silk production, with regions like Varanasi, Kanchipuram, and Mysore renowned for their silk-weaving traditions (Mukherjee & Chanda, 2016). Silk fabrics are highly valued for their lustrous appearance, intricate designs, and luxurious feel. The silk industry has been a significant source of employment and income generation, particularly for artisans and weavers (Mukherjee & Chanda, 2016).

Cotton, often called the "fabric of India," has been a staple in the country's textile industry for centuries. India has a rich cotton cultivation and weaving history, with regions like Gujarat, Maharashtra, and Tamil Nadu producing significant cotton centres (Mukherjee & Chanda, 2016). *Cotton fabrics* are known for their comfort, breathability, and versatility. The cotton textile industry has significantly contributed to India's Economy and has played a crucial role in

providing employment opportunities, particularly in rural areas (Mukherjee & Chanda, 2016).

The craftsmanship in producing these fabrics is a testament to India's rich textile heritage. Artisans and weavers have honed their skills over generations, passing down traditional techniques and designs. The intricate handloom weaving, block printing, and embroidery techniques used in producing these fabrics showcase the craftsmanship and artistry of Indian artisans (Dong et al., 2016). These techniques add beauty and uniqueness to the fabrics and contribute to the preservation of traditional textile practices.

The historical textile industry in India has faced various challenges and transformed over time. The impact of colonial rule, technological advancements, and globalization has influenced the industry's dynamics (Tewari, 2006). The introduction of Western textile machinery during the colonial era disrupted traditional handloom weaving practices (Malik, 2015). The liberalization of trade and economic reforms in the 1990s brought opportunities and challenges for the textile industry, leading to changes in production processes, market dynamics, and global competitiveness (Ghosh, 2013).

There has been a growing focus on sustainable and eco-friendly practices in the textile industry in recent years. The demand for organic and natural fabrics has increased, leading to a resurgence of traditional techniques and natural dyeing processes (Sannapamma et al., 2022). The revival of handloom weaving and the promotion of sustainable fashion have gained momentum, with organizations and designers working to preserve traditional textile practices and support artisan communities (Tewari, 2006).

Fabrics like khadi, silk, and cotton have shaped the historical textile industry in India. These fabrics hold cultural significance and have contributed to India's textile heritage. The craftsmanship involved in their production reflects the skill and artistry of Indian artisans.

The industry has faced various challenges and transformations, but efforts are being made to preserve traditional techniques, promote sustainability, and support artisan communities. The historical textile industry continues to be an integral part of India's cultural identity and economic development.

Exploring traditional craftsmanship, including weaving, dyeing, and embroidery techniques, and their relevance in contemporary fashion is significant in the textile industry. Traditional craftsmanship techniques, such as weaving, dyeing, and embroidery, have been integral to the textile industry in India for centuries. These techniques have been passed down through generations, preserving the rich heritage and cultural identity of Indian textiles (Brun & Castelli, 2013).

Weaving involves the interlacing of yarns to create fabrics, and it is a skill that requires precision and expertise (Brun & Castelli, 2013). Dyeing techniques, both natural and synthetic, add colour and vibrancy to the fabrics, while embroidery adds intricate designs and embellishments (Brun & Castelli, 2013).

In contemporary fashion, traditional craftsmanship techniques continue to play a vital role. Many designers and brands incorporate these techniques into their collections, recognizing their cultural significance and unique aesthetic appeal. Handloom fabrics, natural dyes, and intricate embroidery add authenticity and craftsmanship to the garments (Brun & Castelli, 2013). These techniques also contribute to fashion's sustainability and ethical aspects, as they often involve

artisanal communities and promote the use of natural materials (Brun & Castelli, 2013).

The relevance of traditional craftsmanship in contemporary fashion extends beyond aesthetics. It represents a connection to cultural heritage and a celebration of indigenous skills and knowledge. By incorporating traditional techniques, designers and brands can create garments that tell stories, preserve traditions, and support artisan communities (Brun & Castelli, 2013). This approach fosters a sense of cultural appreciation and promotes diversity and inclusivity in the fashion industry.

Moreover, traditional craftsmanship techniques offer opportunities for innovation and experimentation. Designers often combine traditional techniques with modern materials and technologies to create unique and contemporary designs.

However, it is essential to address the challenges faced by traditional craftsmanship in the modern textile industry. Globalization, mass production, and changing consumer demands have pressured traditional artisans and their livelihoods (Huang et al., 2021). Efforts are needed to provide support, training, and market access to artisans to ensure the preservation and sustainability of traditional craftsmanship (Huang et al., 2021).

Therefore, traditional craftsmanship techniques, including weaving, dyeing, and embroidery, hold immense relevance in contemporary fashion. Preserving and promoting traditional craftsmanship is necessary to ensure its continued relevance and contribution to the fashion industry.

1.7. Modernization and Globalization of Indian Fashion

The modernization and globalization of Indian fashion have led to a significant transition from traditional attire to modern clothing in India. This shift is influenced by various factors that have shaped the fashion landscape in the country.

One of the key factors influencing the transition to modern attire in India is the impact of *globalization*. With the liberalization of the Indian Economy and the opening of markets to foreign brands, international fashion brands have increased their availability in the country (Khare et al., 2011).

The same has exposed Indian consumers to new styles, trends, and designs, leading to a desire for modern clothing that aligns with global fashion standards (Khare & Rakesh, 2010). The influence of global self-identity and cosmopolitanism has also played a role in shaping Indian consumers' involvement in fashion and clothing (Khare, 2013). The presence of global brands in India has had a substantial effect on the lifestyle of the people in the country (Mathew & Pandya, 2022).

Another factor contributing to the transition to modern attire is *the influence of interpersonal relationships and social norms*. Indian consumers' susceptibility to interpersonal influence, collective self-esteem, and age have been found to impact their involvement in fashion and clothing (Khare et al., 2011). The changing dynamics of social interactions and the desire to conform to societal expectations have led to a shift towards modern clothing choices (Handa & Khare, 2011). Additionally, the practice of dowry in India, despite modernization and women's increasing role in the market economy, has contributed to the adoption of modern attire as a symbol of status and materialism (Srinivasan & Lee, 2004).

The advancement of technology and the decline of traditional craft practices have also played a role in the transition to modern attire. With globalization and technological advancements, traditional craft practices in India have been rapidly declining (Deepshikha & Yammiyavar, 2019). The decline has led to a shift towards modern clothing that is mass-produced and easily accessible.

The value of fast fashion, characterized by quick response, enhanced design, and strategic consumer behaviour, has also influenced the adoption of modern attire in India (Cachon & Swinney, 2011). Affordable and trendy clothing options have made modern attire accessible to a broader population.

Furthermore, changing gender roles and women's empowerment have contributed to India's transition to modern attire. As women's societal roles have evolved, their attitudes towards fashion and clothing have also changed (Kothawale et al., 2010).

The increasing participation of women in the workforce and their desire for self-expression have led to a shift towards modern clothing choices that reflect their independence and individuality (Sproesser et al., 2022). The influence of media and fashion education has also shaped the perception of modern attire as a symbol of style and fashion trends (Dutta, 2010).

Therefore, the transition from traditional to modern attire in India has been influenced by various factors. As India continues to modernize and embrace global influences, the fashion landscape in the country is likely to evolve further, reflecting the changing preferences and aspirations of Indian consumers.

It is interesting to know that the impact of global trends and Westernization on Indian fashion has significantly shaped the transition to modern attire. The influence of Western luxury brands and the acceptance of global brands among

Indian consumers have played a role in this transition (Kautish et al., 2020). The availability of global brands in the Indian market has exposed consumers to new styles and fashion trends, leading to a desire for modern clothing that aligns with international standards (Kautish et al., 2020).

Furthermore, the globalization of the fashion industry has led to innovation and changes in the production field of Indian fashion (Khaire & Hall, 2016). Adopting global practices and technologies has facilitated the growth of the Indian fashion industry and the production of modern attire (Khaire & Hall, 2016).

One would also note that the struggle between the real and ideal in fashion is evident in the impact of global trends and Westernization on Indian fashion (Nagar & Virk, 2017). The Spread of global media and the homogenization of beauty standards have influenced the perception of fashion and beauty among non-Western countries, including India (Nagar & Virk, 2017).

The concept of *fashion self-congruity*, which refers to the alignment between an individual's self-image and fashion choices, has also been influenced by global trends and Westernization (Anand & Kaur, 2018). Exposure to Western fashion through media and the internet has increased interaction between Indians and Westerners, leading to the adoption of Western products and individualistic philosophies (Anand & Kaur, 2018). The same has influenced the fashion choices of Indian consumers, as they seek to express their identity and conform to global fashion trends (Anand & Kaur, 2018).

In the context of luxury fashion, the assessment of "luxuriousness" among Indian consumers has been compared between Indian and Western luxury brands (Devanathan, 2019). The study found that Indian brands in the same product category were perceived as more luxurious than Western brands attempting to

occupy the luxury space (Devanathan, 2019). Henceforth, this indicates the influence of Indian values and cultural context in shaping the perception of luxury fashion and the impact of Western brands on the Indian market (Devanathan, 2019).

The acceptance of global brands, the influence of Western luxury brands, and the integration of Western practices in the fashion industry have shaped the fashion landscape in India. However, what is interesting is the fact that the impact of global trends and Westernization on Indian fashion is a complex and multifaceted phenomenon that continues to shape the fashion choices and preferences amongst Indian consumers.

1.8. Sustainability in Fashion: The Indian Context

Sustainability in the fashion industry has become a pressing concern in recent years, with a growing emphasis on ethically sound production and environmentally friendly practices (McNeill & Moore, 2015). In the Indian context, there is a surge in demand for sustainable fashion products due to increased consumer awareness (Nautiyal & Atre, 2022). Traditional practices in Indian fashion have long been associated with sustainability, as they often involve using natural materials, traditional production techniques, and a focus on longevity and durability (Henninger et al., 2016).

One aspect of traditional practices in Indian fashion that contributes to sustainability is *using natural materials*. Traditional Indian textiles are often made from natural fibres such as cotton, silk, and wool, which have a lower environmental impact than synthetic materials (Brown & Vacca, 2022). These natural fibres are biodegradable and renewable, making them a more sustainable choice (McNeill & Moore, 2015). Additionally, traditional dyeing techniques in

India often utilize natural dyes derived from plants, which are less harmful to the environment than synthetic dyes (Gurova & Morozova, 2016).

Another sustainable aspect of traditional Indian fashion is the emphasis on *craftsmanship and skill*. Traditional artisans in India have honed their craft over generations, passing down knowledge and techniques prioritizing quality and longevity (Brown & Vacca, 2022).

The focus on craftsmanship promotes producing high-quality garments designed to last, reducing the need for frequent replacements and minimizing waste (Henninger et al., 2016). Furthermore, traditional production techniques often involve hand weaving and hand embroidery, which have a lower carbon footprint than mechanized processes (Wood & Redfern, 2022).

In recent years, India has shifted towards slow fashion practices aligning with sustainable fashion principles. Slow fashion emphasizes the importance of ethical production, fair wages for workers, and sustainable materials (Chon, 2021).

This movement seeks to empower workers throughout the supply chain, incorporate traditional production techniques, and utilize upcycling and recycling to reduce waste (Henninger et al., 2016). By embracing slow fashion, Indian fashion brands and designers can promote sustainability while preserving traditional practices and supporting local artisans (Chon, 2021).

It is worth noting that the concept of sustainable fashion in India has challenges. The fast fashion industry, characterized by rapid production and consumption, still dominates the market and threatens sustainable practices (McNeill & Moore, 2015). However, there is a growing awareness among Indian consumers, particularly millennials, about the environmental and social impact of fast fashion, leading to a shift in consumption behaviour towards more sustainable

options (Jain & Jham, 2020). The change in consumer attitudes drives the demand for sustainable fashion products and encourages brands to adopt more sustainable practices (Nautiyal & Atre, 2022).

Indians Have a Penchant for Sustainability

Share of respondents purchasing sustainable fashion*



* e.g. fair trade, lower CO₂ emissions, use of sustainable materials
1,000 respondents (16+ y/o) surveyed per country; Feb. 2021
Source: Statista Consumer Insights

Figure 6: Sustainability In India

(Source Statista, <https://www.statista.com/chart/29693/sustainable-fashion-purchasers/>)

While challenges remain, there is a positive shift in consumer attitudes towards sustainable fashion in India, driving the demand for more sustainable options and encouraging brands to adopt sustainable practices.

The rise of sustainable fashion in modern India can be attributed to various factors. Firstly, there is *an increased awareness among consumers about the environmental and social impact of the fashion industry* (Henninger et al., 2016).

Consumers, especially the new affluent generations, are becoming more socially and environmentally conscious, leading to higher expectations for fashion brands to be sustainable and ethical in their production processes (Gazzola et al., 2020). The shift in consumer behaviour is driving the demand towards sustainable fashion products.

In addition to the above, the COVID-19 pandemic has also played a role in accelerating the adoption of sustainable practices in the fashion industry. The crisis highlighted the vulnerabilities and unsustainability of the global fashion supply chain, leading to a reevaluation of production and consumption patterns (Filho et al., 2022). The pandemic prompted fashion brands to rethink their strategies and prioritize sustainability, including using eco-friendly materials, circular economy practices, and local sourcing (Filho et al., 2022).

Education and awareness initiatives have also contributed to the rise of sustainable fashion in India. Fashion design education increasingly incorporates sustainability principles, equipping future designers with the knowledge and skills to create environmentally friendly and socially responsible fashion (Murzyn-Kupisz & Hołuj, 2021). Furthermore, social media platforms have become

powerful tools for engaging consumers with sustainable fashion, allowing brands to showcase their sustainable practices and products (Testa et al., 2021).

The concept of *slow fashion* has gained traction in India, promoting a more sustainable and ethical approach to fashion consumption (Jung & Jin, 2014). Slow fashion emphasizes quality over quantity, encourages mindful consumption, and supports local artisans and traditional craftsmanship (Jung & Jin, 2014). This movement aligns with cultural sustainability in fashion, which values the preservation of traditional craft and sustainable development models (Brown & Vacca, 2022).

Circular Economy is another crucial aspect of sustainable fashion in modern India. The fashion industry is increasingly exploring circular economy practices, such as recycling, upcycling, and extending the lifespan of garments through rental and second-hand markets (Thinakaran et al., 2023). The abovementioned practices aim to minimize waste, reduce resource consumption, and create a more sustainable and circular fashion system (Thinakaran et al., 2023).

Developments like the ones discussed above reflect a growing commitment to sustainability and ethical practices in the Indian fashion industry. The fashion industry embraces sustainability and tries to bring change; adopting sustainable fashion in India presents challenges and opportunities.

One of the main challenges in adopting sustainable fashion is the *dominance of fast fashion*. Fast fashion brands prioritize low-cost production, quick turnaround times, and frequent product turnover, often at the expense of environmental and social sustainability McNeill & Moore (2015). The fast fashion conundrum challenges shifting consumer behaviour towards more sustainable alternatives.

Additionally, consumers may perceive that sustainable fashion is expensive or lacks style, hindering its adoption (Lundblad & Davies, 2015).

Another challenge is *the lack of awareness and education about sustainable fashion*. Many consumers and industry stakeholders may not fully understand the environmental and social impact of the fashion industry or the benefits of sustainable practices (Stephens et al., 2008). There is a need for increased education and awareness initiatives to bridge this knowledge gap and promote the adoption of sustainable fashion.

The complex and globalized nature of the fashion supply chain also presents challenges. The fragmented nature of the supply chain makes it difficult to trace and monitor the environmental and social impact of each stage of production (Ertekin & Atik, 2014). Ensuring transparency and accountability throughout the supply chain is crucial for sustainable fashion practices. Additionally, the fashion industry is highly dependent on natural resources, such as water and energy, which poses challenges in resource management and reducing environmental impact (Gander, 2018).

However, despite these challenges, there are significant opportunities for adopting sustainable fashion in India. One opportunity lies in the growing consumer demand for sustainable products. As consumers become more aware of the environmental and social impact of the fashion industry, there is an increasing willingness to support sustainable brands and make more conscious purchasing decisions (Stephens et al., 2008). This demand can drive the growth of sustainable fashion and create market opportunities for brands that prioritize sustainability.

The rise of digital platforms and social media also presents opportunities for promoting sustainable fashion. Social media platforms allow brands to engage directly with consumers, showcase their sustainable practices, and educate consumers about the benefits of sustainable fashion (Saha et al., 2021). Influencers and celebrities who promote sustainable fashion can also play a significant role in driving consumer awareness and adoption.

Collaboration and knowledge sharing among industry stakeholders are essential for successfully adopting sustainable fashion. By working together, brands, manufacturers, suppliers, and policymakers can share best practices, develop sustainable supply chain models, and create industry-wide standards and certifications (Saha et al., 2021).

Collaboration can also lead to innovations in materials, production processes, and business models that support sustainability. The circular Economy presents another opportunity for sustainable fashion in India. Adopting circular economy principles, such as recycling, upcycling, and extending the lifespan of garments, can reduce waste, conserve resources, and create a more sustainable and circular fashion system (Jain & Malhotra, 2020). Embracing Circularity can also open up new business models, such as rental and second-hand markets, which cater to the growing demand for sustainable fashion alternatives (Miotto & Youn, 2020).

1.9. Generation Y: The Pivotal Demographic

Generation Y, also known as "*the Millennials*", is a pivotal demographic that has garnered significant attention in recent years. This generation, born between the early 1980s and the mid-1990s, is characterized by unique

psychographic characteristics and values that distinguish them from previous generations (Kwok, 2012).

One of the defining characteristics of Generation Y is their *emphasis on work-life balance, career development, and lifestyle choices* (Cennamo, 2008). They value the ability to have fulfilling personal lives while also pursuing their professional goals. The characteristics contrast with those of previous generations, such as the Baby Boomers, who may have prioritized work over personal life (Cennamo, 2008). Generation Y also values experiences like travel and exploration, which aligns with their desire for personal growth and development (Cennamo, 2008).

Regarding consumer behaviour, Generation Y is a diverse group with varying attitudes and behaviours (Noble et al., 2009). While researchers earlier treated them as a homogeneous group, it is essential to recognize significant variability in their psychographics, including values, goals, and beliefs (Berg et al., 2016). Therefore, marketers and organizations must understand the psychographic characteristics of their target audience within Generation Y to tailor their strategies effectively (Plessis, 2011).

Generation Y is known for being socially conscious and environmentally aware (Eastman & Li, 2012). They are more comfortable with multiculturalism and are more likely to prioritize sustainability and ethical consumption practices (Eastman & Li, 2012; Bulut et al., 2017). The above aligns with their desire to positively impact the world and contribute to causes they believe in (Bulut et al., 2017).

In the workplace, Generation Y has been described as having different work values and expectations than previous generations (Cennamo, 2008; Kwok, 2012).

They value flexibility, autonomy, and a collaborative work environment (Cennamo, 2008). They seek meaningful work that aligns with their values and allows personal growth and development (Kwok, 2012). This generation also values feedback and recognition for their contributions (Solnet & Hood, 2008). Therefore, managers and organizations must understand these characteristics to attract, retain, and motivate Generation Y employees (Solnet & Hood, 2008).

1.10. Characteristics of Generation Y in India

Various factors, including genetic heritage, consumer behaviour, career attitudes, and technological proficiency, characterize GenY in India.

Genetic studies explain that the heritage of the earliest settlers in India persists in both tribal and caste populations (Kivisild et al., 2003). The major Indian Y-chromosomal haplogroups found in castes and tribal populations are H, L, and R2 (Kivisild et al., 2003). These genetic characteristics reflect the diverse ethnic groups and caste systems present in India.

In terms of consumer behaviour, GenY in India exhibits specific characteristics. They have high disposable incomes and are motivated by subjective norms and beliefs when purchasing luxury (Jain & Khan, 2017; Jain, 2020).

They are also socially conscious and value environmental sustainability (Hanson-Rasmussen & Lauver, 2018; Muralidharan et al., 2015). Additionally, GenY in India prefers experiential tourism and values the scenic beauty of destinations (Bruwer & Rueger-Muck, 2018).

GenY in India has distinct attitudes and outcome behaviours in the career domain. They are driven by passion and seek meaningful work that aligns with their values (Gulyani & Bhatnagar, 2017). They value feedback, recognition, and a

collaborative work environment. Understanding these career attitudes is crucial for employers and organizations to engage and retain GenY employees effectively.

Technologically, GenY in India is known for its proficiency in using the internet and mobile technology (Varshney et al., 2014). This generation is often called "*digital natives*" and is highly proficient in using social media and mobile technology. The ownership of mobile technology by the Indian government can signal a positive, trustworthy reputation for India's Ministry of Health and Family Welfare (Fletcher-Brown et al., 2020).

Furthermore, adopting blockchain technology in the Indian banking industry poses challenges that must be addressed (Khanna & Haldar, 2022). They are digital natives and have been exposed to technology early on. This technological proficiency affects their communication behaviours, information-sharing practices, and online purchasing decisions.

Regarding the economic context, India's economic situation is influenced by various factors. The country has experienced an economic slowdown, compounded by the collapse of global oil prices and the erosion of global energy demand Stephan et al. (2022). However, India also possesses a large pool of talented individuals from GenY, which can improve the country's economic situation and provide human resources for developing nations (Sinha & Vispute, 2022).

Socially, it is crucial to consider India's cultural and demographic aspects. India has a diverse population with different ethnic groups and caste systems. Genetic studies have shown that upper-caste populations in North India are genetically closer to each other than those in South India (Basu et al., 2003). GenY in India is also known for having high disposable incomes (Jain, 2020). This socio-

economic condition influences consumer behaviour, including their purchasing intentions for luxury goods (Jain & Khan, 2017).

The above discussion clearly explains that Generation Y in India exhibits distinct characteristics regarding genetic heritage, consumer behaviour, career attitudes, and technological proficiency. They reflect the diverse ethnic groups and caste systems present in India. GenY in India has high disposable incomes, values subjective norms and beliefs in luxury purchase decisions, and is socially conscious.

They seek meaningful work, value feedback and recognition, and are technologically proficient. Understanding these characteristics is crucial for various stakeholders, including marketers, employers, and policymakers, to effectively engage and cater to the needs of GenY in India. Therefore, understanding the above factors is particularly crucial for the scope of this research study.

The generation of the Millennials has been a topic of understanding. Multiple researchers talk about Generation Y's influence and trends in fashion and lifestyle. The insights drawn from all the research done so far highlight the diverse attitudes, behaviours, and influences that shape Generation Y's fashion and lifestyle trends. Hence, marketers and businesses must understand these trends to effectively engage with and cater to the preferences of Generation Y consumers. Some of the critical observations are mentioned below:

- Generation Y consumers have diverse decision-making styles influenced by socialization agents such as family, peers, school, and mass media (Bakewell & Mitchell, 2003).
- Different consumers have different consumption patterns and motivations behind those consumption styles. Hence, it is vital to understand their motivations for consumption behaviours (Noble et al., 2009).

- Generation Y consumers' purchase decisions for luxury fashion goods are influenced by brand consciousness, perceived quality, social influences, vanity traits, and the need for uniqueness (Soh et al., 2017).
- Sustainability and the Circular Economy have gained importance in the fashion industry, and Generation Y consumers perceive these aspects as significant (Gazzola et al., 2020).
- Generation Y consumers, particularly females, are strongly interested in fashion, trendy products, status brands, and online shopping (Ruane & Wallace, 2013).
- Generation Y males have become more fashion-conscious and involved in their clothing selection, influenced by media, commercial practices, and changing gender roles (Bakewell et al., 2006).
- Social media influencers significantly shape luxury fashion consumption among Generation Y consumers (Sun et al., 2021).
- The consumers exhibit behaviours related to impulse buying, fashion consciousness, and brand loyalty (Pentecost & Andrews, 2010).
- The influence of technology, mass media, and social media on Generation Y's fashion consciousness and appearance style has significantly gained momentum in the last couple of years (Gunawan et al., 2022).
- Consumers belonging to the target group are involved in fashion clothing and perceive that brand status is influenced by factors such as psychology, biology, and clothing (O'Cass & Choy, 2008).
- Media, commercial practices, and cultural norms influence Generation Y consumers' fashion consciousness and behaviour (Lam & Yee, 2014).

- Generation Y consumers' fashion expenditure is influenced by generational cohorts, gender, fashion fandom, attitudes, and impulse buying (Pentecost & Andrews, 2010).
- The role of Instagram influencers and other social media as a source of fashion information has become powerful, particularly among younger generations (Tomovska, 2020).
- Social influence, lifestyle patterns, and activity location choices can be understood using geolocation data from social media (Hasan et al., 2016).

The above attributes explain the purchase dynamics of Generation Y regarding fashionable clothing; hence, marketers and business leaders must understand and strategize accordingly.

1.11. Sustainable Fashion Through Generation Y's Lens in India

Generation Y consumers, the target audience for the research in India, have shown great understanding and interest towards sustainable fashion. Interestingly, these consumers are keenly interested in sustainable fashion and have positive attitudes towards sustainability in the apparel industry (McNeill & Moore (2015)Hill & Lee, 2012).

The study understanding the concerns towards fashion choices explains that Generation Y consumers are leading to a growing interest in sustainable alternatives (Henninger et al., 2016), and purchase behaviour is hugely influenced by factors such as sustainability, ethical appeal, and the values and motivations behind sustainable fashion consumption (Joy et al., 2012; Ciasullo et al., 2017).

Since the perception of sustainability and the Circular Economy in the fashion industry plays a significant role in shaping Generation Y's purchase

decisions, factors such as knowledge, trust, cultural values, involvement, and perceptions influence the attitudes and behaviours towards sustainable fashion (Henninger et al., 2016; McKeown & Shearer, 2019; Papadopoulou et al., 2021).

Therefore, fashion design education must be imparted to aspiring designers to equip them with knowledge and the skill set to promote sustainability and sustainable practices (Murzyn-Kupisz & Hołuj, 2021).

Therefore, in the ever-evolving panorama of global fashion, India occupies a unique space with its rich tapestry of history, culture, and modernity. The fashion industry, a behemoth contributing over 2% to the global GDP, holds significant sway in economic and cultural spheres (McKinsey & Company, 2021). Within this vast domain, the Indian fashion market stands out for its size (the sixth-largest in the world) and its inherent duality of age-old traditions coexisting with contemporary influences.

The duality mentioned above becomes even more pronounced when viewed through the lens of Generation Y. The target section of the society represents nearly 34% of India's population (Census of India, 2011), thus making the demographic segment pivotal. However, Generation Y's consumption patterns, moulded by a confluence of cultural heritage and exposure to global trends, bear immense potential to redefine the contours of the Indian fashion industry.

Nevertheless, a detailed exploration of Generation Y's perceptions of sustainable fashion remains conspicuously absent from academic literature. As the world grapples with the repercussions of climate change, with the apparel industry alone being responsible for 10% of global carbon emissions (Ellen MacArthur Foundation, 2017), understanding the sustainable fashion choices of a demographic as significant as Generation Y in India is not just relevant, but imperative.

The urgency is further underscored by the challenges faced by the fashion industry in India, i.e., from environmental concerns arising from dyeing units in Tirupur affecting the Noyyal River to the labour issues in the garment factories of Bengaluru. While these challenges are vast, they are not insurmountable, especially when viewed in conjunction with the potential influence of Generation Y.

This research, therefore, seeks to be a lighthouse in these relatively uncharted waters. With this research, I endeavour to offer a holistic understanding of Generation Y's relationship with sustainable fashion in India by dissecting the intricate dynamics of awareness, economic sensibilities, and market realities.

The objective is twofold: *to enrich the academic discourse with grounded insights and to provide the fashion industry with actionable pathways* informed by the aspirations, concerns, and values of its most extensive consumer base.

As I progress through this academic exploration, I hope the findings contribute to the repository of knowledge and serve as a catalyst, inspiring a harmonious synergy between sustainable fashion practices and the evolving preferences of Generation Y in India.

Furthermore, the research navigates through the intricate web of the global fashion industry, seeking to unveil the depth and breadth of its environmental ramifications and explore prospective pathways towards sustainability. The hypothesis that a symbolic relationship exists amongst Awareness, Economic Sensibility and Market Accessibility, and understanding their interplay is paramount for formulating marketing strategies, thereby steering Generation Y towards more sustainable fashion consumption serves as a compass, guiding a detailed exploration and analysis of awareness and perception of Generation Y towards sustainable fashion and factors influencing the buying process.

The study seeks to Investigate the Underlying Factors Influencing Generation Y's Attitudes and Purchasing Behaviour Towards Sustainable Fashion in India through a kaleidoscopic lens that melds together exhaustive quantitative and qualitative data, offering a holistic, multidimensional perspective.

Based on the description, the main goals of the study are to:

- 1. Explore and understand the relationship between Generation Y in India and sustainable fashion.*
- 2. Dissect the dynamics of awareness, economic sensibilities, and market realities concerning sustainable fashion consumption among Generation Y.*
- 3. Offer a comprehensive understanding of Generation Y's attitudes, perceptions, and purchasing behaviour towards sustainable fashion in India.*
- 4. Contribute to academic discourse and provide actionable insights for the fashion industry.*

The Research Problem that I can identify from the above discussions and that will be analyzed in the following chapters can be summarized as follows:

The global fashion industry, marked by its immense economic footprint, simultaneously grapples with pressing environmental and ethical challenges. In the context of India, where tradition meets modernity, the sustainable fashion choices of the influential Generation Y demographic remain primarily uncharted in academic discourse. This comparison presents a compelling research problem:

- Carbon emissions, water consumption, and labour rights violations highlight the fashion industry's significant environmental and social impacts.
- The specific unsustainability of the fast fashion segment
- India's unique position in the global fashion landscape is characterized by its rich history, culture, and contemporary influences.

- Despite their demographic significance, there is a noticeable gap in the literature exploring Generation Y's sustainable fashion choices in India.
- The industry's immediate environmental and ethical challenges emphasize the need for research in this domain.

The idea that triggered the research problem and, subsequently, the research thesis is that at the intersection of sustainability and fashion in India lies the pivotal Generation Y. Their perceptions, choices, and influences in sustainable fashion offer a rich tapestry for exploration. This research endeavours to navigate these intricate layers, aiming to shed light on the following aspects:

- a. Generation Y's perceptions and attitudes towards sustainable fashion in the Indian context*
- b. The buying behaviours exhibited by this demographic when it comes to sustainable fashion.*
- c. The influence of external factors, including awareness levels, economic considerations, and market availability, on their sustainable fashion choices*
- d. A blend of quantitative and qualitative research methodologies will provide a comprehensive, multidimensional perspective.*
- e. The overarching goal is to guide the fashion industry towards a sustainable future that resonates with Generation Y's evolving preferences and values.*

All these ideas led to the research problem, aiming to understand Generation Y's attitudes, behaviours, and buying patterns in India.

1.2 Research Problem

The fashion industry in India has witnessed exponential growth in recent years, with the expanding middle class and increased consumerism contributing to its rapid expansion. This rapid growth has raised concerns about the environmental and social consequences of the fashion industry, particularly given the increasing awareness of the detrimental impacts of fast fashion (Joy et al., 2012). Sustainable fashion practices, encompassing environmentally friendly production processes, ethical labour standards, and circular consumption models, have emerged as potential solutions to these challenges (Fletcher & Grose, 2012).

Generation Y, born between 1980 and 1994, represents a significant and influential consumer segment in the Indian market (Norum, 2017). Their attitudes and purchasing behaviour towards sustainable fashion can potentially drive substantial change within the industry. However, the factors influencing their attitudes towards sustainable strategies in fashionable clothing remain underexplored in the Indian context (Gupta & Hodges, 2012). This study investigates the interplay of consumer awareness of environmental and social impacts, price sensitivity and perceived affordability, and availability and accessibility of sustainable clothing options in shaping Generation Y consumers' attitudes and willingness to purchase sustainable fashion products in India.

This research will contribute to the growing literature on sustainable fashion and consumer behaviour (Goworek et al., 2018). Furthermore, the findings will inform fashion brands, retailers, and policymakers in devising targeted interventions to promote sustainable fashion and foster responsible consumption patterns among Generation Y consumers in India (Kozlowski et al., 2015).

1.3 Purpose of Research

1.3.1. Aim of the Research

This study aims to deeply understand and elucidate Generation Y's attitudes and behaviours towards sustainable fashion in India, focusing on the following:

- Awareness and Perception: Assessing Generation Y's awareness of the fashion industry's environmental and social impacts.
- Economic Factors: Investigating the influence of price and affordability on their sustainable fashion choices.
- Market Accessibility: Evaluating the impact of availability and access to sustainable fashion on their purchasing decisions.
- Cultural Influence: Exploring cultural and socio-economic factors shaping their sustainable fashion preferences.

The goal is to provide actionable insights for the fashion industry and academia, enhancing sustainable consumerism strategies in emerging markets like India.

1.3.2. Objectives of the Study

The objectives of the study are:

- To assess the awareness and knowledge of Generation Y in India about the environmental and social impacts of the fashion industry.
- To analyze Economic Factors and investigate how price sensitivity and economic considerations influence Generation Y's decisions to purchase sustainable fashion.
- To evaluate Market Accessibility and assess the availability of sustainable fashion options in India and its impact on Generation Y's purchasing behaviour.
- To explore the cultural and social influences to understand how such factors shape Generation Y's attitudes and preferences towards sustainable fashion.

- To identify consumer expectations and preferences to determine what Generation Y in India expects from sustainable fashion in terms of style, quality, and brand image.
- To examine industry practices and investigate current industry standards and practices in sustainable fashion and their alignment with Generation Y's expectations.
 - To provide strategic recommendations for the fashion industry and policymakers to align with the sustainable preferences of Generation Y in India.
 - To contribute to academic literature and enrich scholarly discussions by providing new insights into sustainable consumerism and fashion trends for Generation Y in emerging markets like India.

Each objective is designed to be clear and actionable and, thus, contribute directly to fulfilling the overall aim of the research.

1.4 Significance of the Study

My research, "*Consumer Attitudes Towards Sustainable Strategies in Fashionable Clothing in India*," focuses on Generation Y and explores the intersection of fashion, sustainability, and consumer behaviour in one of the world's most dynamic and populous nations.

At its core, the study seeks to decode Generation Y's intricate preferences and attitudes towards sustainable fashion, a task crucial for reshaping the industry's future trajectory. By delving into this demographic's perception, the research promises to offer fashion brands critical insights for aligning their products with the emerging sustainable ethos. Beyond the commercial realm, it aims to spotlight the need for policy frameworks that advocate for and support sustainable fashion initiatives, balancing ecological concerns with economic growth.

Further, the study stands out for its potential to elevate consumer awareness in India, particularly among the influential Generation Y, thus steering them towards more ecologically conscious fashion choices. Academically, it fills a significant void, contributing novel insights to the discourse on sustainable consumerism within emerging markets, and sets a benchmark for subsequent research in this field. Crucially, the research delves into the socio-cultural underpinnings that shape fashion consumption in India, offering a nuanced understanding that transcends mere economic analysis.

This research is more than an academic exercise; it demands action for a paradigm shift towards sustainable fashion, seeking to influence industry practices, consumer habits, and policy decisions, thereby contributing to a more sustainable and responsible global fashion ecosystem.

Some of the key points that matter are:

A significant portion of Generation Y in India is at the forefront of changing fashion trends. Influenced by tradition and global trends, their consumption patterns are pivotal in steering the industry towards sustainability (Census of India, 2011; Hanson-Rasmussen & Lauver, 2018).

Thus, the study explores the factors influencing Generation Y's attitudes and behaviours towards sustainable fashion in India, addressing a notable gap in the existing academic literature.

The study further examines the impact of technological adoption and social media on Generation Y's fashion choices, considering their characteristics as digital natives and their increasing concern for ethical and sustainable practices (McNeill & Moore, 2015; Cervellon & Wernerfelt, 2012).

Generation Y in India is characterized by high disposable incomes, social consciousness, and technological proficiency, significantly influencing fashion purchasing decisions (Jain, 2020; Varshney et al., 2014).

Thus, the research explores the complex interplay between consumer behaviour, environmental concerns, and the fashion industry. Focusing on Generation Y in India, a crucial demographic segment, the study aims to unravel the nuances of their attitudes and purchasing behaviours towards sustainable fashion.

The study will fill a gap in existing literature and provide valuable insights that could guide industry practices and policy-making in the context of sustainable consumerism. The study's significance lies in its potential to influence sustainable fashion trends, promote environmentally and socially responsible practices, and

contribute to the broader discussion on sustainable development in emerging markets like India.

1.5 Research Purpose and Questions

Based on the purpose of the research study as defined in section 1.3, the study aims to answer the following questions:

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- Q1:** What awareness and attitude levels does Generation Y have towards Sustainable fashion?
 - Q2:** What factors influence the sustainable fashion choices of Generation Y in India?
 - Q3:** Is the Indian Generation Y willing to invest in sustainable fashion choices?
 - Q4:** Does the availability of sustainable fashion options affect Indian Generation Y's buying decisions?
 - Q5:** Do cultural and social norms shape Generation Y's preferences regarding sustainable fashion in India?
-

CHAPTER II: REVIEW OF LITERATURE

2.1 Theoretical Framework

2.1.1 Global Community

As defined by Keller (2003), a consumer's sense of community is their connection with other customers of the same brand. Various novel venues for information exchange and the expression of ideas have evolved due to the development of digital technology (Islam and Rahman, 2017; Zhu et al., 2016). Sharing brand experiences fosters belonging and self-identity (Kautish, 2010; Turri et al., 2013). For many people, belonging to a social community (Bergami and Bagozzi, 2000) is a fundamental component of their self-identity, which evolves into brand communities that allow information exchange (Stokburger-Sauer, 2010).

Park and Cho (2012) revealed that online communities impacted customers' opinions and purchasing behaviour. Self-esteem and self-identity are bolstered by socially classifying oneself into an in-group and an out-group, which are commonplace in global communities. Individuals (Huang et al., 2010). As a result, individuals engage in social actions consistent with the group norms they identify with to strengthen their feeling of belonging (Hall-Phillips et al., 2016). People who support a specific brand create a feeling of commitment and self-brand connection in online communities because it bestows group identity and compliance, as Kuo and Huo (2017) affirm. Kuo and Huo (2017) predicted that spreading the word about eco-friendly clothing in internet forums would positively impact public perception.

Indian consumers' preferences for environmentally friendly clothing Personality, attitude theories and environmental concerns have been examined in research on green behaviour in India (Joshi and Rahman, 2016; Jaiswal and Kant,

2018; Patelet et al., 2020). Khare (2015), for example, suggested that Indian customers' choice to purchase green items is influenced by prior green purchasing behaviour, societal influence, and the self-identity theory. Personal norms, attitudes, environmental concerns, and desire to pay were all mentioned by Prakash and Pathak (2017) as essential factors in deciding whether or not people intend to buy eco-friendly items.

It was shown that social influence is relevant to understanding Indian customers' green purchasing habits (Biswas and Roy, 2015; Kautish et al., 2019; Kumar and Ghodeswar, 2015; Taufique and Vaithianathan, 2018; Yadav and Pathak, 2016).

A study of Indian customers' green clothing purchasing habits found that understanding environmental issues, peer influence, and previous green purchases all have a role (Khare and Varshney, 2017; Mitra, 2017; Sadacharet al., 2016; Sreen et al., 2018). According to Khare and Sadachar (2017), Indian consumers' green views may be classified based on their buying behaviour for eco-friendly clothing.

According to Varshney et al. (2017), Indian consumers' green consumption and desire to purchase green apparel were mediated by attitude. Aside from demographics, green attitudes and environmental awareness, little attention has been paid to the impact of eco-friendly clothing features on consumer purchasing decisions in this research.

2.1.2 Green attributes

Toxic materials are not used to produce green clothing, which promotes recycling and water conservation (Wiederhold and Martinez, 2018). Individuals' objectives, personalities, and social identities influence clothing purchases (Piamphongsant and Mandhachitara, 2008).

Dashper and St. John's (2016) study indicated that equestrian sport has a unique ethos that may be conveyed via the dress code. In their study on young men's perceptions of fashion attire and its function in creating social identity, McNeill and McKay (2016) found that fashion-seeking behaviour is influenced by social comparison.

Research by Kelly (2010) on Muslim women in Kuwait revealed that clothes were an essential indicator of success and status. It was not uncommon for women in Kuwait's conservative culture to utilize clothing to gain social attention and favour. As a result, clothing conveyed the ideals and lifestyles of the various socio-economic groupings (Khare, 2014). Wearing clothing conveys one's rank, social standing, and compliance with societal standards (Khare et al., 2012; Varshneya et al., 2017).

Three layers of self-identity are transmitted via clothing: the local community, the Neo-Tribal, and the Situational. (Birkwistle et al., 2005). It was more accessible for people to be recognized and distinguished by depicting cultural links and meanings.

Studies show that green clothing conveys an individual's devotion to the environment, eco-consciousness, and environmental literacy (Gam et al., 2010; Harris et al., 2016; Koszewska, 2013; Stall-Meadows and Davey, 2013). Green clothing and socially responsible brands were well-known among fashion and shopping enthusiasts, according to Gam et al. (2014), and this affected their decision

to buy the items. According to Bong Ko and Jin (2017), customers in the United States and China are more likely to buy environmentally friendly clothing if the subjective norm is followed. Consumers in the United States rely on internal PBC to influence their purchasing decisions. In contrast, external PBC impacted their purchasing decisions in China.

People's human–nature orientation and environmental understanding in the United States (TPB) impacted the notion of planned behaviour. However, this was not the case with China's attitude toward green clothing. The TPB was used by Chi et al. (2019) to determine if U.S. consumers intend to buy college wear manufactured from "sustainably sourced cotton (SCCA)". Consumer efficacy perceptions, attitudes, and environmental understanding impacted SCCA purchase intentions. When it came to the link between attitude and purchase intent, consumers' environmental literacy mitigated it.

Many academics believe that green features might help us understand why consumers purchase. According to Cho and colleagues (2015), apparel style consumption has been linked to green clothing purchasing. Consumers were motivated to purchase green items by their features, such as style, quality, and attraction (Kautish and Sharma, 2019; Lundblad and Davies, 2016). It was observed that even though women in South Africa had minimal awareness of the creation of green clothing, they placed a high value on its environmental features.

The clothing's price, appearance, and utility were all important considerations, but environmental aspects like organic cotton, local production, decreased waste, and the absence of dangerous chemicals were not. According to Rothenberg and Matthews (2017), U.S. consumers' desire to buy eco-friendly T-shirts was influenced by price, location of manufacturing, and sustainability.

The same may be said for Lee et al. (2015), who discovered that consumers who had previously purchased fair trade items were more likely to buy green clothes. Coloured clothes were dull and uninteresting, lacking originality and fashionability (Khare, 2019; McNeill and Moore, 2015). Organic clothing's public image was boosted by including environmental and health benefits on the labels (Hyllegard et al., 2012; McNeill and Moore, 2015)

Consumers may significantly affect apparel sustainability (Claudio, 2007). Teenagers are increasingly turning to antique shopping (Hardy, 2013), self-sewing clothing (Walliker, 2006), and "trashion – fashion fashioned out of the trash" as alternatives to fast fashion (Claudio, 2006). Slow fashion (a phrase from fashion writer Angela Murrills) is another popular style that draws inspiration from local cultural traditions while promoting more openness in the manufacturing process and a more significant return on investment, emotionally and financially (Clark, 2008).

Disillusionment with pursuing pleasure via material possessions has led some to reduce their purchasing habits (McNay, 2010). Finally, shoppers who concentrate on style rather than fashion are substantially more likely to buy environmentally friendly apparel and dispose of their items in an environmentally friendly way (Cho et al., 2015).

The garment lifecycle's care phase significantly influences the environment's health (Fletcher, 2008). washing at lower temperatures with suitable detergents, cleaning seldom, verifying that the washing machine is adequately filled, prolonging the life of their garments, and recycling clothing may help consumers improve the sustainability of their wardrobes (Claudio, 2007). It has been argued that increasing consumer understanding of the textile lifecycle and its environmental consequences is "the greatest chance for sustainable fashion" (2007: A454). Consumers' laundry

habits are more easily modified than their shopping habits when they are more aware of the environmental and economic costs of their apparel (Goworek et al., 2012).

How clothing is disposed of affects its long-term viability as well. Consumers' tendency to keep garments they do not wear leads to a large quantity of "latent waste" (e.g., Morley et al., 2006).

In contrast to the short shelf life of inexpensive, trendy clothing (due to poor quality, fading fashion sense, or purchase for a one-off event), more expensive products (even if not worn) tend to be retained for longer (Birtwistle and Moore, 2007). According to a study of young female consumers, most wearable items were donated to charities, with the remainder ending up in landfills (Birtwistle and Moore, 2007; Morgan and Birtwistle, 2009).

This group was unaware of clothing recycling options, so educating them would be beneficial. Joung and Park-Pops (2013) discovered that even if young consumers were aware of garment recycling possibilities, they could still choose to discard their old items despite their knowledge.

Ultimately, they determined that recycling should become a family standard from an early age. However, regarding carbon dioxide emissions, reuse is superior to recycling because applying treatments to the basic materials and ornamental embellishments may make recycling more difficult (Morely et al., 2006).

A discussion of the elements that influence sustainable clothing behaviour and obstacles to more sustainable consumer behaviour is presented in the following sections, finishing with the literature's recommendations for overcoming these.

Wearing environmentally friendly clothes is influenced by several factors, including:

Maslow (1943) defines a fundamental human need as clothes. However, clothing decisions are driven by a need for identification and a desire to be valued (Max-Neef, 1992). (Maslow, 1943). The meanings contained in consumers' clothing choices help define their social identities (Dodd et al., 2000), and people of all ages have reported this. As a form of self-expression, a source of self-confidence, and a way of assessing others, clothing is an "important social tool" for teens (Piacentini and Mailer, 2004: 251).

Clothing is a significant lifestyle item for people of all ages since it allows them to show their individuality and self-expression (Michaelidou and Dibb, 2006). Fast fashion has been fueled by technological advancements, which allow for quick and frequent turnover of low-cost clothing with newly updated designs and a shelf life of just a few weeks, thanks to feeding trend data into manufacturing (Sull and Turconi, 2008).

Customers' loss aversion is piqued by the limited supply of apparel, which encourages them to stock up and make more purchases (Byun and Sternquist, 2012). With the advent of fast fashion, consumers no longer have to choose between quantity and quality. Customers in their twenties and thirties prefer to buy numerous inexpensive items rather than a single, more costly one (Morgan and Birtwistle, 2009).

In developing nations like India, where global patterns are starting to supplant traditional wear and clothes, shopping is considered a joyful pastime and a component of self-identity; rising income and decreasing costs have also fueled clothing consumption (Morley et al., 2006). (Rajput et al., 2012). The media piques

our interest in new trends (Claudio, 2006). Along with fashionistas, the media plays a significant role in influencing the buying habits of fashion-forward shoppers, many of whom make impulsive purchases in search of immediate satisfaction (Birtwistle and Moore, 2006).

Despite being aware of child labour in the clothing industry, nearly 30% of customers prioritize price above ethical considerations (Iwanow et al., 2005). Social pressure and environmental concern substantially affect American customers' intent to buy environmentally friendly clothing, whereas guilt and knowledge of environmentally friendly clothing have a minor effect (Cowan and Kinley, 2014).

Clothing purchases and disposal behaviours are generally motivated by economic and personal reasons, even among environmentally aware customers, while habits and routines play a significant role (Goworek et al., 2012). In a separate study, Bly et al. (2015) explained that the sustainable fashion adherents' behaviour is motivated by both positive desires, such as Szmigin and Carrigan's (2005) notion of 'ethical hedonism' and negative emotions like mistrust and scepticism of large corporate brands reported by Kozinets and Handelman (2004).

2.1.3 Sustainable clothes

Hiller Connell (2010) found a dearth of studies examining the obstacles to the sustainable clothing industry, and she classified them as either internal or external in her assessment. Consumers' lack of concern for the environment (based on Stephens, 1985; Shim, 1995; Hustvedt and Dickson, 2009); limited knowledge of the environmental impact of clothing consumption (based on Stephens, 1985; Kim and Damhorst, 1998); negative attitudes toward sustainable clothing (based on Hustvedt

and Dickson, 2009); and demographic characteristics, such as age and education, were all considered internal barriers (based on Stephens, 1985).

According to Lipsey (1977), values (based on Axelrod 1994; Grunert and Juhl, 1995; Blake, 2001), locus of control (based on Tanner 1977), and perceived time and effort were also internal impediments (based on Lipsey, 1977 and Ellen, 1994). The cost of sustainable clothes (based on Hustvedt and Dickson, 2009 and Hines and Swinker, 1996) and a lack of infrastructure were two external constraints (Lipsey, 1977). Hiller Connell's (2010) study also found social and cultural norms to be obstacles (based on Hines et al., 1986-1987); it is clear that interventions are required at all levels of society, including the garment business itself, according to this body of scholarship.

Internal barriers identified in Hiller Connell's (2010) research with male and female consumers include a lack of knowledge and misunderstanding of the environmental effects of production and different fibres and negative perceptions of sustainable clothing as less stylish, well-fitting, and uncomfortable.

The external barriers identified included: limited availability of sustainable clothing outlets; limited styles (in particular a lack of business wear and footwear), sizes and fit; lack of financial resources to buy expensive and sustainable clothing; poor presentation of clothing in second-hand shops; and social expectations regarding conventions of dress for different professions (Hiller Connell, 2010).

The same is congruent with sustainable clothing or ethical fashion, which consists primarily of casualwear such as T-shirts and does not represent more comprehensive options for other lifestyles, such as formalwear (Beard, 2009).

There is further evidence to support Hiller Connell's findings. According to McNeill and Moore (2015), consumers who are primarily concerned with their

interests are likely to be put off by high prices and limited availability, while those who are primarily concerned with the well-being of others are likely to be put off perceived social unacceptability and high prices. Others have also shown that sustainability needs to fight against other significant factors affecting disposal behaviour. Clothing resale or reuse might be motivated by concerns about saving money or convenience (Joung and Park-Poaps, 2013).

Consumer ambiguity regarding information, appraisal and choice has led to ethical compromises among ethical consumers when buying garments (Hassan et al., 2012). (Hassan et al., 2012). Consumers may have a more challenging time assessing a product's quality and durability at purchase despite the information being freely accessible online. Goworek et al. (2012) revealed that buyers preferred to assess garment quality by its feel and the brand.

A second impediment to garment lifespan is posed by fast fashion. Firstly, obsolescence is incorporated into fast fashion apparel (Claudio, reported in an interview with Ahearn, 2011), reducing its useable life. Second, by minimizing the price difference between new and old clothing, fast fashion creates fewer lasting items and reduces the viability of the second-hand clothing sector (Morley et al., 2006). Due to the limited correlation between Ethical Consumer magazine members' intention and actual behaviour regarding buying sweatshop-free apparel (Hassan et al., in press). Wearability is essential for clothing; sustainable solutions must satisfy customer demand for various styles, functions, and features.

For example, increased information regarding sustainable clothing and its availability (Markkula and Moisander, 2012), mandatory eco-labelling, and enhanced design and marketing to match customer demands have been suggested as possible solutions (Hiller Connell, 2010). Labelling may serve as a secondary rather

than a primary communication strategy for information about sustainability. In Scotland, 39% of consumers do not bother to check the labels on the garments they purchase, while another 50% do so occasionally (Iwanow et al., 2005).

To avoid items that needed dry cleaning, mature female shoppers in Finland carefully read the care labels, but they were also sometimes affected by the nation of origin since Finnish products were deemed safer and more ethical than those from other countries (Holmlund et al., 2011). The necessity for several measures to promote sustainability is undeniable.

In summary, factors that influence sustainable clothing behaviour include the role of clothing in self-expression, changes in technology, rising affluence, and lower prices. In contrast, barriers include competing consumer motivations, lack of information, consumption and obsolescence pressures created by the clothing industry, and the limited range of sustainable clothing.

Individual, societal and cultural barriers and the challenges of the apparel business were exposed. According to Kilbourne et al., the dominant social paradigm is "the values and metaphysical beliefs that offer social lenses for people and organizations to perceive their social reality" (Kilbourne et al., 2002). (Milbrath, 1984:7).

Most customers may feel limited by the prevalent social paradigm and require interventions to enhance the sustainability of their clothes, while a tiny minority may revolt against the dominant social paradigms. This paradigm has to be challenged, and our study demonstrates that behavioural change strategies like social marketing may help. From interviews with various sustainable clothing specialists, we highlight the challenges that need to be addressed and the accompanying hurdles to

accomplishing them. We also provide possible interventions to drive more sustainable buying, care, and disposal behaviours.

2.1.4 The Indian Community

The present worldwide pandemic has led to an increase in the usage of antimicrobial fabrics to limit the development of bacteria and guard against illness. The leading governmental and non-governmental organizations have recommended personal hygiene clothing to prevent the transmission of illnesses when commuting or in close contact with other people. According to studies, people in India's rural areas require better sanitation facilities since they affect more vulnerable individuals to infectious illnesses. Wearing long sleeves and pants or using insect repellents may help avoid infections like malaria and dengue.

The organic cotton apparel lines, including brands like Fabindia and Khadi India, have been pushed in recent years to relieve the environmental and social effects of synthetic chemicals in India. Consumers worldwide are interested in purchasing eco-friendly items and want them to be long-lasting, sturdy, and of high quality. Besides meeting ethical and environmental standards, items must also be attractive to customers in colour, fit, style, and quality.

These eco-friendly goods should be created to the end user's needs, resulting in a durable design. People with a strong sense of social responsibility may purchase eco-clothes and eco-materials. It also said that producers, designers, and retailers might not be aware of consumers' demands for environmental apparel, which might result in a gap in the eco-fashion area.

According to some research, women are more worried than males about the environmental effects of clothes, ethical problems, and personal safety. Other

product-related issues include a limited product life duration and poor quality. Consumer discontent is based on bad quality, so producers should concentrate on product lifetime, tell customers how many washes the product will endure, and keep it looking nice.

Customers can relate price, quality, and usefulness to this information to make the best selections. Consequently, it is essential to know what customers think. According to Kang et al., young consumers' (participants from the United States, Korea, and China) product knowledge significantly impacts young customers' attitudes and purchase intentions.

The fact that shoppers in Hawaii were willing to pay a premium for organic cotton clothes is noteworthy. On the other hand, consumers in India will only purchase environmentally friendly apparel that has been approved by a third-party agency, even if it is priced higher than others.

Most consumers were okay with paying a premium for eco-friendly clothes in metropolitan Indian groups (mainly post-graduate professionals) with a better understanding of environmental issues.

As a group, Indian adolescents are more concerned with product features such as design and fit, variety, comfort, durability, and colour when purchasing clothing, and women often purchase more clothing per year than men. Indian youth's purchasing habits of organic clothes may be impacted by social influence, prior behaviour, peer influence, and clothing expertise. Furthermore, neither peer pressure nor consumer education affected whether or not people purchased organic clothing.

According to research, youth in India are also motivated by social activities and interact with businesses linked with green clothing, which shows they want to buy environmentally friendly clothing. There has been much research on eco-

friendly clothing purchases in the past decade, but not nearly as much has been done on how customers' preferences for antimicrobial fabrics to enhance personal hygiene have changed.

The Global Challenges Research Fund GCRF is funding the project to promote health and well-being in a rural community in an emerging nation [Mumbai, India] by utilizing locally generated resources to create sustainable and environmentally friendly antimicrobial solutions for better hygiene. Antimicrobial or hygiene fabrics have been more popular in recent years, and this research examines how Indian consumers view their use.

Such eco-friendly antimicrobial fabrics will be easier to design, produce, and promote with this set of consumer perceptions in mind; according to this study, this is the first time customers' preferences for environmentally friendly antimicrobial fabrics have been analyzed. We want to fill this gap in the research by evaluating consumers' preferences for environmentally friendly antimicrobials and their needs for environmentally friendly hygiene products.

Antimicrobial compounds treat textiles so that germs cannot thrive and infect others. "The biostatic effect" refers to the ability of an antimicrobial chemical or substance to prevent bacterial cell development, while the biocidal effect refers to the ability to kill germs. Biocides make up the majority of the antimicrobial agents used in textiles.

Humans are constantly in touch with materials that might sustain viruses or germs, increasing the risk of infection spreading. The antimicrobial textiles market is expected to grow to \$12.3 billion by 2024 at a compound annual growth rate CAGR of 5.4% between 2019 and 2024 due to the recent pandemic and an increase in awareness of the prevention of airborne, communicable diseases and infection-

acquired during travel or from hospitals. Many firms are developing antibacterial and antimicrobial textiles to exploit this worldwide epidemic.

A few manufacturers in India are slowly taking over the anti-viral and antibacterial finished textiles market, although they are readily accessible in industrialized nations. A Swiss company, HeiQ, and Donear Industries have developed a fabric that is resistant to dangerous viruses.

The anti-corona fabric, developed in conjunction with Health Guard from Australia and able to destroy MRSA [Methicillin-resistant *Staphylococcus aureus*] and be effective against coronavirus, is another new product by famous Indian textile firm Siyaram. The manufacturer says it may withstand numerous washing pieces without deterioration using a spray or padding approach. The Trident group of enterprises is developing hygiene products such as masks and antibacterial and odour-neutralizing bed linens for the domestic market.

In India, the poorest of the poor and the most marginalized people are more vulnerable to infectious illnesses and less equipped to deal with them. Only 21% of rural residents in India use improved sanitation facilities, and rural India has terrible sanitation. According to a Cochrane study, hand washing may decrease diarrhoea by 30% in low and middle-income countries and up to 50% in high-income countries.

Mosquito-borne illnesses are a significant source of worry in India since they are likely to spread. Many illnesses may be averted by wearing long-sleeved shirts and pants and using insect repellent, as indicated by the WHO: malaria, dengue fever, Lyme disease, and others can be transmitted by the bite of a vector. There is also a significant gap between urban and rural India's populations. Naturally generated antimicrobials are thus advocated to function as a repellent,

prevent vector/insect bites, and minimize the transmission of infections or vector-transmitted illnesses.

Fashion-conscious youth in India is a developing market since they are drawn to the newest trends worldwide. It has been predicted that India's youth population will decline somewhat, with 50% of the population aged 25 and older. However, the population between 15 and 34 is expected to expand to 464 million in 2021 from 430 million in 2011.

Green apparel purchases among Indian adolescents have been documented in recent research. Researchers conducted this study to determine whether past environmental-friendly behaviours, peer influence, or organic clothing knowledge influenced Indian youth's buying decisions. One may buy organic clothes because of one's beliefs about or experience with a product and previous environmentally friendly shopping habits. According to the findings, organic clothing should be promoted as a high-end product with efficient marketing tactics emphasizing the advantages of organic clothes.

Khare et al. found that customers' awareness, materialism, and product availability predicted their purchase of organic clothes. Organic clothing purchases were impacted by customers' prior awareness and interaction with the product. Organic clothing's low cost and wide availability as a stylish fashion accessory influenced customers to buy organic apparel.

Interestingly, Indian consumers support CSR and believe that educating themselves about socially responsible companies is vital in decision-making. Although a company may be socially responsible, customers are less likely to buy from it if it does not have high-quality, sustainable products. Consumers in India

believe that companies should earn their trust by offering competitive prices and high-quality products.

By 2030, according to Cotton Incorporated's Global Lifestyle Monitor survey, India is predicted to become the world's third-largest apparel market, behind China and the United States, with 91% of Indians enjoying shopping compared to only 63% of Europeans and 52% of Americans.

Colour, durability, fit, style, and quality influence the purchase. More than 87% of Indian customers are aware of environmental and social impacts, including water shortages, food scarcity, urbanization, and loss of natural resources, and are more inclined to support sustainable apparel.

Consumers choose cotton over synthetic fibres because they believe cotton is less harmful to the environment and are more concerned about the use of chemicals, pesticides, water, and greenhouse gas emissions when it comes to cotton. India's market for organic cotton goods is starting to increase in response to environmental and socio-economic issues. One of the elements affecting the purchasing of organic products was the softness of the fabric.

It was also fascinating to notice that customers are still in the early stages of adopting sustainable materials or organic clothes, even if the current pandemic has prompted an increased awareness of hygienic textiles to enhance one's health. Research on the creation of herbal antimicrobials is not generally accessible to the general public, and there is not much research on the attitudes and perceptions of Indian customers toward antimicrobial goods.

We set out to learn more about customer preferences for environmentally friendly and sustainable hygiene products to help manufacturers, retailers, and other industry experts understand how to address this need. The authors propose the

following theories based on the above: "It is hypothesized that consumers' concern for public health influences their knowledge of the need to maintain sanitary conditions".

Nearly \$1.3 trillion is expected to be generated in the worldwide garment sector by 2025. (IBIS World, 2019). The Indian textile and clothing industry is expected to generate \$59.3 billion in revenue by 2022, meeting home and foreign demand (Forbes India, 2019).

India's textile and garment sector generates approximately 4% of the global textile and clothing market and 5% of the GDP (CARE, 2019). Recent McKinsey reports have linked environmental issues to the textile sector. Three-quarters of all clothes produced and bought ended up in landfills within a year of being created because of the fast-changing nature of textiles and fashion.

The fashion industry has come under fire for its use of hazardous chemicals, waste generation, and harm to natural resources (Aakko and Koskennurmi-Sivonen, 2013; Harris et al., 2016). Because of the growing public consciousness of fast fashion's negative effect on the environment, several clothing manufacturers have switched to circularity (Hvass and Pedersen, 2019; Zamani et al., 2017). By 2020, the worldwide market for sustainable clothing is expected to be worth \$74.65 billion, giving several prospects for clothing manufacturers. India's fashion designers follow their worldwide counterparts' lead by using natural fabrics and fruit-based colours and partnering with local weavers to reduce carbon impact (Kapada-Bose, 2018).

However, in India, the adoption of green clothing is limited compared to industrialized nations (Varshneya et al., 2017). Businesses increasingly promote sustainable goods in response to rising environmental concerns, global warming,

and climate change (Kozar and Hiller Connell, 2013). On the other hand, marketing environmentally friendly items presents several obstacles for corporations since customers believe that green products are of lower quality (Kautish and Sharma, 2020b).

Product diversity, pricing, Corporate Social Responsibility (CSR) activities, lack of knowledge, and ambiguity about the environmental advantages of green clothing are some of the difficulties customers face, according to Tong and Su (2018). Even though studies have looked at factors such as environmental consciousness and altruism to predict green clothing purchases (Bong Ko and Jin, 2017; Jin et al., 2015; Reimers et al., 2016), little research has been done on the impact of cosmopolitanism, global self-identity, and online communities on consumers' evaluations of green apparel product attribute.

It becomes much more crucial in green clothing since individuals have limited awareness of utilizing natural processes. Magnuson et al. (2017) state that product qualities, including environmental reaction, employee and animal welfare, cost, and physical and slow fashion, influence buyers' opinions toward green clothing.

Several pieces of research on the influence of attitudes and values (Jacobs et al., 2018; Jagel et al., 2012; Kautish and Sharma, 2019; Khare and Varshneya, 2017), green knowledge (Brosdahl and Carpenter, 2010; Hustvedt and Bernard, 2008), and peer influence (Cowan and Kinley, 2014; Lee et al., 2015; Yoo et al., 2018) on green apparel purchase are being conducted.

All the above research explains a common factor: with the rise of social networking sites as a source of lifestyle and product knowledge, it may be worthwhile to investigate how these sites affect customers' perceptions of green

clothing. The same may influence the appraisal of green clothing since those open to diverse cultures may see it as a worldwide trend.

The study investigates cosmopolitanism, global self-identity, online communities on green knowledge, and their effect on understanding green qualities. Additional literature will be enriched by this study's results on how Indian consumers evaluate green clothing in light of global lifestyles and online social networks.

2.1.5 Green Knowledge

Content that environmental concern stems from care for the environment, its issues, and the destruction of the ecosystem. Environmental concerns, lifestyle, values, and green knowledge have all been examined in customers' willingness to buy green apparel (Harris et al., 2016; Hiller Connell, 2010; Joergens, 2006; Lin, 2010). Consumers' knowledge of environmentally friendly methods and their advantages affected their purchase of green clothing.

A person's understanding of environmental issues and exposure to green items led to this impression. Natural processes and fibres are used in green clothing and are considered sustainable since they encourage fair trade practices and protect natural resources (Chan and Wong, 2012).

Consumers' propensity to buy eco-friendly clothing was predicted by their familiarity with the environment's issues and the company's eco-friendly actions (Hustvedt and Bernard, 2008). There is a strong correlation between sustainable clothing buyers' opinions and their desire to purchase, according to a study by Kang et al. (2013). Environmentally conscious consumers' views on sustainable clothes have been swayed by information regarding the environmental effects of textile production (Han and Stoel, 2016). According to Zheng and Chi (2015), environmental consciousness, customer perceptions of efficacy, and personal norms

and attitudes impact purchasing green clothing. As a result, customers' perceptions and behaviours changed due to environmental consciousness.

2.1.6 Cosmopolitanism and Global Self-identity

Because of the rise in globalization and cross-border exchanges, cosmopolitanism has become more popular. The spread of ideas, commerce, art, cuisine, and music worldwide has been facilitated by globalization. As a result of technology, nations worldwide have been able to accept new ideas and cultures from around the globe (Cannon and Yaprak, 2002). Cosmopolitans have assimilated various cultural values via interacting with people from different backgrounds (Cleveland et al., 2009; Lim and Park, 2013). (Cleveland et al., 2014).

In other words, "cosmopolitanism" refers to one's attitude toward other nations and their goods. Social scientists first used the term "cosmopolitan" to describe how people's willingness to accept and adapt to cultures outside their own is at the heart of today's cosmopolitan movement (Beck and Sznaider, 2006). Festinger (1954) claimed that people tend to compare what they have with others and estimate how well they are doing based on the social comparison hypothesis. By acquiring and consuming things deemed social signifiers, people demonstrate their sense of self-identity and satisfaction with their desire for autonomy and competence while belonging to an elite social class (i.e. social communities) (Khare and Sadachar, 2017).

According to Woodward et al. (2008), events and social variables in the world impact the notions of community, national identity, politics, and personal connection. Customers' product evaluations and propensity to purchase domestic and foreign items are affected by their ethnocentrism, national identity, and cosmopolitanism, as

outlined by Zeugner-Roth et al. (2015), who used the social identity theory. According to the research, consumer ethnocentrism, national identification, and consumer cosmopolitanism all shaped buying habits.

National culture influenced an individual's inherent inventiveness in both the United States and South Korea; according to Lim and Park (2013), however, cosmopolitanism and socio-demographics on consumer inventiveness and innovation adoption behaviour differed between the two nations. According to Sankaran and Demangeot (2011), who studied the purchasing habits of UAE residents, customers' purchasing decisions are influenced by their willingness to experiment with new items, cultural differences in predisposition, multicultural identities, and other social signals.

Individual values and consumption-related values (materialism and ethnocentrism) were compared by Cleveland et al. (2014) among Lebanese Muslims and Christians in terms of their relationship to acculturation, religion, ethnic identification, and personal value systems. Results showed that ethnic groups differed in religion, materialism, and ethnocentricity degrees. In the previous study, openness to various cultures influenced perceptions of green goods (Kautish and Sharma, 2020a).

Demangeot et al. (2015) argued that multicultural markets were locations where people from different cultures came together to communicate and connect. The results suggest intercultural adaptability in light of the increasing complexity of cultural identities, political ideologies, inter-group conviviality and cultural variety. Physical and national barriers collapsed as people tried to identify with the outside world.

Demonstrating one's cultural diversity may be done in various ways, according to Demangeot and Sankaran (2012). The tactics were grouped into experimentalist, purist, and market extension strategies, which included seeking culturally varied items in the surroundings and avoiding interaction with any culturally diverse product or experience, and perception management tactics for eco-friendly clothing (which involved taking a cautious approach toward other cultures).

Consumer acculturation affiliation theory (CMIA) was proposed by Kipnis et al. (2019) in the context of the multicultural market. Multicultural consumer behaviour and segmentation, which blends intracultural and transnational cultural paradigms, are included in this theory. Acculturation is impacted by personality, cultural orientation, receptivity, and abilities. While migrants showed a strong affinity to their cultural heritage, many had difficulty returning to their home countries (Cleveland and Laroche, 2007).

According to Cleveland et al. (2011), consumers' self-identity has roots in their traditional culture but has also taken on characteristics that represent their global adaptations. The combination of demographic and psychographic elements contributed to developing distinct identities. Individuals who have adapted to a multicultural environment adhere to global principles. Because of these characteristics, they will be more likely to see green clothing reflecting broader environmental concerns.

2.2 Framework Analysis

The world's fashion industry is undergoing a significant transformation towards sustainability, driven by environmental concerns and ethical considerations (Kautish & Khare, 2022). The shift, however, is not just a passing trend but a sincere response to the challenges our planet is facing (Kautish & Khare, 2022). While the West has been at the forefront of sustainable fashion for some time, emerging markets like India are experiencing a similar paradigm shift, although with their unique nuances (Kautish & Khare, 2022).

India has a rich cultural heritage and a long-standing tradition incorporating local crafts, artisanal techniques, and indigenous materials in its fashion choices (Kautish & Khare, 2022). However, the advent of fast fashion and globalization temporarily overshadowed these sustainable practices (Kautish & Khare, 2022). Today, as fast fashion's negative impacts become evident, consumers have renewed interest in sustainability worldwide (Kautish & Khare, 2022).

Generation Y, also called “the Millennials”, is crucial in driving the shift towards sustainable fashion in India (Kautish & Khare, 2022). This target demographic category represents a significant portion of the Indian population and strongly influences market trends (Kautish & Khare, 2022). The consumption patterns of Generation Y are influenced by combining traditional values and global influences (Kautish & Khare, 2022). Therefore, understanding Generation Y's attitudes and purchasing behaviours towards sustainable fashion is paramount (Kautish & Khare, 2022).

Existing research has explored factors influencing Generation Y's attitudes and purchasing behaviour towards sustainable fashion. One study found that antecedents such as cosmopolitanism, country image, peer influence, and social

media play a role in shaping sustainable fashion apparel purchase behaviour (Kautish & Khare, 2022). Another study highlighted the role of past behaviour and green apparel in influencing Generation Y's attitudes towards sustainable fashion (Kautish & Khare, 2022). The concept of framing sustainable fashion on social media has also been examined (McKeown & Shearer, 2019).

The fashion industry's supply chain is complex and fragmented, thus making it less transparent than other industries (Joy et al., 2012). This complexity poses challenges to achieving sustainability in the industry (Joy et al., 2012). However, there are efforts to promote sustainable practices, such as adopting circular economy principles and using handloom textiles (Gazzola et al., 2020; Teowarang et al., 2022). The concept of slow fashion, which emphasizes quality over quantity, is also gaining traction (Pucci et al., 2022).

Consumer awareness and perception of sustainability in the fashion industry drive sustainable consumption (Mandarić et al., 2021). However, there is still a gap between consumer attitudes and actual purchasing behaviour, which can be attributed to various barriers, including the complexity of establishing a sustainable supply chain, unclear certification and labelling systems, and high prices of sustainable fashion products (Starčević et al., 2022). The lack of knowledge and limited availability of sustainable fashion options also contribute to this gap (Starčević et al., 2022).

The role of social media and influencers in promoting sustainable fashion has also been explored (McKeown & Shearer, 2019). Sustainable fashion communication strategies (such as framing messages and targeting specific audiences) can promote sustainable fashion effectively (Guedes et al., 2018).

Additionally, the role of fashion retailers in promoting green retailing and environmental protection has been recognized (Lee et al., 2012).

The COVID-19 pandemic has significantly impacted the fashion industry, disrupting global and domestic fashion markets (Brydges et al., 2020; Teowarang et al., 2022). However, it also allowed the industry to transition towards a more sustainable future (Brydges et al., 2020).

Therefore, the global fashion industry is profoundly shifting towards sustainability, and India is no exception. Generation Y plays a crucial role in driving this shift, and their attitudes and purchasing behaviours towards sustainable fashion are influenced by various factors such as peer influence, social media, and past behaviour.

However, there are still barriers to achieving sustainability in the fashion industry, including the complexity of the supply chain and the gap between consumer attitudes and purchasing behaviour. Efforts are being made to promote sustainable practices, such as adopting circular economy principles and using handloom textiles.

Since the global fashion industry has experienced a significant transformation towards sustainability recently, driven by various environmental concerns and a heightened sense of ethical responsibility (Todeschini et al., 2017); the shift has been crucial in India, where the fashion industry is characterized by a unique blend of rich cultural heritage and modern influences (Todeschini et al., 2017).

The transition towards sustainable fashion in India is not without its challenges, mainly due to the rise of fast fashion, which has posed challenges to traditional, more sustainable practices (Todeschini et al., 2017). This has led to a

conflict between rapid consumerism and sustainable values, highlighting the need for a deeper understanding of the various factors influencing this trend (Todeschini et al., 2017). Despite these challenges, there is a growing awareness and interest in sustainable fashion among Indian consumers, particularly within Generation Y (Jain & Jham, 2020).

Additionally, global production and supply chain sustainability have been a central topic of discussion in recent years, emphasizing the need for sustainable practices in the fashion industry (Dobos & Éltető, 2022). With the recent initiative towards circular economy, discarded fashion materials are reused to recover value from waste, indicating a shift towards more sustainable practices (Thinakaran et al., 2023).

Millennials in India have shown an increased interest in recycling and the circular economy transition in the fashion industry, indicating a positive trend towards sustainability (Kautish & Khare, 2022). Furthermore, their purchasing behaviour towards fashion clothing brands is influenced by brand awareness and schematicity, making them a significant portion of global fashion retail consumption (Rahman et al., 2020).

The fashion industry's move towards sustainability is also evident in the growing attention to sustainable fashion practices by clothing designers and scholars, indicating a cultural shift towards sustainable fashion (Gurova & Morozova, 2016). Additionally, the impact of sustainability consciousness on slow fashion behaviour has been studied, with findings indicating a positive influence on environmental apparel purchase and sustainable apparel divestment (Shin & Seock, 2020).

Therefore, the fashion industry in India has undergone a significant shift towards sustainability, driven by the unique blend of cultural heritage and modern influences. With its unique positioning and influence, Generation Y is critical in driving this transformation. While challenges exist, there is a growing awareness and interest in sustainable fashion among Indian consumers, particularly within Generation Y, indicating a promising shift towards sustainability in the fashion industry.

2.2.1 Generation Y's Demographic and Socio-Economic Profile

Generation Y in India, the Millennials, is a diverse and influential demographic cohort born between the early 1980s and the mid-1990s (Jain, 2020). The generation characterises traits like technological fluency, higher educational levels, and a unique socio-economic profile shaped by the liberalized Indian economy.

They exhibit a transition from traditional employment to more innovative and entrepreneurial roles, reflecting India's ever-evolving socio-economic landscape. Furthermore, they navigate a cultural crossroads, balancing traditional family values with modern, liberal attitudes, resulting in a unique blend of the old and the new. All the above is evident in their consumption patterns, where a preference for global brands coexists with a respect for traditional, locally sourced products (Jain, 2020).

The consumption patterns of Generation Y in India are marked by increased awareness of global trends and a heightened sense of social and environmental responsibility. They are increasingly drawn to brands aligning with their values, particularly those demonstrating a commitment to sustainability (Jain, 2020). The shift signifies a move towards a more value-driven approach to consumption, where

personal values, ethics, and sustainability play a pivotal role in their purchasing decisions.

While existing literature provides valuable insights into Generation Y's demographic and socio-economic characteristics in India, a noticeable gap exists in understanding how these specific traits influence their attitudes towards sustainable fashion. Research frequently relies on findings from contexts without considering the distinct cultural, economic and social dynamics of the Indian context. Additionally, a delicate interplay between traditional values and modern influences in shaping consumption patterns remains underexplored, especially in a sustainable fashion. Therefore, focused research that delves into how these cultural and socio-economic factors specifically impact sustainable fashion choices among Indian millennials is essential.

2.2.2 Conceptual Framework

It is essential to delve into the multifaceted aspects of consumer behaviour regarding sustainable fashion among Generation Y in India. In that aspect, it critically examines the existing literature on environmental awareness, cost and value perception, availability and accessibility of sustainable fashion, and consumer behaviour, identifying gaps and drawing connections between these interrelated factors.

2.2.3 Environmental Awareness Among Generation Y

Generation Y in India is increasingly demonstrating a heightened environmental consciousness, influenced by factors such as global environmental issues, education, and media exposure (Stamm et al., 2000). The awareness is further amplified by social media campaigns and environmental activism (Bolton et al., 2013). However, despite this increased awareness, there seems to be a gap

between knowledge and action, particularly in sustainable fashion choices (Průša & Sadílek, 2019). However, there is a discrepancy between the heightened environmental awareness and the actual implementation of sustainable practices, indicating a gap between knowledge and action (Průša & Sadílek, 2019).

The use of social media has been identified as a significant influencer of Generation Y's attitudes and behaviours (Bolton et al., 2013). The Internet shapes individuals' attitudes towards environmental issues, and social media plays a vital role in shaping political communication and influencing public understanding and action regarding environmental concerns (Hansen, 2011; Stier et al., 2018). Furthermore, studies have documented the positive effects of prolonged exposure to mass media on improving women's status and decision-making authority within households in India (Patel, 2020).

Moreover, the influence of individual factors, such as socio-economic status, age, and social norms, on Generation Y's use of social media and its impact on their attitudes and behaviours has multi-folded over the years. (Bolton et al., 2013). Peer behaviour can be influenced positively amongst Generation Y consumers worldwide (Průša & Sadílek, 2019). However, most studies on consumer behaviour and environmental consciousness have been conducted in developed regions, with limited research on consumers in emerging economies such as India (Adnan et al., 2017).

In environmental issues, the media has been found to have varying effects on individuals' attitudes and behaviours. For instance, newspapers and other print media have been associated with knowledge and beliefs about climate change (Rice & Miller, 2023). Additionally, environmental education has been identified as a

positive contributor to increasing knowledge about contemporary environmental issues (Kalfas et al., 2022).

In India, environmental consciousness is influenced by various societal and economic factors. The same can be emphasised by highlighting differences and inequalities between developed and developing nations. However, the growing environmental subjectivity among urban middle classes in India tends to be elitist and socially unjust rather than progressive (Véron, 2010).

Therefore, the present literature indicates that Generation Y in India is influenced by environmental consciousness, shaped by various factors such as social media, education, and societal norms. However, a notable gap exists between this heightened awareness and implementing sustainable practices, particularly in fashion choices.

The influence of social media, individual factors, and environmental education on shaping attitudes and behaviours towards environmental issues has been highlighted. Additionally, India's societal and economic context plays a significant role in influencing environmental consciousness and behaviours.

2.2.4 Cost and Value Proposition in Sustainable Fashion

The affordability and perceived value of sustainable fashion significantly influence Generation Y's purchasing decisions in the fashion industry. While this demographic acknowledges sustainable products' ethical and environmental benefits, the higher cost associated with these items often acts as a barrier (Alfauzy & Nita, 2021). Generation Y tends to evaluate the ethical benefits against the economic costs, indicating a complex decision-making process that balances ethical considerations with financial constraints (Chan & Wong, 2012).

Studies show that consumers, particularly Generation Y, are increasingly concerned about sustainability and ethical production in the fashion industry (Pencarelli et al., 2019). However, there is a perception that sustainable and ethically produced fashion is too expensive compared to more affordable options, leading to a trade-off between ethical considerations and economic constraints (Alfauzy & Nita, 2021). The above perception highlights consumers' challenges in reconciling their desire for sustainable products with higher costs.

Moreover, multiple research studies explain that consumers consider sustainability in fashion, thus indicating a shift in consumer attitudes towards valuing sustainability in fashion products (Pencarelli et al., 2019). However, there is a disconnect between consumer awareness and fashion brands' communication of sustainable fashion initiatives (Papadopoulou et al., 2021). Despite Generation Y consumers' sustainability consciousness and environmental concerns, fashion brands have not effectively communicated their sustainable fashion initiatives, missing an opportunity to build a competitive advantage (Papadopoulou et al., 2021).

The perceived value of sustainable fashion is also influenced by aesthetics and artisanal quality, which are critical in promoting sustainable fashion (Jung & Jin, 2016). Therefore, besides ethical and environmental considerations, the perceived value of sustainable fashion is also influenced by the quality and design of the products.

Additionally, retailers need to improve store-related attributes of eco-fashion to satisfy consumer needs better and to be cautious in determining the price premium level of eco-fashion (Chan & Wong, 2012). The above signifies that consumers are willing to embrace sustainable fashion, and thus, strategic pricing

and marketing approaches must align with the perceived value of sustainable fashion and consumer expectations and affordability.

Therefore, the purchase decisions of Generation Y in the fashion industry are influenced by a complex interplay of ethical considerations, perceived value, and economic constraints. While consumers have a growing awareness and concern for sustainability, the higher cost of sustainable fashion presents a significant barrier. Retailers and fashion brands must bridge the gap between consumer awareness and the communication of sustainable initiatives while strategically pricing and marketing sustainable fashion to align with consumer expectations and affordability.

2.2.4.1 Availability and Accessibility of Sustainable Options

The availability and accessibility of sustainable fashion in India present a varied landscape, with notable disparities between urban and rural areas and different regions within the country (McNeill & Moore, 2015). While urban markets are witnessing sustainable growth, challenges remain regarding overall market penetration and consumer reach (Chawla & Kumar, 2021).

E-commerce platforms are emerging as significant channels for making sustainable fashion more accessible, yet obstacles still exist to reach a broader consumer base (Chawla & Kumar, 2021), indicating a growing interest and potential market for sustainable fashion in urban areas.

The fashion industry in India is also experiencing a surge in interest in sustainable practices, especially after incidents like the Rana Plaza factory disaster, which has led to increased attention to sustainable fashion and ethical practices in the industry (Henninger et al., 2016). This growing interest in sustainability is

further supported by the study conducted by (Atik & Ertekin, 2022), which emphasizes the pressing need for social marketing efforts to endorse sustainable solutions in the fashion industry (Atik & Ertekin, 2022). The study by Nayak et al. (2019) also supports this, indicating that customers are becoming more concerned about purchasing sustainable products, especially in the fashion and textiles sector (Nayak et al., 2019).

Furthermore, the role of e-commerce in promoting sustainable fashion cannot be overlooked. The research by Chawla & Kumar (2021) focuses on the legal infrastructure and its implications for online consumer security, highlighting the potential for e-commerce to increase customers' interest and trust in India's electronic transactions (Chawla & Kumar, 2021). Additionally, the government's initiatives, such as the Open Network for Digital Commerce (ONDC), aim to promote inclusive and sustainable digital economic growth, providing new avenues for innovation in the digital economy, including the fashion industry (M. et al., 2022).

In addition to the market and consumer aspects, the study by Henninger et al. (2016) emphasizes the importance of corporate social responsibility and green marketing in sustainable fashion (Henninger et al., 2016). The same is supported by the work of Sanmiguel et al. (2021), which discusses how to effectively communicate sustainability in the fashion industry, highlighting the need for a balance between creative and industrial approaches (SanMiguel et al., 2021).

Overall, the sustainable fashion landscape in India is complex, with challenges and opportunities. While urban markets show promise for the growth of sustainable fashion, there is a need for concerted efforts in social marketing,

corporate responsibility, and e-commerce infrastructure to make sustainable fashion more accessible and available to a broader consumer base.

2.2.4.2 Consumer Behaviour and Sustainable Fashion

The relationship between environmental awareness and actual purchasing behavior among Indian Millennials is a complex interplay influenced by various factors. While environmental concerns are significant, factors such as brand loyalty, fashion trends, and peer influence often significantly shape their purchasing decisions. The same indicates a need for a deeper understanding of how marketing and social influences interact with environmental awareness in shaping consumer behavior towards sustainable fashion.

Several studies have delved into the factors influencing green purchase behaviour among millennials. A study highlights the importance of consumer education on the benefits of sustainable fashion as a long-term behavioural change strategy, thus mentioning the social implications of encouraging sustainable fashion purchase behaviour (Muposhi & Chuchu, 2022).

Additionally, the study focuses on understanding the factors affecting luxury purchase intentions and behaviours among Indian consumers, shedding light on the relationship between consumers' purchase intentions and variables like attitude, subjective norm, and perceived behavioural control about purchasing luxury fashion goods (Jain & Khan, 2017).

It also proposes measuring behavioural loyalty through a particular brand's purchase frequency and purchase possibility, emphasizing the significance of brand loyalty in shaping purchasing behaviour (Kandampully et al., 2015), therefore investigating the millennials' perceptions of sustainable products and the factors

that make these products appealing, contributing to the understanding of green consumption behaviour influenced by social media (Bedard & Tolmie, 2018).

These studies collectively underscore the multifaceted nature of factors influencing purchasing behavior among Indian Millennials, highlighting the need for a comprehensive understanding of how environmental awareness, marketing, social influences, and individual traits intersect to shape consumer behavior towards sustainable fashion.

2.3 Summarizing the Literature Review and Finding Research Gaps

While there is literature available on environmental awareness, and the cost-value dynamics amongst Generation Y are discussed, there is a lack of understanding of how this translates into popularizing sustainable fashion in India.

Most of the research discusses a particular section of society and its understanding of Sustainable Fashion. There are substantial possibilities of understanding and familiarizing the same among Millennials of every section of society. The specific research gaps are:

- There is a need to understand why Generation Y in India does not always choose to embrace sustainable fashion, irrespective of being aware of it.
- There is a need to explore how Indian Millennials perceive the cost of sustainable fashion, its value, and what influences their decision to see it as affordable or too expensive.
- It is crucial to investigate how access to sustainable fashion varies across different regions of India, especially comparing urban to rural areas, and how this affects Generation Y's choices.

- Understanding how marketing and social media campaigns influence Generation Y's attitudes and purchasing behaviours towards sustainable fashion in India is essential.
- There is a need to investigate the cultural norms and socio-economic factors that specifically shape Generation Y's attitudes and behaviours towards sustainable fashion in various parts of India.
- There is a need for comprehensive research integrating factors like environmental awareness, cost perception, and marketing influences to understand their collective impact on sustainable fashion choices among Indian Millennials.

While this research will answer the above questions, there will be a gap in covering the length and breadth of India. Covering the entire Generation Y population is difficult. This research predominantly relies on qualitative methods, which, although rich in detail, might limit the generalizability of the findings across the broader population.

The research also addresses urban perspectives, potentially overlooking the nuances of rural and semi-urban areas in India to some extent, which can exhibit different consumption patterns and access to sustainable fashion.

Furthermore, the rapidly evolving nature of the fashion industry and consumer attitudes presents a challenge, as the findings may not fully encapsulate future trends or shifts in consumer behaviour. Lastly, relying on self-reported data may have biases, as participants' responses might be influenced by social desirability or personal perceptions rather than actual behaviours.

CHAPTER III: METHODOLOGY

3.1 Overview of the Research Problem

In the dynamic and rapidly expanding Indian fashion industry, the shift towards sustainable practices has become a necessity, not just an idealistic pursuit. Propelled by the burgeoning middle class, India's escalating consumerism has positioned it as a pivotal player in the global fashion arena. However, this growth is accompanied by substantial environmental and social drawbacks, notably exacerbated by the fast fashion trend (Johnson et al., 2022). The industry faces a pressing need to adopt eco-friendly production, uphold ethical labour standards, and embrace circular consumption to mitigate the adverse effects associated with harmful chemicals prevalent within the fashion ecosystem.

Central to driving the momentum towards sustainable fashion is Generation Y, or Millennials, whose purchasing patterns and attitudes towards sustainability are poised to catalyze significant changes within the industry.

The Indian context presents distinct challenges and opportunities in understanding and influencing Millennials' sustainable fashion behaviours, a research area that remains underexplored mainly (Gupta & Hodges, 2012; Norum, 2017).

By highlighting the discord between the Millennials and their stated attitudes along with their actual purchasing behaviours; the existing literature underscores the imperative for deeper investigation into this demographic's engagement with sustainable fashion.

This study aims to bridge the existing knowledge gap by scrutinizing Generation Y's interactions with sustainable fashion, with a focus on their awareness, attitudes, purchasing behaviours, and the influencing factors thereof.

Employing a qualitative research methodology that includes interviews with fashion industry experts well-versed in consumer preferences, the research seeks to uncover the prevailing lack of consumer awareness and underscore the critical need for effective policy development and implementation. Specifically, the research investigation will explore the following:

- The extent of Generation Y's familiarity with sustainable fashion concepts
- Their attitudes towards sustainability encompass environmental and social impact concerns
- The prevailing consumer habits and the influence of sustainability on fashion choices
- The impact of pricing on the adoption of sustainable fashion practices
- Psychological factors that influence clothing purchase decisions, including brand loyalty, the impact of marketing campaigns, and the influence of social circles.
- Perceptions regarding the role of the government, fashion brands, and influencers in promoting sustainable fashion within India (Cairns et al., 2021)

Through a thorough examination of these aspects, the study endeavours to provide a nuanced understanding of Generation Y's purchasing patterns in relation to sustainable fashion. It aims to contribute to the consumer behaviour theory by illustrating the behavioural shifts precipitated by price variations and the

introduction of effective governmental policies towards sustainability in the fashion sector.

By delineating the influence of influencers in shaping fashion choices and highlighting how governmental interventions can significantly impact price reduction and sustainability promotion, this research is poised to enrich the scholarly discourse on sustainable consumerism within the fashion domain, offering valuable insights for both academic and practical applications.

3.2 Operationalization of Theoretical Constructs

This study delves into the sustainable fashion buying patterns of Generation Y in the Indian context, with a primary focus on assessing their awareness of sustainable fashion. By exploring these aspects, the research aims to illuminate the ways in which price sensitivity and levels of awareness may influence the purchasing decisions of this target audience.

As an exploratory study, it seeks to uncover and detail under-researched problems or phenomena within this domain, allowing for a comprehensive exploration of the subject matter and the identification of potential patterns, relationships, and influential factors (Kalu, 2017).

The research is designed to gain a deeper understanding of the interplay between awareness levels, pricing, and governmental interventions affecting Generation Y's buying preferences in India. Through this exploratory approach, valuable insights into the decision-making processes and the myriad factors impacting Generation Y's buying patterns are anticipated.

This initial phase will lay the groundwork for future, more detailed investigations, aiming to probe deeper into specific mechanisms, motivations, and impacts of various influencers on sustainable fashion choices.

To build on the foundational knowledge acquired; subsequent research could delve into the intricacies of Generation Y's sustainable fashion choices, fostering the development of comprehensive theories and new parameters to promote sustainable fashion in India.

This exploratory study is poised to enhance our understanding of changing consumer patterns towards sustainable fashion in India, setting the stage for more focused inquiries in the future. Notably, while previous studies have explored consumer attitudes and behaviours towards sustainability in fashion globally (McNeill & Moore, 2015), there exists a gap in research, specifically within the Indian context.

Employing a qualitative approach, this study will analyze interview transcripts through thematic and narrative analysis to identify themes, patterns, and categories relevant to sustainable fashion. A comparative analysis of interview responses will further elucidate commonalities and differences, enriching our understanding of diverse opinions within the target group.

Subsequently, quantitative data analysis will summarize survey data, offering insights into general trends. Integrating findings from interviews with statistical data will allow for a comprehensive understanding of qualitative patterns supported or contradicted by quantitative evidence.

To ensure robust conclusions, a data triangulation method will be employed, corroborating evidence from multiple sources (interviews, surveys, existing literature) to counter potential biases and enhance the credibility of findings.

Triangulation is pivotal in research for integrating various forms of evidence, perspectives, and analytical strategies, thus yielding more meaningful insights than could be obtained from any single approach (Donkoh, 2023; Halcomb & Andrew, 2005; Briller et al., 2008).

This methodology not only enriches the trustworthiness of research findings by leveraging multiple theoretical frameworks and data sources but also contributes significantly to the academic discourse on sustainable fashion consumption among Generation Y in India (Hamilton & Bechtel, 1996).

Therefore, in the research, the triangulation method is used to achieve the following:

- Review all related literature based on research objectives
- Conduct a linked survey to the research objective so that the findings can be verified in the reviewed literature.
- Additionally, in the third approach, I conducted one-on-one interviews with a chosen pool of respondents to analyse the data. The data came from linked surveys in order to conclude the research and share the findings that would help researchers further.

3.3 Research Purpose and Questions

The main objective of the research is to understand the relationship between Generation Y in India and sustainable fashion by dissecting the dynamics of awareness, economic sensibilities, and market realities concerning sustainable fashion consumption among Generation Y. In order to address the research objective, this study will address the following research questions:

1. *What awareness and attitude levels does Generation Y have towards Sustainable fashion?*
2. *What factors influence Generation Y's sustainable fashion choices in India?*
3. *Is the Indian Generation Y willing to invest in sustainable fashion choices?*
4. *Does the availability of sustainable fashion options affect Indian Generation Y's buying decisions?*
5. *Do cultural and social norms shape Generation Y's preferences regarding sustainable fashion in India?*

Thus, the broader objective would lead to multiple sub-objectives:

- To assess the awareness and knowledge of Generation Y in India about the environmental and social impacts of the fashion industry.
- To analyze Economic Factors and investigate how price sensitivity and economic considerations influence Generation Y's decisions to purchase sustainable fashion.
- To evaluate Market Accessibility and assess the availability of sustainable fashion options in India and its impact on Generation Y's purchasing behaviour.
- To explore the cultural and social influences to understand how such factors shape Generation Y's attitudes and preferences towards sustainable fashion.
- To identify consumer expectations and preferences to determine what Generation Y in India expects from sustainable fashion in terms of style, quality, and brand image.

- To examine industry practices and investigate current industry standards and practices in sustainable fashion and their alignment with Generation Y's expectations.
- To provide strategic recommendations for the fashion industry and policymakers to align with the sustainable preferences of Generation Y in India.
- To contribute to academic literature and enrich scholarly discussions by providing new insights into sustainable consumerism and fashion trends for Generation Y in emerging markets like India.

3.4 Research Design

The convergence of sustainability and fashion emerges as a crucial area of inquiry, with a specific focus on Generation Y in India. This demographic segment, renowned for its significant influence on market trends and consumption habits, provides a rich terrain for exploring sustainable fashion attitudes.

The study is designed to dissect the complex interaction of elements such as consumer awareness, economic considerations, market access, and cultural influences that dictate sustainable fashion consumption among Generation Y in India.

At the heart of this research is the urgent need to mitigate environmental degradation and encourage sustainable practices within the fashion sector. Targeting Generation Y in India, a group characterized by notable purchasing power and a potential catalyst for steering market trends towards sustainability, the study endeavours to deliver an exhaustive insight into the dynamics of sustainable fashion consumption. It aims to scrutinize various facets of sustainable fashion

consumption, including consumer awareness, economic variables, market accessibility, and the role of cultural and social norms (Nautiyal & Atre, 2022).

Employing a qualitative research methodology, which incorporates surveys and interviews with the target group, the study seeks to delve deeply into individuals' subjective experiences and perspectives.

This methodological choice is pivotal for an in-depth analysis of Generation Y's viewpoints, aiding in the identification of obstacles and motivators for sustainable fashion consumption.

The analysis of the qualitative data will utilize thematic and narrative techniques, offering a nuanced understanding of consumer behaviour within the sustainability spectrum (Wu & Islam, 2022). Furthermore, the application of triangulation as an essential analytical strategy will bolster the study's credibility, corroborating findings across varied data sources, including survey results, interview narratives, and extant scholarly works.

Thus, the methodological framework is structured to yield a thorough and insightful exploration of Generation Y's stance on sustainable fashion. It lays a robust groundwork for devising strategies aimed at enhancing sustainability in India's fashion landscape (Xu et al., 2019).

Consequently, by methodically examining these dimensions, the research aspires to enrich the scholarly dialogue on sustainable consumerism, especially within the burgeoning context of India's market. The research design is carefully curated to propel the discourse on sustainable fashion forward through comprehensive, evidence-driven analysis (Teowarang et al., 2022).

3.4.1 Methodology

Step I: Reviewing Literature Extensively

The initial phase involved a detailed examination of existing literature on sustainable fashion, with a particular focus on Generation Y in India and globally. This review aimed to understand consumer attitudes towards sustainability within the fashion industry and how global trends influence these behaviours.

Key areas of exploration included Generation Y's awareness and purchasing power related to sustainable clothing, the impact of the garment industry's practices on consumer choices, and the role of digital communities in shaping these behaviours.

The literature review also delved into barriers to sustainable fashion adoption and the influence of fast fashion on both consumer choices and the environment. This foundational step provided the necessary context for identifying the research gaps that this study aims to address.

Step II: Formulating Link Survey and One-on-one interview questions

Following the literature review, the next step was to develop targeted questions for both the online survey and one-on-one interviews. This process involved crafting questions that encapsulate all research aspects, ensuring the objectives could be met with factual and data-backed conclusions.

Interviews were designed to be structured and semi-structured, facilitating a conversation that would delve into the participants' understanding of sustainable fashion, their receptiveness towards it, and their price sensitivity. The goal was also to gauge the need for change within this domain and identify the factors that could drive such change.

To ensure the integrity of data collection and analysis; interviews were recorded with participants' consent, allowing for the accurate transcription of responses and the capture of nuanced experiences.

This approach also enabled cross-verification with survey data, enhancing the reliability of the findings (Kennedy et al., 2021). Through one-on-one interviews, the study aimed to gather rich qualitative data to deeply understand Generation Y's perceptions and behaviours towards sustainable fashion.

Step III: Spread of the Link Survey

The distribution of the link survey among Generation Y was conducted via various social media platforms, utilizing a snowball sampling technique to reach a broad and diverse audience. This method was chosen for its effectiveness in capturing the influence of peers and friends on consumer decision-making (Al-Nsour & Tarofder, 2022).

The survey aimed to collect responses from individuals within the 24-39 age group across India, expanding the reach and diversity of the sample as participants shared the questionnaire within their networks.

Step IV: Data Analysis

The final stage involves analyzing the data collected from both the interviews and the online survey. This step is crucial for identifying themes, patterns, and insights related to Generation Y's buying patterns towards sustainable fashion.

The analysis will incorporate both qualitative methods, like thematic coding and content analysis, and quantitative methods, such as statistical analysis and data visualization. Identifying measures to enhance the acceptability of sustainable fashion among Generation Y is a vital objective of this analysis phase.

3.4.2 Conclusion

Therefore, by adopting an exploratory research design, the research will provide a comprehensive understanding of awareness levels, cost preferences and psychological patterns of Generation Y in the Indian sub-continent. Additionally, the research findings will also contribute extensively to the academic literature in the said field, adding to the literature worldwide.

3.5 Population and Sample

Based on the profile shared so far, the target profile for the research conducted in understanding the buying patterns of Generation Y in India is:

- Socio-demographic profile
- Geography: Indian that are termed as Generation Y (age between 24-39 years)
- Other areas of research are environmental consciousness, cost considerations, psychological considerations and interventions regarding sustainable fashion.

3.5.1 Understanding the population and sample in detail:

The methodology of this research aims to intricately dissect the sustainable fashion buying behaviours of Generation Y within the Indian context, leveraging a dual approach of survey distribution and targeted interviews to gather a comprehensive dataset.

The section delineates the population and sample dynamics, encapsulated by the socio-demographic profile and geographical delineation of Indian Generation Y (ages 24-39), alongside an exploration into environmental consciousness, cost considerations, psychological underpinnings, and interventions related to sustainable fashion.

The study's population encompasses Indian individuals categorized within Generation Y, specifically those aged between 24 and 39 years. This demographic is selected based on their notable influence on market trends and consumption behaviours, as well as their pivotal role in transitioning towards sustainable fashion practices.

The research further extends into examining various facets influencing sustainable fashion consumption, such as environmental awareness, cost implications, psychological factors, and the effectiveness of various interventions in promoting sustainability within the fashion industry.

- a. The sample for this study is derived from two distinct but complementary sources:
- b. a general respondent group falling within the 24-39 age bracket, and
- c. a targeted group representing fashion industry professionals

The general respondents are approached via an online survey that probes their perspectives and purchasing habits concerning sustainable fashion in India. This survey encompasses a range of questions designed to gauge familiarity with sustainable fashion, attitudes towards environmental and social impacts, current consumption habits, price sensitivity, and the perceived role of influencers and government policies in fostering sustainable practices.

Conversely, the targeted interviews with fashion industry representatives aim to delve deeper into the professional insights on sustainable fashion trends among Generation Y. These interviews are structured to explore the industry's observations on Generation Y's receptiveness to sustainable fashion, the impact of pricing on their purchasing decisions, and the psychological factors influencing brand loyalty and sustainability adoption.

The methodology involves the use of a link survey disseminated through various social media platforms to capture a broad spectrum of Generation Y's attitudes and behaviours.

Concurrently, one-on-one interviews with fashion industry professionals offer qualitative insights into the nuances of sustainable fashion consumption. This blend of quantitative and qualitative data collection enables a rich exploration of the subject matter.

By employing thematic and narrative analysis, the study intends to sift through the qualitative data gleaned from interviews, while statistical analysis of survey responses will illuminate broader trends and patterns. The application of triangulation across these datasets further aims to validate the findings and, thus, ensure a robust understanding of Generation Y's buying patterns towards sustainable fashion in India.

Therefore, the research meticulously combines survey and interview data to unravel the complexities of sustainable fashion consumption among Generation Y in India. By investigating this demographic's environmental awareness, cost considerations, psychological influences, and the impact of interventions, the study seeks to contribute meaningful insights into promoting sustainable fashion practices within this burgeoning market segment.

3.6 Participant Selection

In the exploration of sustainable fashion consumption patterns among Generation Y in India, a strategic participant selection methodology is paramount for capturing comprehensive insights.

This research employs a bifurcated approach to participant selection, targeting both general consumers within the specified demographic and professionals within the fashion industry. This method is designed to amalgamate a broad spectrum of perspectives, thereby enriching the study's findings with both consumer and professional insights into sustainable fashion practices and preferences.

For the consumer segment, the study focuses on individuals aged between 24 and 39 years residing in India's urban and semi-urban locales. The demographic, known for its influence on market trends and consumption behaviours, is approached through a mixed methodology of purposive and snowball sampling.

The initial participant pool is identified based on age and urban and semi-urban residency criteria, with subsequent participants recruited via social media platforms like Facebook and LinkedIn. This approach leverages the interconnected networks of Generation Y, facilitating a diverse collection of viewpoints on sustainable fashion.

Concurrently, the industry segment targets professionals, such as designers, influencers, and brand representatives, who are actively engaged with sustainable fashion. Selected through purposive sampling, these individuals are identified for their potential to provide in-depth insights into the sector's sustainability challenges and opportunities.

Contacts for these interviews are established through references, networking platforms and industry databases, ensuring a representation of varied experiences and roles within the fashion ecosystem. This dual-faceted participant selection strategy is crucial for understanding the multifaceted nature of sustainable fashion consumption among Generation Y in India.

By integrating the nuanced consumer attitudes and behaviours with professional perspectives on market trends and sustainability practices, the research aims to construct a holistic view of the factors influencing sustainable fashion choices. This structured approach not only facilitates a thorough exploration of the subject matter but also lays a solid foundation for developing informed strategies to promote sustainability within India's fashion industry.

3.7 Instrumentation

Research questions for the link survey that Generation Y has answered across INDIA is as follows:

3.7.1 Link Survey Questionnaire

Section: Demographics

Question	Response Options
Name	<i>TextFieldTextField</i>
Email ID	<i>TextFieldTextField</i>
Gender	Male, Female, Prefer not to say
Age (in years)	24-29, 30-34, 35-39
City of Residence (India)	<i>TextFieldTextField</i>
Employment Status	Self Employed, Salaried, Student, Other: <i>TextFieldTextField</i>

Section: Sustainable Fashion Insights

Question	Response Options
Familiarity with Sustainable Fashion	1 (Not at all) to 5 (Extremely familiar)
Frequency of hearing about Sustainable Fashion	Never, Rarely, Sometimes, Often, Always
Known terms related to Sustainable Fashion	Fair Trade, Organic Textiles, Slow Fashion, Zero-waste Fashion, Upcycling, Other: <i>TextFieldTextField</i>
Awareness of brands promoting sustainable practices	Yes, No, Other: <i>TextFieldTextField</i>

Section: Conscious Choices

Question	Response Options
Importance of sustainability in clothing choices	1 (Not at all) to 5 (Extremely Important)
Concern about environmental impact	1 (Not concerned) to 5 (Extremely Concerned)
Concern about social impact	Not concerned at all to Extremely concerned
Belief in sustainable fashion reducing negative impacts	No correlation to Strongly correlated

Section: Sustainable Actions

Question	Response Options
Frequency of purchasing from sustainable brands	Never, Rarely, Sometimes, Often, Always
Consideration of environmental impact	Never, Rarely, Sometimes, Often, Always
Extending life of clothing	Never, Rarely, Sometimes, Often, Always
Participation in clothing swaps	Never, Rarely, Sometimes, Occasionally, Always
Researching brand's sustainability before purchase	Yes, No, If yes, why: <i>TextFieldTextField</i>

Section: Cost Considerations

Question	Response Options
Importance of price in purchasing decisions	1 (Not important) to 5 (Extremely Important)
Willingness to pay a premium for sustainable products	Yes, No, If yes, percentage: Upto 10%, 20%, 30%, More than 30%
Perception of affordability of sustainable products	Unaffordable to Very Affordable

Section: Mindset and Influences

Question	Response Options
Likelihood to switch to sustainable brand if similar style and quality	1 (Very Unlikely) to 5 (Highly Likely)
Influence of marketing on perception of sustainable brands	1 (Not Influential) to 5 (Highly Influential)
Importance of opinions of friends /family /influencers	1 (Not Important) to 5 (Highly Important)
Influence of availability of sustainable options	1 (Does not influence) to 5 (Great extent)
Belief in individual choices contributing to positive change	Yes, No

Section: Driving Sustainable Fashion Forward

Question	Response Options
Government role in promoting sustainable fashion	Yes, No
Awareness of government initiatives	Yes, No
Support for government incentives for sustainable brands	Yes, No
Importance for brands to communicate sustainability efforts	1 (Not important) to 5 (Extremely Important)
Preferred type of information about sustainability efforts	Production processes, Materials used, Labor conditions, Environmental and Social impact, Carbon footprint, Certifications and standards met, Supply chain transparency
Preferred medium to receive information	Social media, Email newsletters, In-store displays, Websites, Blogs, Print media
Barriers to adopting sustainable fashion	Lack of awareness, High prices, Limited availability, Lack of style and design options, Inadequate marketing efforts, Other: <i>TextFieldTextField</i>
Role of influencers in promoting sustainable fashion	Share information, Advocate for practices, Collaborate with brands, Create educational content, Other: <i>TextFieldTextField</i>

RESEARCH QUESTIONS FOR THE TARGET GROUP

The interview spanned over 20 minutes, and the questions that will be asked are as follows:

a. **Introduction** (1 minute)

The section will briefly introduce the purpose and relevance of the focus group discussion on sustainable fashion in India, explicitly targeting Generation Y.

b. **Demographics** (1 minute)

The interactive section will ask participants to briefly introduce themselves and their role in the fashion industry (e.g., fashion blogger, influencer, or fashion designer).

c. *Attitudes and Awareness (5 minutes)*

Under the section, the interview will focus on understanding the following parameters:

- What sustainable fashion practices are you aware of, and which ones do you promote in your work?
- What are the most effective ways to raise awareness about sustainable fashion among Generation Y consumers in India?
- How important are social and environmental aspects to Generation Y consumers when making fashion choices?
- What are some misconceptions or barriers that you think prevent Generation Y consumers from embracing sustainable fashion?

d. *Behavioural and Cost parameters (5 minutes)*

The section will focus on understanding the following questions:

- Have you noticed any changes in Generation Y consumers' purchasing behaviour regarding sustainable fashion over the years? If so, what are those changes?
- Based on your experience, do you think Generation Y consumers are willing to pay a premium for sustainable fashion products? Why or why not?
- In your opinion, how can fashion brands strike a balance between profitability and sustainability while catering to Generation Y consumers?

e. *Psychological factors influencing Purchase Decision (7 minutes)*

The section will focus on understanding the following questions:

- How do fashion brands build loyalty among Generation Y consumers while promoting sustainability?
- How important is the role of marketing communication in shaping Generation Y consumers' preferences for sustainable fashion?
- What psychological factors, such as social influence or personal values, play a significant role in Generation Y consumers' decision-making process regarding sustainable fashion?
- What are the main challenges that Generation Y consumers face in adopting sustainable fashion practices in India?
- Can you suggest any targeted interventions that could help overcome these challenges and promote sustainable fashion among Generation Y consumers in India?

f. Conclusion (1 minute)

Thank the participants for their time and valuable insights, and briefly mention how their input will contribute to the research and help promote sustainable fashion in India.

3.8 Research Design Limitations

The research design for the study aims at dissecting sustainable fashion consumption within India's Generation Y and adopts an integrative approach that combines quantitative surveys with qualitative interviews. This methodology is designed to paint a comprehensive picture of the current landscape. However, inherent in this design are limitations that need to be considered for a nuanced interpretation of the research outcomes. Some of such limitations are :

- *Demographic and Geographical Focus:* Concentrating on urban-dwelling Generation Y individuals is a strategic choice, reflecting their notable sway over

fashion trends and sustainability initiatives. Nevertheless, this focus may narrow the study's broader applicability, as it potentially overlooks the variegated experiences and viewpoints of those outside metropolitan hubs or from different age brackets. The urban and semi-urban-centric lens raises questions about the representativeness of the findings across the diverse tapestry of the Indian populace.

- *Sampling Strategy Nuances:* Employing purposive and snowball sampling for the survey component is intended to tap into a relevant audience efficiently. Nevertheless, this approach may inherently favour the inclusion of participants already predisposed towards sustainability, possibly skewing the dataset towards a more favourable view of sustainable fashion. Such a bias highlights the need for caution in interpreting the prevalence of positive sustainability attitudes within the broader demographic.
- *Qualitative Data Interpretation:* Relying on qualitative insights, especially from conversations with industry insiders, introduces an element of subjectivity to the analysis. Despite the rich, in-depth understanding these interviews afford, the interpretation of qualitative data is highly contingent on the overall analytical lens. The subjective, therefore, necessitates a reflective stance, acknowledging the potential for bias in distilling themes and narratives from the data.
- *Triangulation and Data Compatibility:* The strategy of triangulating findings from disparate data sources aims to bolster the study's reliability. However, the practicality of aligning qualitative depth with quantitative breadth is not without its challenges. Discrepancies in data compatibility may impede the seamless integration of these datasets, potentially affecting the holistic portrayal of the research findings.

- *Temporal and Spatial Boundaries:* The research is firmly situated within the contemporary socio-economic and environmental milieu of India, offering insights that are temporally and geographically bound. The fluidity of social attitudes, market dynamics, and sustainability practices implies that the study's conclusions might possess a limited shelf life, calling for careful consideration of their future relevance and applicability across different contexts.

In laying out these limitations, the study acknowledges the intrinsic boundaries of its design and approach, emphasizing the importance of cautious findings interpretation. Addressing these constraints in future research endeavours could widen the demographic scope, enhance sampling methodologies, and refine the data integration process. Such efforts would not only validate the integrity of this study but also pave the way for further exploration into sustainable fashion consumption dynamics among Generation Y in India, contributing to a richer academic discourse and more grounded policy implications.

3.9 Conclusion

The research design that I have chosen and the method of study that I have undertaken, along with the data collected, I have presented in a manner that best explains the purpose of the study, thereby enabling me to conduct the research and deduce conclusions most objectively.

CHAPTER IV:

RESULTS

4.1 Introduction to Results

In order to achieve the research purpose defined above, the study will address the following research questions:

- a. How does Generation Y's awareness of the environmental and societal impacts of fashion influence their leanings towards sustainable fashion?
- b. To what extent does Generation Y's willingness to pay a premium, coupled with their perception of affordability, affect their choices sustainably?
- c. How significantly does the availability of sustainable fashion options impact Generation Y's clothing purchase decisions?

The chapter ahead deals with the analysis of the research findings based on the study conducted, which is to explore the Underlying Factors Influencing Generation Y's Attitudes and Purchasing Behaviour Towards Sustainable Fashion in India.

The chapter will further provide an in-depth analysis and examination of the data obtained through the link survey and in-person interviews, thus highlighting the essential findings and trends emerging during the research undertaken.

Awareness of Environmental and Societal Impacts of Fashion towards sustainable fashion:

The first question talks about exploring Generation Y's sustainable fashion consumption in India, and the findings reveal two pivotal themes:

- a. An awareness-action gap and

b. The influence of digital narratives

While this demographic acknowledges the importance of sustainability, a deep understanding and consequent behavioural shift remain elusive. This gap underscores the need for robust educational initiatives to clarify the tangible benefits of sustainable choices and the actual costs of non-sustainable practices.

Simultaneously, digital platforms emerge as double-edged swords, potent in shaping perceptions yet capable of perpetuating fast fashion allure. The research indicates that misconceptions around affordability and style deter engagement with sustainable practices, suggesting a critical area for intervention.

Addressing these barriers through targeted education, debunking myths around sustainability, and harnessing digital influence could catalyze a more meaningful alignment of Generation Y's fashion choices with environmental and societal well-being.

Perceptions of Affordability and the Impact on Generation Y's Sustainable Fashion Choices

The second question discusses Generation Y's willingness to pay a premium price for sustainable clothes and their approach towards the affordability of sustainable fashion. The approach of Generation Y's consumers is significantly influenced by their willingness to pay a premium, which thereby is closely associated with their perceptions of affordability.

The data collected indicates that while there is an openness to spending more for eco-friendly options, prevailing misconceptions about the high costs associated with sustainable fashion deter many from making such purchases.

This scenario underscores the critical role of demystifying sustainable fashion costs and emphasizing its value proposition. Effective communication and educational strategies that clarify the affordability and long-term benefits of sustainable choices are essential for aligning Generation Y's purchasing decisions with sustainable practices.

Influencers and digital platforms emerge as vital in this endeavour, capable of shifting perceptions and demonstrating that sustainable fashion can meet both budgetary and style preferences.

Thus, Generation Y's sustainability choices are deeply affected by their cost perceptions, revealing an opportunity for the fashion industry to realign these views towards a more accurate understanding of sustainable fashion's value, thereby encouraging more eco-conscious purchasing behaviours.

Availability's Influence on Generation Y's Sustainable Fashion Purchasing Decisions:

The third question discusses how the availability of sustainable fashion influences the purchase decision, and the data explains that Generation Y's engagement with sustainable fashion significantly hinges on the availability of eco-friendly options.

Insights from both surveys and interviews reveal a marked demand within this demographic for fashion choices that align with their environmental ethos. However, the challenge lies in the accessibility and visibility of these sustainable options. A gap between the desire to purchase sustainably and the actual ability to do so is evident, with many consumers struggling to find or identify brands that meet their sustainability criteria.

The influence of brand availability on Generation Y's purchasing decisions is profound. Brands that prominently offer and market sustainable fashion options not only draw the attention of this eco-conscious demographic but also engender loyalty. This suggests a direct correlation between the visibility of sustainable choices and Generation Y's inclination to support and advocate for brands that prioritize environmental responsibility.

Addressing the need for greater accessibility and visibility of sustainable fashion options emerges as a critical pathway for the industry. As Generation Y continues to advocate for a greener planet through their purchasing power, the fashion industry is called upon to meet this demand by mainstreaming sustainable options. Therefore, the alignment between consumer values and industry offerings is pivotal in transitioning towards a more sustainable fashion ecosystem.

Therefore, the chapter discusses the analysis of exploring the factors that influence Generation Y's attitudes and purchasing behaviour towards sustainable fashion and thus investigates a clear pathway for enhancing sustainable consumption, where education, affordability, and accessibility are critical.

The results explain that bridging the awareness-action gap requires dismantling misconceptions around cost, improving the visibility of sustainable options, and leveraging digital influence to promote eco-friendly choices.

Furthermore, a collaborative effort from the fashion industry, digital influencers, and educational bodies is vital to ensure greater awareness and acceptance towards sustainable fashion.

To accomplish the study and come to valuable conclusions and discussions, as discussed in the methodology chapter, I have adopted qualitative studies and a triangulation method to verify the depth of the results.

Therefore, I have undertaken interviews with ten (10) industry experts ranging from fashion designers to wholesale suppliers of fabric to influencers that cater to niche markets such as the packaging of garments and accessories spread around India.

In addition, I have also run a link survey for people within the age bracket of 24 years- 39 years to understand what people, in general, think about various aspects of sustainable fashion.

This link survey was shared on a one-on-one basis to all the possible connections using the snowball technique and was also posted on all social media platforms, namely Instagram, Facebook, and LinkedIn, for four (4) months, and the responses were collected PAN INDIA to understand the overall psyche of the target audience.

Furthermore, the research study highlights the primary criterion for assessing the trustworthiness of a qualitative study and, therefore, proposes the triangulation method of analysis as a way to analyze the data.

Additionally, all the interviews were conducted between September 2023 to January 2024. These interviews were conducted over 20 minutes (with a buffer period of three extra minutes). All the interviews were conducted on a one-on-one basis and were recorded after the participants had given their due consent. Of the ten interviews, one was taken using the Zoom platform, and an audio recording of the same was available (since the participant was hesitant towards video recording).

The linked survey was also active during the said period, and the number of respondents to the questionnaire was 403, covering the length and breadth of the nation.

4.2 Findings and Results

I have kept the overall objectives and the research questions in mind while framing the questions both for the survey questionnaire and the interviews of the expert group. Thus, the responses and the results have been provided in a broad framework to make the study follow the research objectives.

4.2.1 Demographics

A demographic study was conducted based on the age bracket of the target population related to the research study. The questions that were asked under the category and the results are:

Question 1:	The Gender of the respondent
Question 2:	Age of the respondent
Question 3:	City of Residence
Question 4:	The Employment Status

Table 1: Demographics

Question 1: The Gender of the respondent

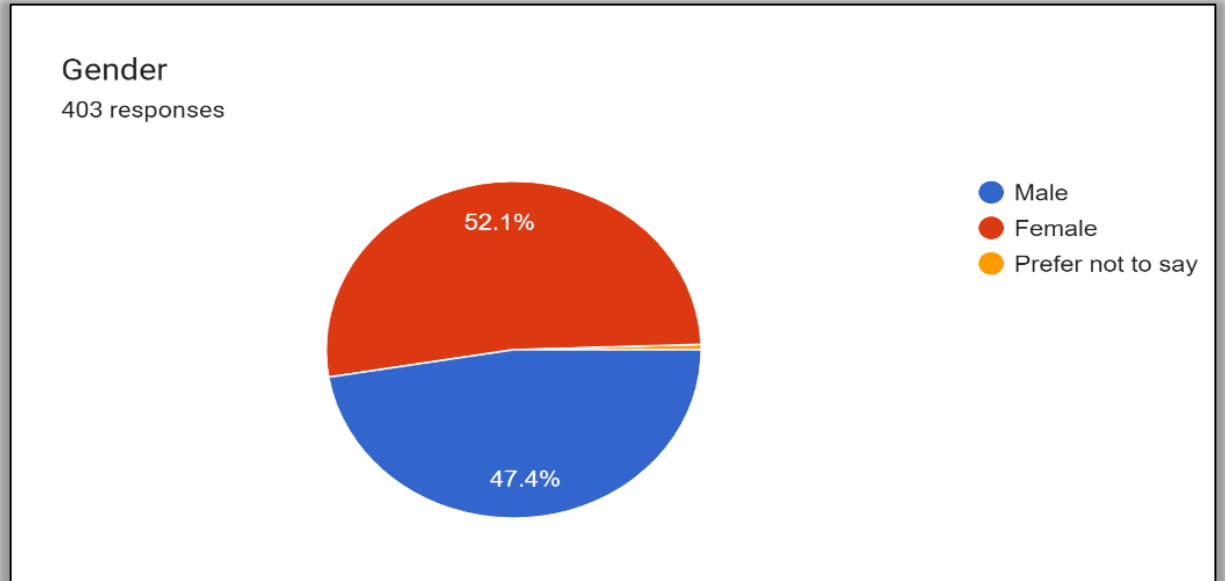


Figure 7: Gender Break-up of the Respondents

Findings: The respondents were a healthy mix of both males and females, with 52.1% of the respondents being females and 47.4% of males answering the questionnaire. However, a meagre 0.5% preferred not to reveal their gender status.

Gender	Total	Percentage
Females	6	60%
Males	4	40%
Total	10	

Table 2: Gender Break-up of the One-on-one Interviews

Question 2: Age of the Respondents

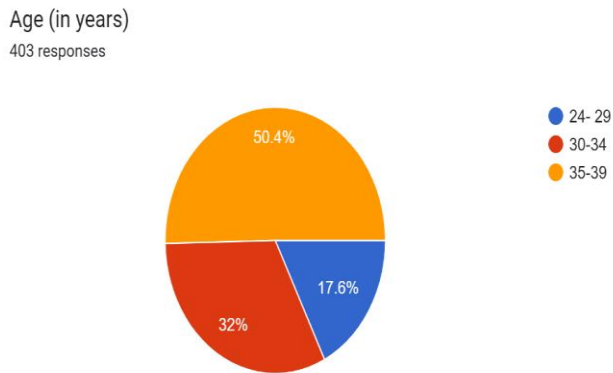


Figure 8: Age of the Respondents

Findings: The majority of the respondents, i.e., 50.4%, fall in the age bracket of 35-39 years of age, providing insights on the buying behaviour towards sustainable fashion. What is interesting is that the respondents within the age- bracket of 24 years to 29 years are showing higher awareness levels but less purchasing power.

Question 3: City of Residence (INDIA)

COUNTA of City of Residence (India) vs. City of Residence (India)

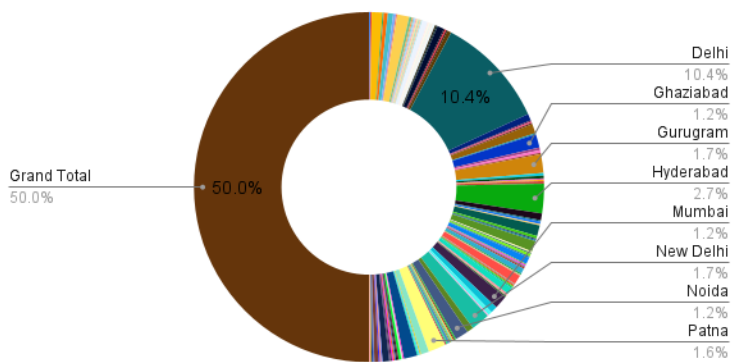


Figure 9: City of Residence (India)

Findings: the explanation provides a stark differentiation in awareness amongst the metropolitan cities or the Tier I cities vis-à-vis Tier II and Tier III

cities. The above suggests that more vigorous awareness campaigns are required in tier II and tier III cities compared to the metros or tier I cities.

Question 4: The Employment Status

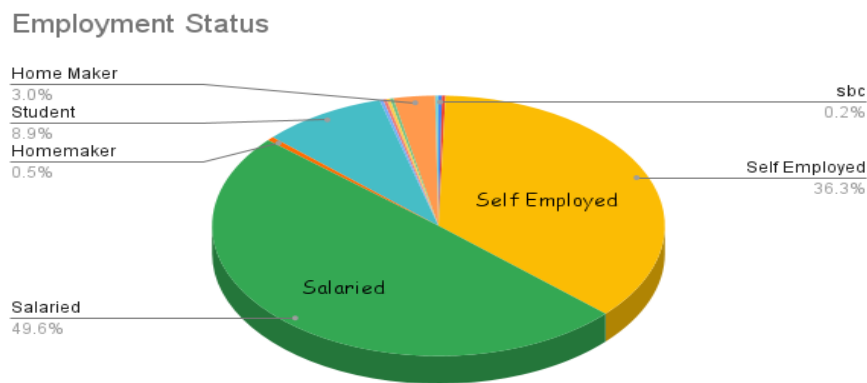


Figure 10: The Employment Status

Findings: The salaried class 49.6% has the highest number of respondents and shows a great deal of positivity in terms of embracing sustainable fashion, with a close to the self-employed group 36.3% who are willing to embrace sustainable fashion compared to the students, or the unemployed. This indicates the need for financial stability that enables the person to embrace sustainable fashion.

4.2.2 Sustainable Fashion Insights

Another vital section was understanding the target respondents' awareness levels regarding sustainability. The aim is to gauge the familiarity with the concept of sustainable fashion, its related terms, and the awareness of brands promoting sustainable practices in India amongst Generation Y. The questions that were asked under the category are:

Question 5: Familiarity with the concept of Sustainable Fashion
Question 6: Media Exposure to Sustainable Fashion Among Generation Y in India
Question 7: Awareness of Key Sustainable Fashion Terms Among Generation Y
Question 8: Awareness of Sustainable Fashion Brands Among Generation Y in India

Table 3: Sustainable Fashion Insights

Question 5: Familiarity with the concept of Sustainable Fashion

Familiarity with the concept of Sustainable Fashion

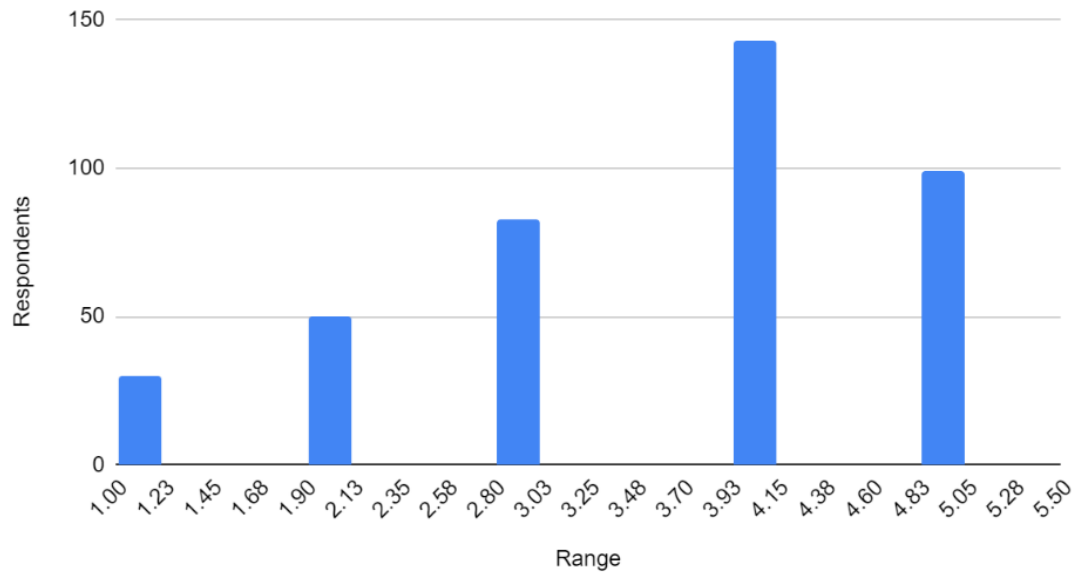


Figure 11: Familiarity with Sustainable Fashion Concept

Findings: The research data obtained from the link survey indicates a strong awareness among respondents about sustainable fashion. A significant number of participants rate themselves as quite or very familiar with the concept. This suggests that sustainable fashion has penetrated the consciousness of this demographic to a considerable extent. Although there is a substantial amount of awareness amongst the target audience, there is considerable space for increasing the depth of understanding and engagement with sustainable fashion concepts.

Question 6: Media Exposure to Sustainable Fashion Among Generation Y in India

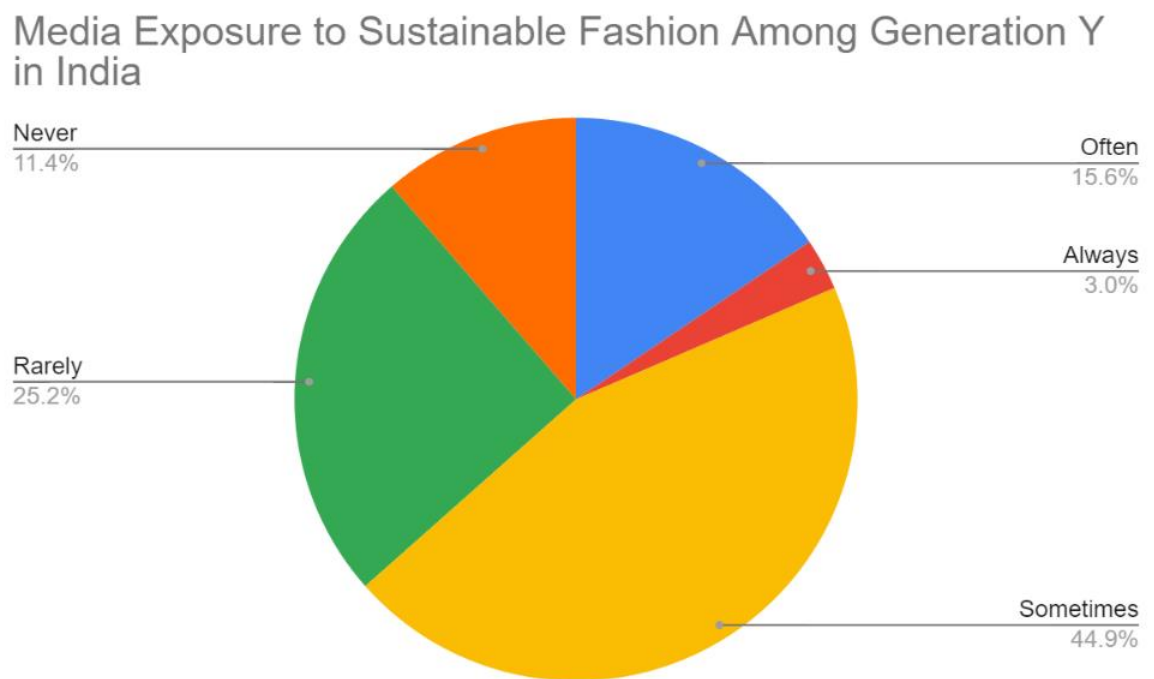


Figure 12: Media Exposure to Sustainable Fashion

Findings: Responses from both the link survey and the focussed group interviews suggest that while there is a foundation of awareness about sustainable fashion among consumers, much work is required in the said field. A concerted

effort is required to bridge the gap between awareness and action, leading to a significant impact on reducing the fashion industry's environmental footprint and promoting more ethical consumption habits.

Question 7: Awareness of Key Sustainable Fashion Terms Among Generation Y

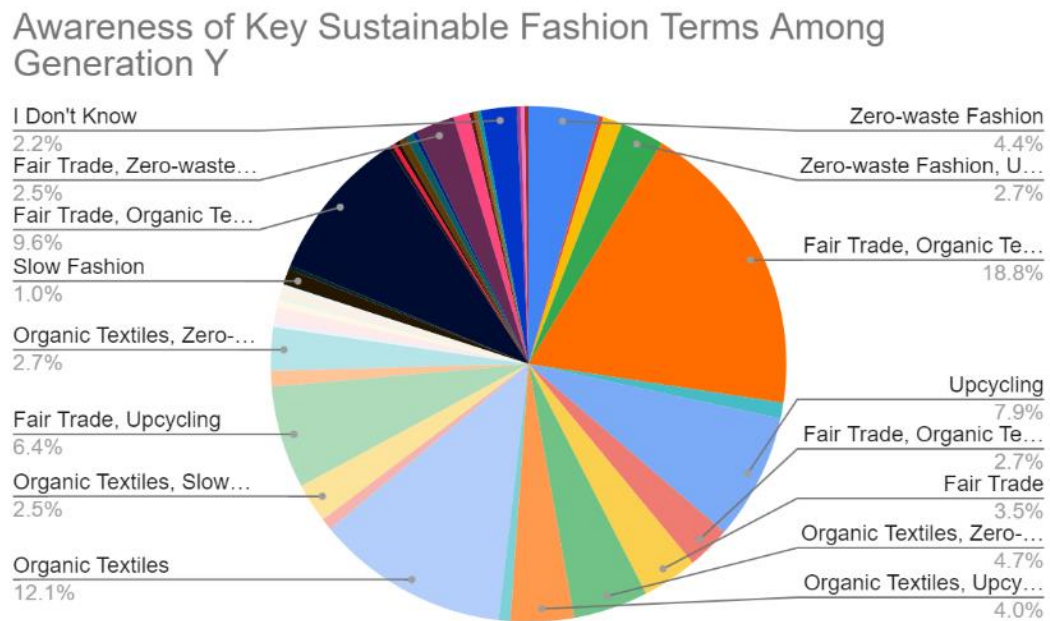


Figure 13: Awareness of Key Terms

Findings: Respondents of both the survey link and the one-on-one interviews have highlighted an understanding of sustainable fashion and have indicated their familiarity with a range of related terms. The combination of "Fair Trade," "Organic Textiles," "Slow Fashion," "Zero-waste Fashion," and "Upcycling" as the most recognized terms suggests that respondents are not only aware of sustainable fashion as a broad concept but also understand its various facets.

Question 8: Awareness of Sustainable Fashion Brands Among Generation Y in India

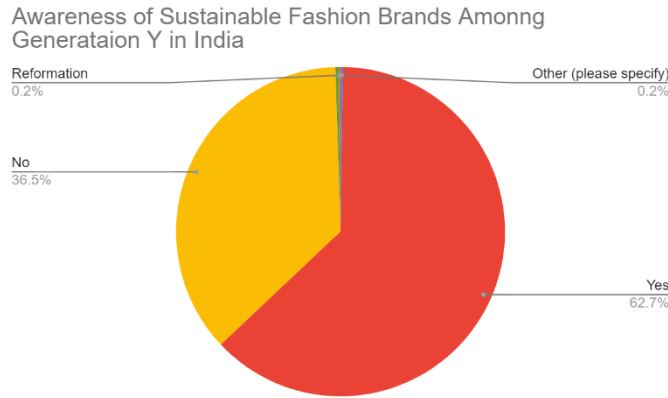


Figure 14: Sustainable Fashion Awareness

Findings: Responses from interviews conducted and the link survey reflect a significant level of awareness, i.e., 62.7% and engagement with the concept of sustainable fashion among the surveyed demographic. There is a clear indication of familiarity with the varied aspects of sustainable fashion and a recognition of its presence in the media. However, there also seems to be a potential for further deepening this engagement and expanding the visibility and discussion of sustainable fashion in media and public discourse. This is clear as a significant population of the defined target audience is still unaware or less aware, i.e., nearly 36.2% of the sustainability in the fashion industry.

Cross Tabulation analysis between the demographics and the sustainable fashion insights

A combined analysis of gender and age demographics related to sustainable fashion insights indicated a complex interplay between the factors in shaping sustainable fashion perceptions and behaviours.

An interesting perspective is that younger females, i.e., approximately 65%, appear to be the most engaged and informed demographic, indicating a valuable target audience for sustainable fashion brands looking to increase their impact. Conversely, older males, i.e., approximately 22%, represented the least engaged group, suggesting a need for targeted awareness and education campaigns to broaden sustainable fashion's appeal across all demographics.

4.2.3 The Conscious Choices

The section explored understanding the importance of sustainability in clothing choices and the perception of its potential to bring about positive change amongst the target audience in India. The set of questions asked under the category are:

Question 9: Importance of Sustainability in Clothing Choices
Question 10: Concern about Environmental Impact on fashion industry
Question 11: Social Impact of the fashion industry
Question 12: Sustainable fashion can help reduce the negative impacts of the Fashion Industry?

Table 4: The Conscious Choices

Question 9: Importance of Sustainability in Clothing Choices

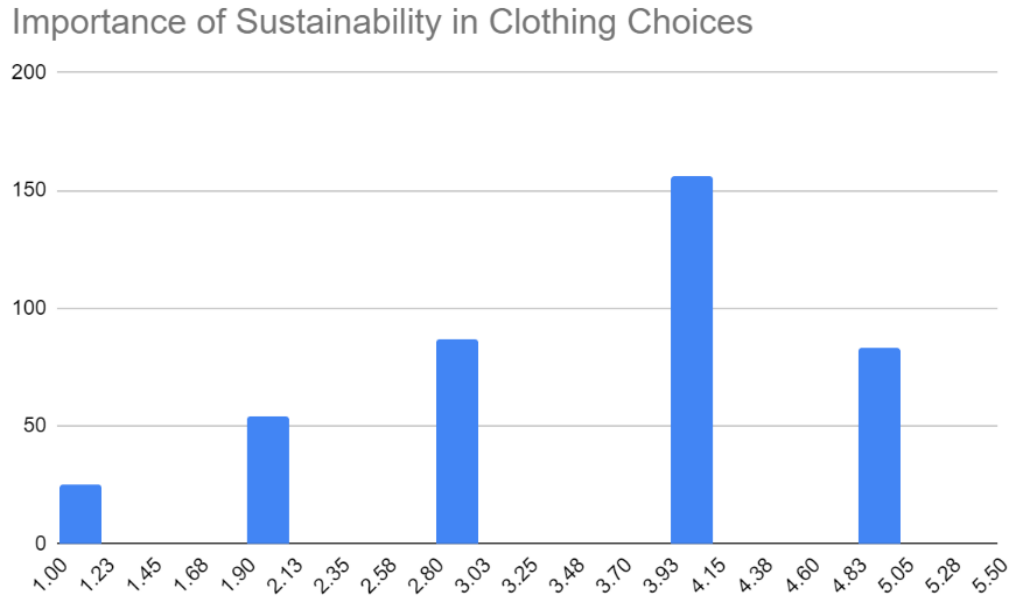


Figure 15: Importance of Sustainability in Clothing

Findings: A significant portion of the respondents are aware of fashion brands that promote sustainable practices in India, which highlights a considerable level of awareness and interest in sustainable fashion among the surveyed population. However, a good number of respondents, i.e., 148 respondents, are not aware of any such brands, indicating a gap in information dissemination or accessibility to information about sustainable fashion brands in India.

Question 10: Concern about Environmental Impact on fashion industry

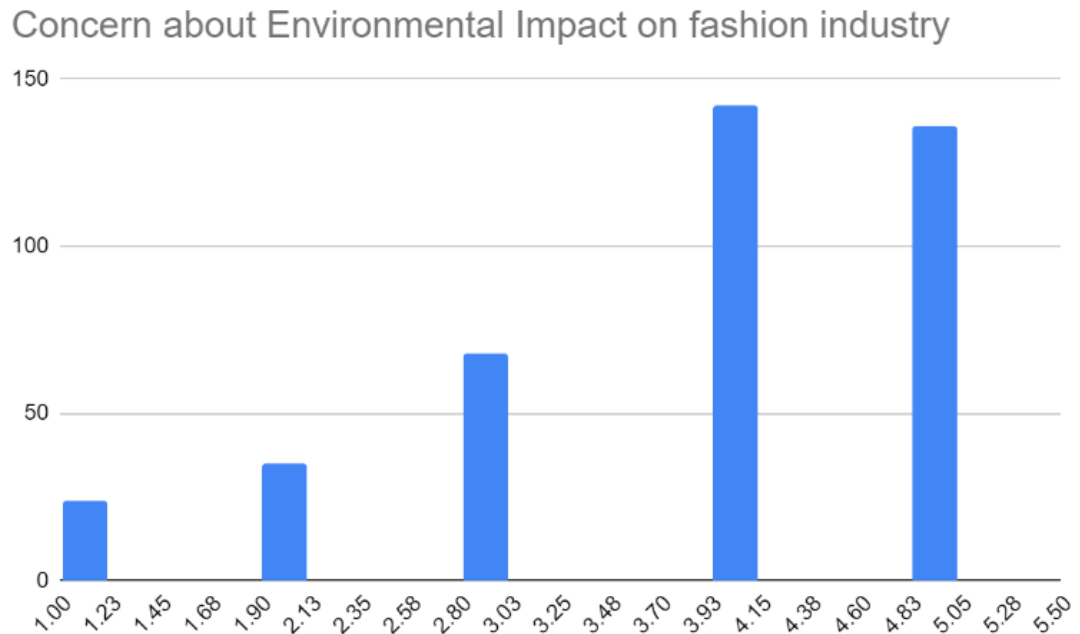


Figure 16: Environmental Impact Concerns

Findings: The data clearly indicates that a substantial majority of respondents place a high value on sustainability in their clothing choices, with a significant proportion rating it as very important. The above highlights a growing consumer demand for sustainable fashion options and suggests a readiness among a large segment of the population to support and prioritize sustainability in their purchasing decisions.

The presence of a smaller, yet notable, group with moderate to low importance ratings points towards an opportunity for increased education and awareness efforts to shift consumer preferences towards sustainable practices further.

Question 11: Social Impact of the fashion industry

Social Impact of the Fashion Industry

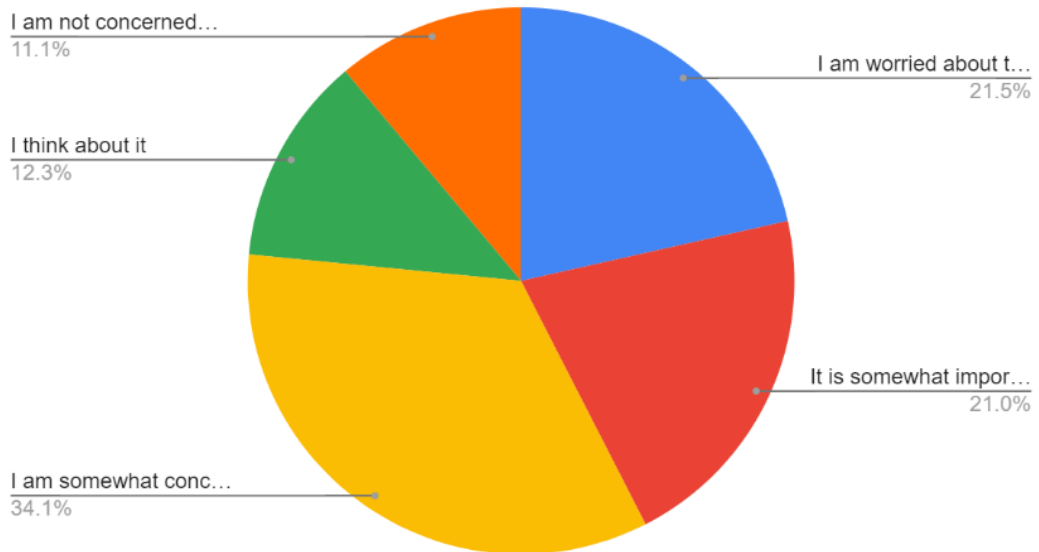


Figure 17: Social Impact of the Fashion Industry

Findings: The responses obtained reveal a broad acknowledgement of the social issues within the fashion industry, including concerns about labour rights and fair working conditions.

Many respondents have expressed significant concern, indicating an awareness of the problems and a desire for improvements. The insight demonstrates a potential for consumer-driven change, where increased demand for ethically produced fashion can lead to better industry practices. Highlighting the direct impact of consumer choices on social outcomes in the fashion industry may motivate a more substantial shift towards ethically and socially responsible fashion consumption.

Question 12: Sustainable fashion can help reduce the negative impacts of the Fashion Industry?

Sustainable fashion can help reduce the negative impacts of the Fashion Industry?

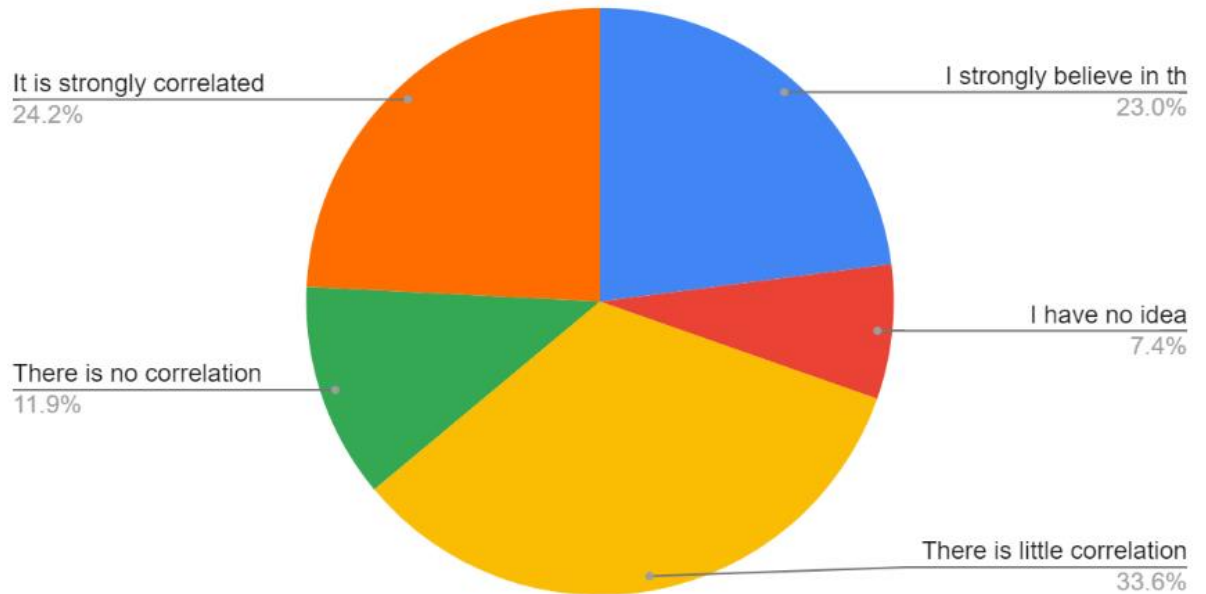


Figure 18: Correlation between reducing negative impacts and sustainable fashion

Findings: There are mixed views on the belief in sustainable fashion's ability to reduce the negative impacts of the fashion industry. While a significant proportion of respondents acknowledge a correlation or strongly believe in the positive impact of sustainable practices, a notable percentage express scepticism or uncertainty.

The diversity of opinions highlighted underscores the complexity of the issue and the need for increased awareness, education, and evidence of the tangible benefits of sustainable fashion. It also suggests that while there is optimism about the potential of sustainable fashion to effect positive

change, there remains work to be done to convince a broader audience of its effectiveness and address the challenges that impede its wider adoption.

Cross Tabulation Analysis between demographics, sustainable fashion insights and conscious choices

There is a clear pattern that respondents who are aware of fashion brands promoting sustainable practices tend to express higher levels of concern for both environmental and social impacts, suggesting that engagement with sustainable fashion not only increases familiarity with the issues but may also elevate the level of concern and presumably the motivation to support sustainable practices.

Furthermore, as awareness correlates with concern, initiatives aimed at educating consumers about the environmental and social impacts of fashion, along with highlighting sustainable brands, could foster a more responsible approach to fashion consumption. Finally, engagement with sustainable fashion brands is likely a critical factor in shaping consumers' perspectives on the importance of sustainability in the industry. This engagement not only informs consumers but also seems to make them more receptive to the broader issues of sustainability.

4.2.4 Sustainable Actions

Another set of questions was asked of the respondents, with the aim of understanding the current habits and the extent to which sustainability plays a role in the fashion choices of the target audiences. The questions asked were:

Question 13: Purchase Frequency
Question 14: Frequency of Environmental Impact Awareness in Clothing Purchases

Question 15: Clothing Longevity: Frequency of Mending or Repair
Question 16: Clothing Swaps and Borrowing Habits: Frequency of Participation

Table 5: Sustainable Actions

Question 13: Purchase Frequency

Purchase Frequency

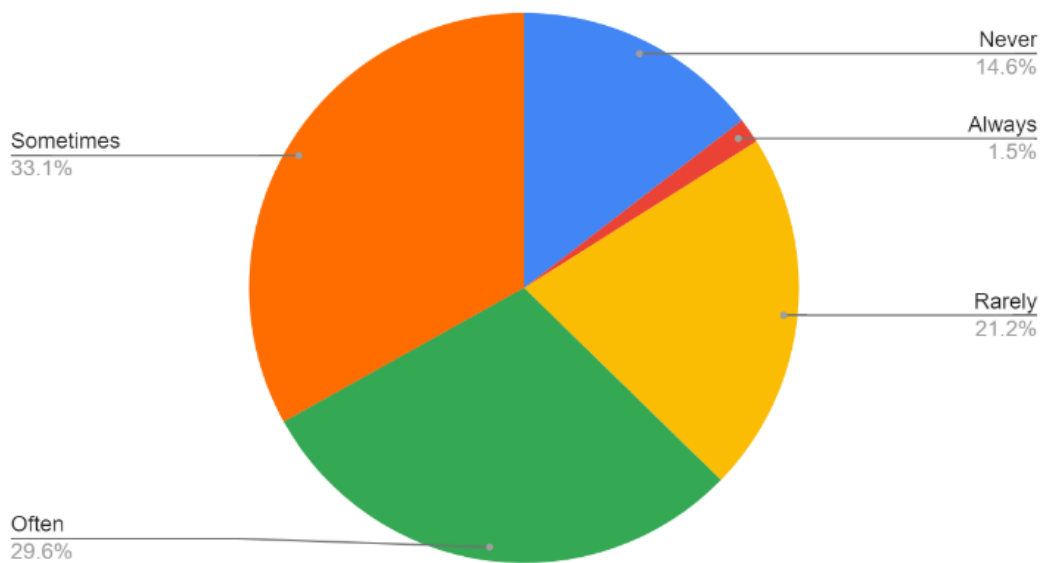


Figure 19: Purchase Frequency

Findings: A small portion (1.24%) of respondents always purchase sustainable fashion, indicating a niche but dedicated market segment. However, there is a significant number who never (14.39%) or rarely (21.34%) purchase sustainable fashion, highlighting barriers to wider adoption of sustainable fashion.

After understanding the frequent impact of purchases, there is a strong correlation between frequently purchasing sustainable fashion and consistently

considering the environmental impact of clothing purchases, especially among those who consistently engage in these practices.

Question 14: Frequency of Environmental Impact Awareness in Clothing Purchases

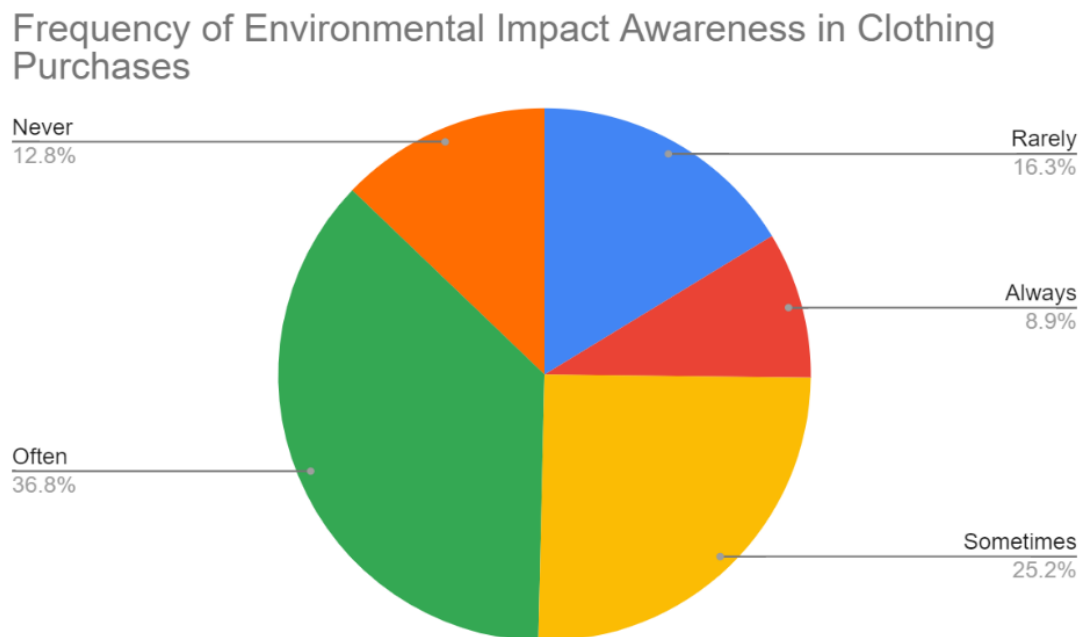


Figure 20: Frequency of Environmental Impact Awareness in Clothing Purchases

Findings: A significant proportion of respondents often (36.97%) or sometimes (25.31%) consider the environmental impact of their clothing purchases, reflecting a heightened awareness among consumers. Nevertheless, there is still a considerable gap, with 12.90% never considering environmental impact, pointing to areas where further education and awareness efforts could be beneficial.

Question 15: Clothing Longevity: Frequency of Mending or Repair

Clothing Longevity: Frequency of Mending or Repair

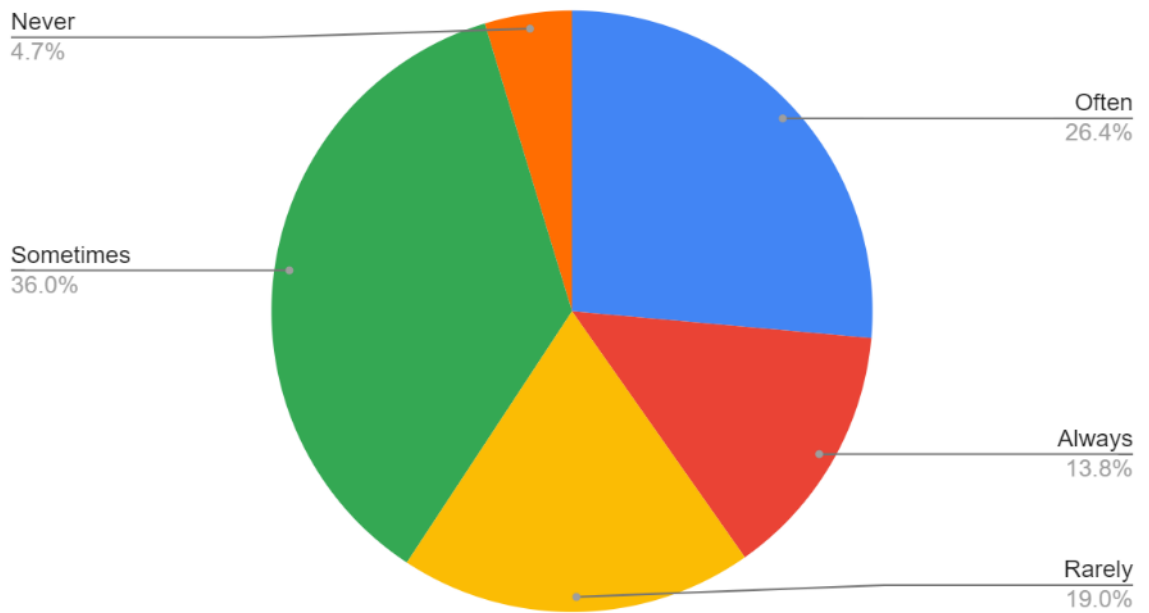


Figure 21: Clothing Longevity

Findings: Respondents show a tendency towards extending the life of their clothing, with 36.23% sometimes and 26.30% often engaging in mending or repairing, which is a positive sign towards sustainable practices. A considerable section of 13.65% always take steps to mend or repair their clothing, demonstrating a commitment to sustainability through longevity.

The highlights from the survey and the interviews highlight clothing longevity and participation in clothing swaps, emphasising the importance of personal and organizational responsibility in advancing sustainability. This suggests that individual actions, supported by industry practices and endorsements, can collectively contribute to significant environmental benefits.

Question 16: Clothing Swaps and Borrowing Habits: Frequency of Participation

Clothing Swaps and Borrowing Habits: Frequency of Participation

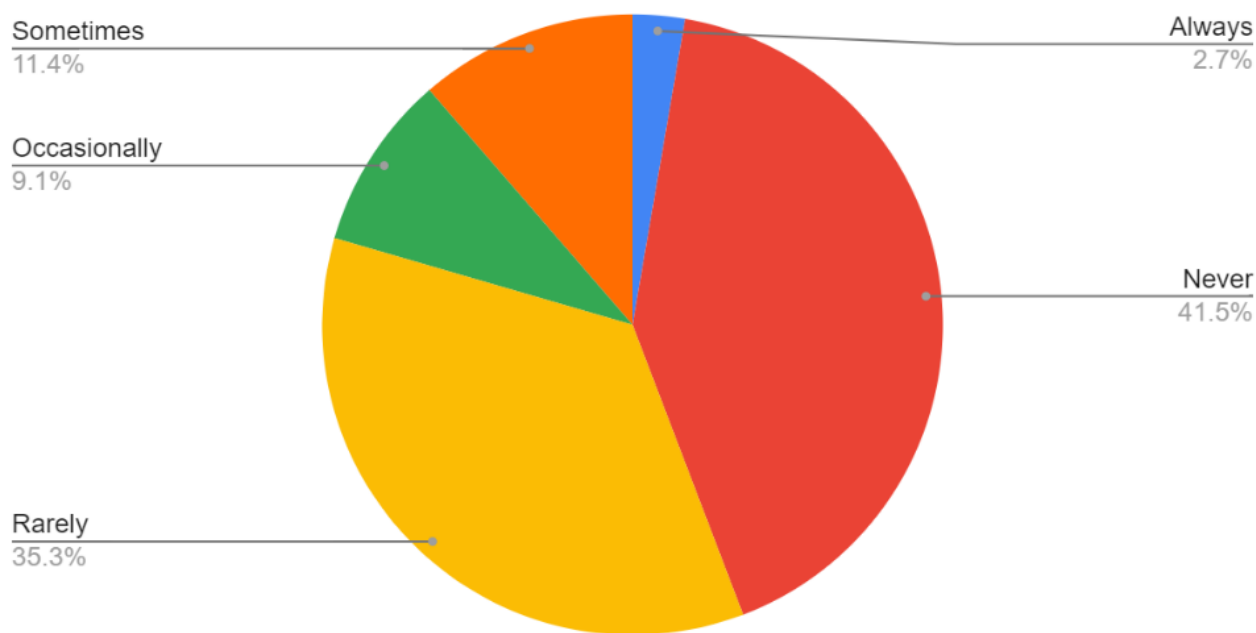


Figure 22: Clothes Swapping and Borrowing Habits

Findings: A vast majority of the respondents (41.69%) never participated in clothing swaps or borrowing, thus indicating a cultural or practical barrier to these sustainability practices. Only a tiny fraction (2.23%) engage in swapping or borrowing clothes, which is a potential area for growth in communal sustainability efforts.

4.2.5 Cost Considerations

Apart from the above, I asked the respondents another set of questions. With these questions, I wanted to understand the role of price in influencing the adoption of

sustainable fashion and how you perceive the affordability of such products in India.

The questions asked were:

Question 17: The Impact of Price on Sustainable Clothing Purchases
Question 18: Willingness to pay the premium price
If yes, By how much?

Table 6: Cost Consideration

Question 17: The Impact of Price on Sustainable Clothing Purchases



Figure 23: Price Impact on Sustainable Clothing Purchases

Findings: Evaluating the responses from the link survey and the interviews, Price is the primary factor affecting purchase behaviour significantly and influences consumer choices regarding sustainable clothing, *with many perceiving sustainable fashion as more expensive than conventional options.*

This perception creates a *barrier to broader adoption*. Addressing price misconceptions and educating consumers about the actual cost and benefits of sustainable fashion is critical to increasing adoption.

Question 18: Willingness to pay Premium price

Willingness to pay premium price

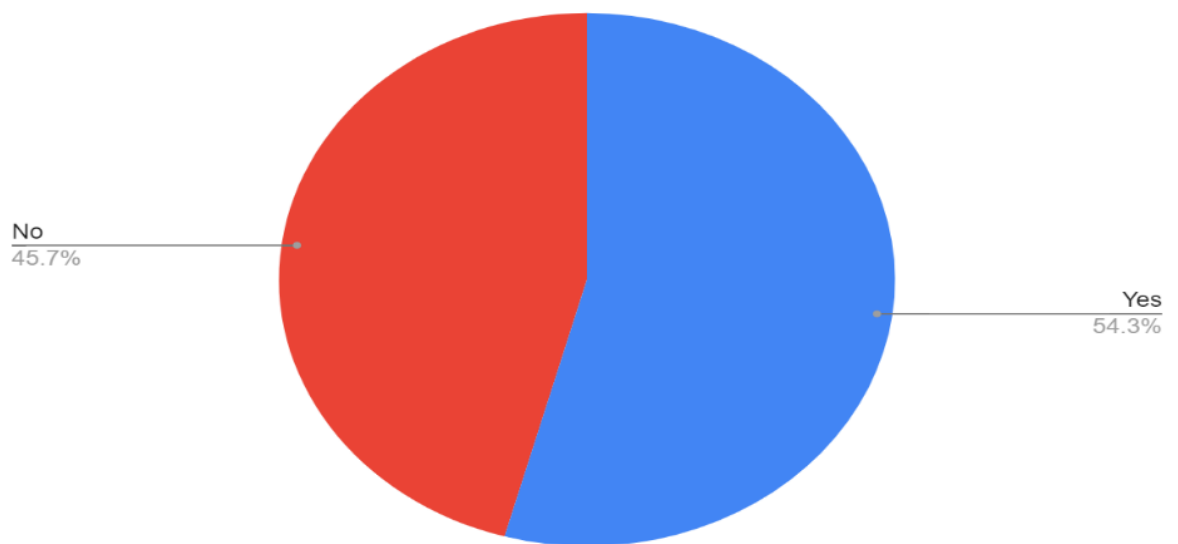


Figure 24: Willingness to pay premium price

Findings: Results from the link survey and those of the participants in the interview indicate that the consumers' willingness to pay a premium for sustainable clothing reflects a growing recognition of the environmental and ethical implications of their fashion choices.

While the targeted consumers are inclined to invest more in sustainable options, this willingness is nuanced, influenced by factors such as income levels, awareness of sustainability issues, and the perceived value of sustainable products.

The decision to pay a premium is not universal, highlighting the diversity in consumer priorities and the need for the fashion industry to address both affordability and sustainability.

In this segment, I asked the respondents what percentage of premium are they willing to pay for sustainable clothing and gave them two options:

Option A: Yes, and what percentage of premium

Option B: No, why are they not willing to pay the premium price?

The results are as follows:

Option A graph: The preferred percentage of premium that can be paid:

Preferred Percentage of Premium that can be Paid

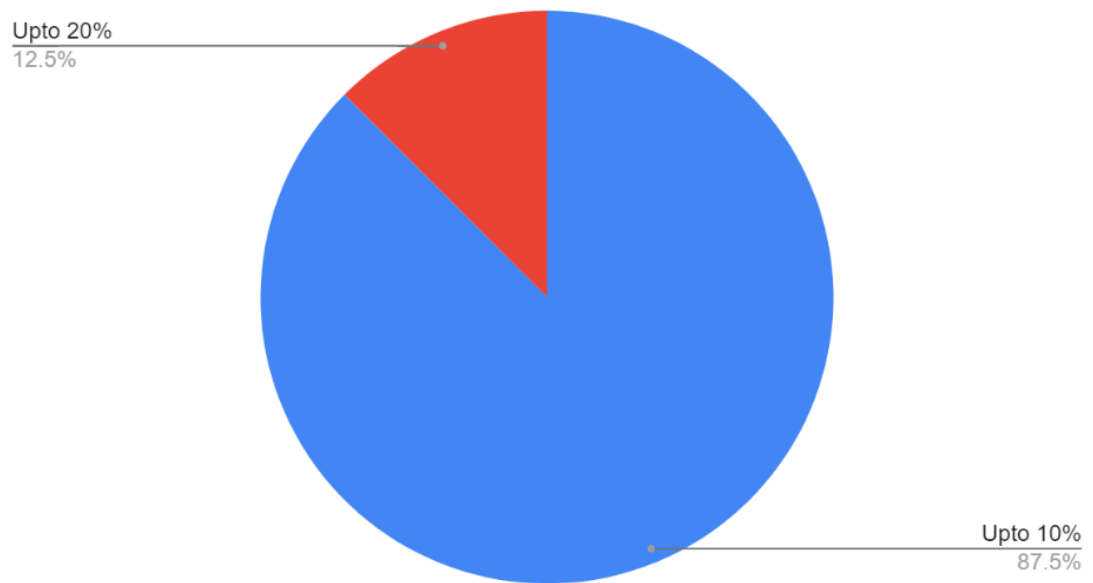


Figure 25: Percentage of Premium acceptable

Findings: A majority of survey respondents, i.e., 87.5%, are willing to pay up to a 10% premium on sustainable clothing. This indicates a moderate level of

commitment to sustainability that aligns with budget considerations, while a small segment, i.e., 12.5%, shows a higher dedication to sustainable fashion, expressing willingness to pay up to a 20% premium.

These figures indicate that while price sensitivity is a significant factor, there is a meaningful portion of the consumer base which recognizes the value of sustainable clothing and is prepared to invest accordingly. This willingness of the consumers presents an opportunity for sustainable fashion brands to strategically position their products, balancing cost and ethical production to meet consumer expectations and expand their market reach.

Option B: Not Willing to pay the premium

Not Willing to pay Premium Price

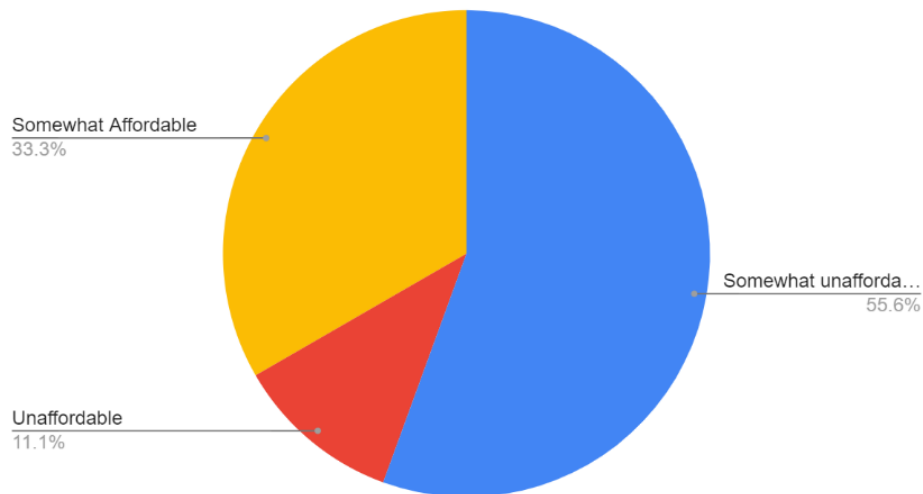


Figure 26: Percentage of people not willing to pay premium

Findings: The results provided above illustrate a nuanced picture of consumer behaviour toward the pricing of sustainable clothing. With over half of the respondents indicating that sustainable clothing is somewhat unaffordable, it

reflects a prevalent concern: *actual budget constraints* and *the perceived value of sustainable products compared to their cost*.

The findings suggest that for many, the decision against paying a premium is not rooted in a lack of interest in sustainability but in the financial impact of such a choice.

4.2.6 Mindset and Influences

Sustainable choices are cost-driven. This fact has been proved throughout the research study. In addition to the above, I wanted to understand the psychological factors that influence clothing purchase decisions, including brand loyalty, the influence of marketing campaigns, and the opinions of friends, family, or influencers of the target respondents in India. The questions asked under the section are:

Question 19: Switching Gears: The Pull of Sustainable Style and Quality
Question 20: Impact of Marketing on Perceptions of Sustainable Fashion
Question 21: Social Influence in Fashion Purchase Decisions
Question 22: Local Availability's Role in Sustainable Fashion Choices
Question 23: The Power of Individual Choice in Fashion's Future

Table 7: Mindset and Influences

Question 19: Switching Gears: The Pull of Sustainable Style and Quality

Switching Gears: The Pull of Sustainable Style and Quality

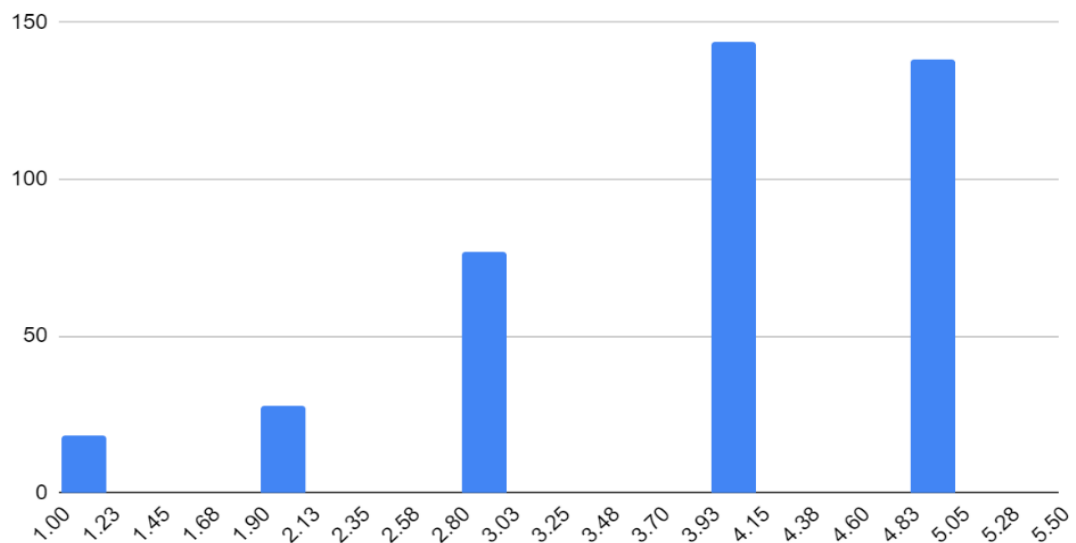


Figure 27: Pull of Sustainable Style and Quality

Findings: The data and the interviews clearly indicate that people at large are really starting to like the idea of fashion that's good for the planet, but they do not want to give up on looking stylish or having high-quality clothes. The thought opens a chance for the brands that make eco-friendly clothes to create brand recall. This is especially possible if these brands can show that their clothes are just as good as the regular ones but are environmentally sustainable and cost-effective.

Furthermore, using the internet and famous social media to spread the word about changing fashion and making eco-friendly choices are a big part of what a brand does, which could make it more popular and trusted. There is a significant change happening, i.e., more and more people want their clothes to be kind to the environment, driven by intelligent shopping decisions and good messages from brands. The thought could really change the fashion world for the better, making it more about wearing things that look good and are suitable for our planet.

Question 20: Impact of Marketing on Perceptions of Sustainable Fashion

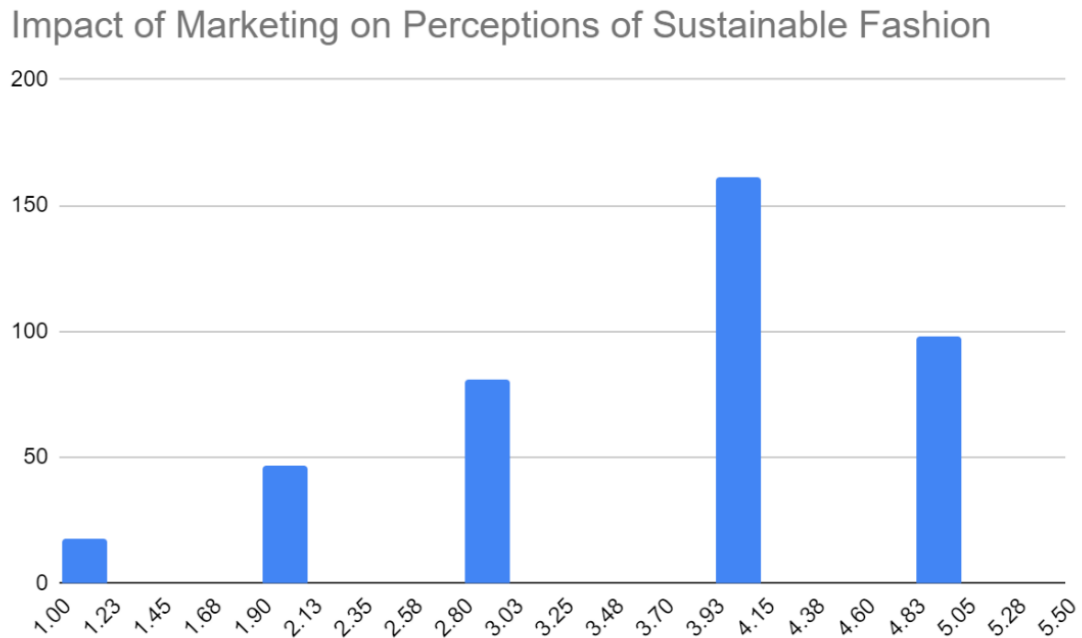


Figure 28: Impact of Marketing on Perceptions of Sustainable Fashion

Findings: The data indicates that an interplay between marketing campaigns, advertisements, and consumer perception is crucial for sustainable fashion brands. Effective marketing strategies that emphasize authenticity, transparency, and educational content can significantly influence consumers' opinions and choices. Therefore, it becomes necessary to leverage digital platforms.

Furthermore, the emphasis on utilizing the expertise of the influencers is significantly highlighted as these influencers can further enhance the effect by bridging the gap between sustainable brands and their target audience. This collaboration of effective marketing strategies and utilizing the expertise of the influencers suggests an opportunity for sustainable fashion brands to leverage marketing and advertisements to not only boost their visibility but also to educate and cultivate a more environmentally conscious consumer base.

Question 21: Social Influence in Fashion Purchase Decisions

Social Influence in Fashion Purchase Decisions

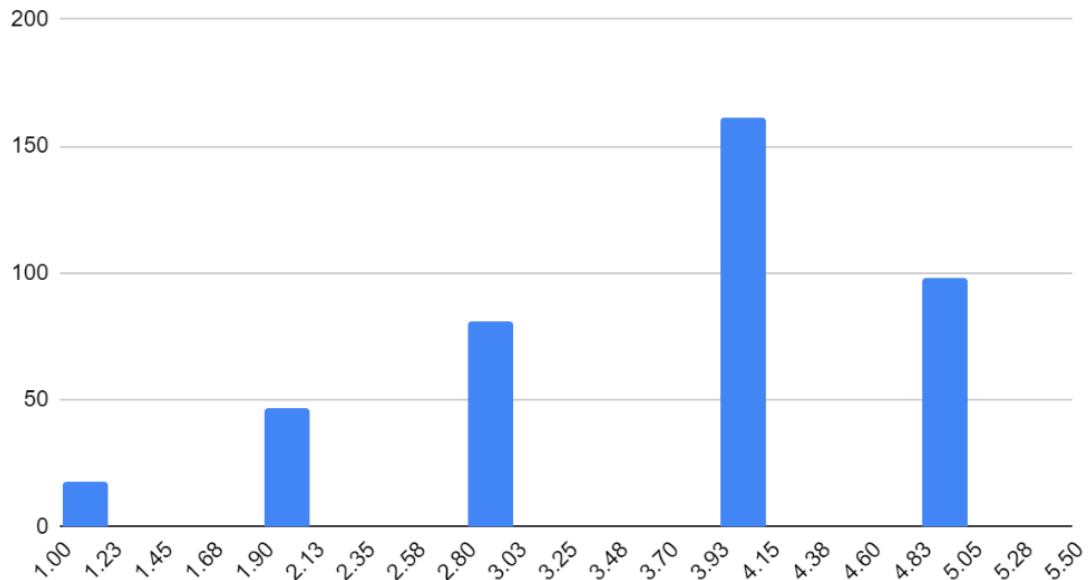


Figure 29: Social Influence in Fashion Purchase Decisions

Findings: The survey responses indicate a significant influence, i.e., approximately 64% of friends, family, and influencers on clothing purchase decisions among respondents. These findings highlight the substantial role that social circles and influencers play in shaping individual choices regarding fashion.

Furthermore, the interviews by the focused group also indicate a similar kind of observation regarding the targeted customers and feel that the opinions of friends, family, and influencers not only influence general clothing purchase decisions but are particularly impactful in the context of sustainable fashion.

The significant trust and value placed in these opinions clearly explain that awareness and promotional campaigns for sustainable fashion could benefit significantly. The same can be further leveraged by utilizing the expertise of social influencers and role models who can advocate for sustainable practices. Moreover,

fostering a community that values and promotes sustainability can further encourage individuals to make environmentally friendly fashion choices, aligning with the broader societal shift towards sustainability.

Cross Tabulation: There has been an interesting cross-tabulation analysis between the perceived importance of the opinions of friends, family, or influencers in clothing purchase decisions and the frequency of exposure to sustainable fashion in media, and it yields notable insights into consumer behaviour and awareness towards buying of sustainable clothing.

The analysis between the two aspects, namely the importance individuals place on the opinions of friends, family, or influencers and their engagement with sustainable fashion in media, provides a tangible correlation. When analyzed, a significant majority of individuals who perceive the opinions as *moderately to highly important* demonstrate engagement with sustainable fashion content to varying degrees: 60.49% of those rating importance as moderate (3), 45.34% of respondents who find it quite important (4), and 39.80% for those considering it very important (5), report sometimes reading or hearing about sustainable fashion.

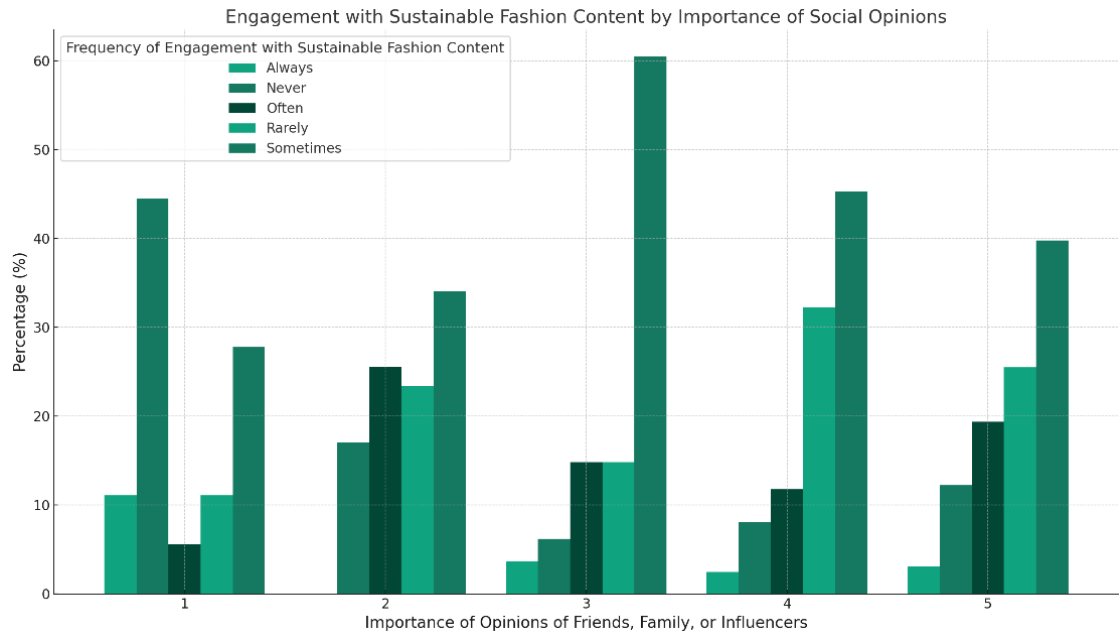


Figure 30: Importance of Opinions of Friends, Family or Influencers

Furthermore, across all respondents, irrespective of the level of importance attributed to social opinions, there is a consistent trend of encountering sustainable fashion content sometimes, with percentages ranging from 27.78% in the lowest importance category to 60.49% in the moderate importance group. This micro-analysis within the sub-set indicates a broad, although varied, baseline regarding awareness and interest in sustainability within the fashion sector.

Similarly, the highest levels of disengagement, where respondents never engage with sustainable fashion content, are predominantly found among individuals who view the influence of friends, family, or influencers as minimal: 44.44% of respondents rating the importance as very little to no importance (1). The data analyzed suggests a potential area for targeted awareness efforts, as this group exhibits the least exposure to sustainable fashion content.

Finally, such an analysis highlights the complex interplay between social influence, media engagement, and sustainable fashion awareness. It offers a

nuanced perspective on consumer interactions with sustainability in the fashion industry, suggesting that the value placed on social opinions can significantly impact sustainable fashion engagement. Additionally, it underscores the potential of leveraging social influence to enhance awareness and promote sustainable practices within the fashion sector.

Question 22: Local Availability's Role in Sustainable Fashion Choices

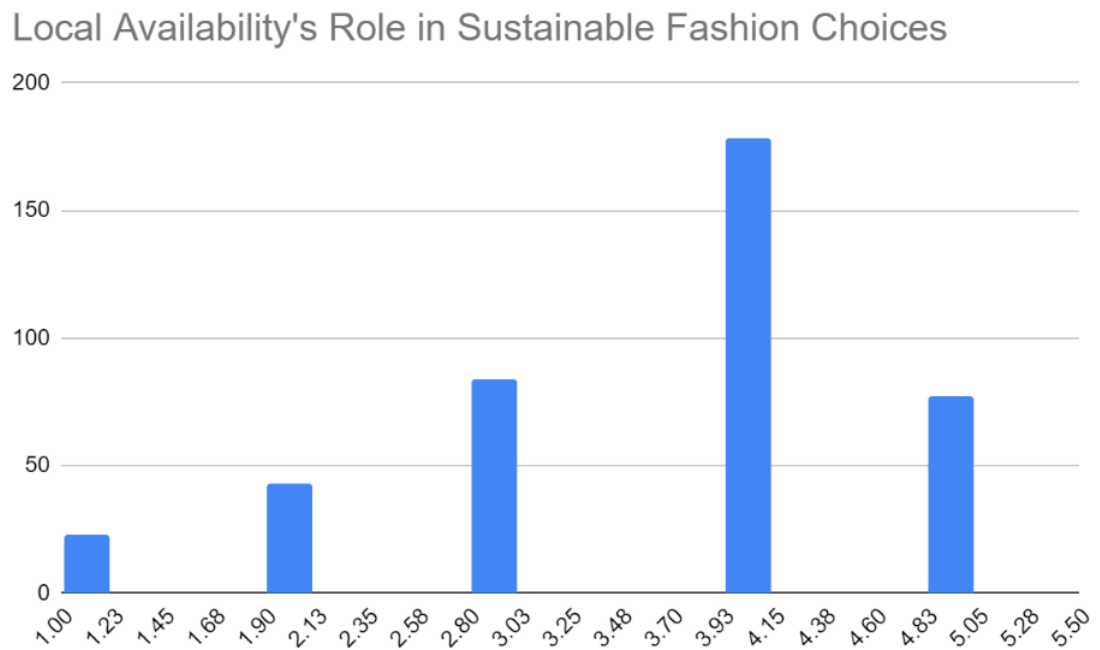


Figure 31: Local Availability

Findings: The investigation into the impact of the availability and accessibility of sustainable clothing on consumer purchasing behaviour reveals a compelling evidence of its significance. The responses from the survey indicate that a substantial majority of consumers, i.e., 43.95%, place high value on these factors

when making fashion purchases. The above sentiment is further underscored by the 19.01% who rate its influence as paramount, attributing the highest importance rating of 5.

Furthermore, the insights from the interviews undertaken augment the above findings, thereby highlighting the role of socio-economic factors and enhanced consumer awareness in amplifying the significance of sustainable clothing accessibility.

A notable 63.96% of participants acknowledge the moderate to very high influence of availability and accessibility, pointing to a robust correlation between these factors and the propensity towards sustainable fashion choices. This correlation is particularly pronounced against the backdrop of a growing societal inclination towards sustainability, driven by heightened awareness and the debunking of prevalent misconceptions around sustainable fashion.

Question 23: The Power of Individual Choice in Fashion's Future

The Power of Individual Choice in Fashion's Future

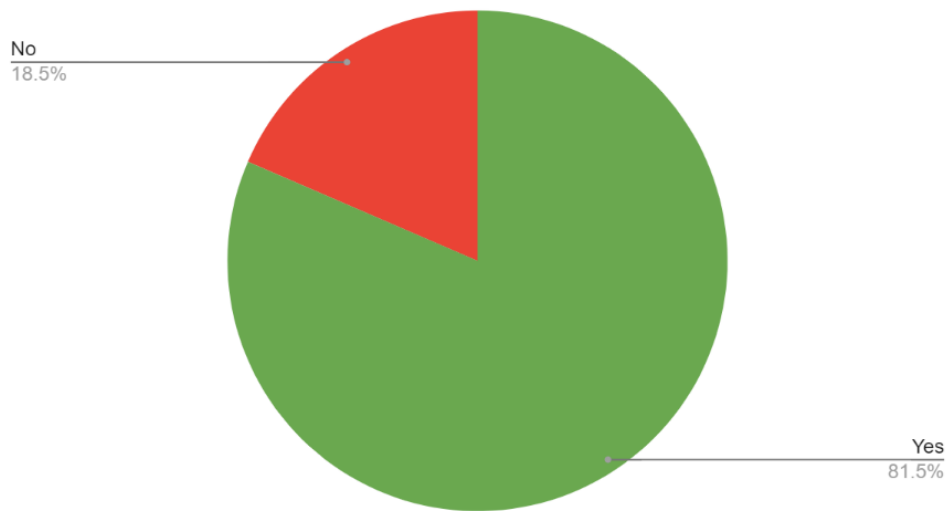


Figure 32: Individual's Choice Power

Findings: The survey data, coupled with insights from the interview analyses, present a compelling narrative about the role of individual consumer choices in driving positive change within the fashion industry. With an overwhelming 81.48% of respondents affirming their belief in the impact of their choices, it is evident that there is a significant recognition among consumers of their power and responsibility to influence the industry's direction towards sustainability.

This collective belief in the potency of individual actions, as reflected in both survey responses and interview insights, underscores a paradigm shift in consumer behaviour. Individuals are not only seeking to make more environmentally friendly and ethically conscious choices but also recognize the cumulative effect of these decisions in catalyzing broader industry changes. Therefore, promoting sustainable practices amongst the targeted consumers highlights the critical role of consumer awareness and education in fostering a more sustainable fashion industry.

4.2.7 Driving Sustainable Fashion Forward

Once all the sections which explore the cost preferences, the behavioural preferences and the acceptability preferences are explored, the next set of questions deep dives into the thoughts of the Generation Y respondents in India as to how they perceive the role of the government, fashion brands, and influencers in promoting sustainable fashion in India, thereby understanding the preferences for receiving information about sustainable fashion initiatives and the challenges faced in adopting sustainable fashion. The questions covered under the section are:

Question 24: Public Opinion on Sustainable Fashion Policies in India
Question 25: Government Policies and Initiatives for Sustainable Fashion in India
Question 26: Incentives for Sustainable Fashion Brands in India
Question 27: The Importance of Communicating Sustainability in Fashion Brands
Question 28: Preferred Information on Fashion Brands' Sustainability Efforts
Question 29: Preferred Channels for Sustainable Fashion Information
Question 30: Barriers to Sustainable Fashion Adoption in India
Question 31: Strategies to Promote Sustainable Fashion in India
Question 32: Influence of Sustainable Fashion Advocates on Social Media
Question 33: The Impact of Influencers and Designers on Sustainable Fashion in India

Question 34: Sustainable Fashion Promotion in India: Influencers Insights
Question 35: Consumer Attitudes Towards Sustainable Fashion

Table 8: Driving Sustainable Fashion Forward

Question 24: Public Opinion on Sustainable Fashion Policies in India

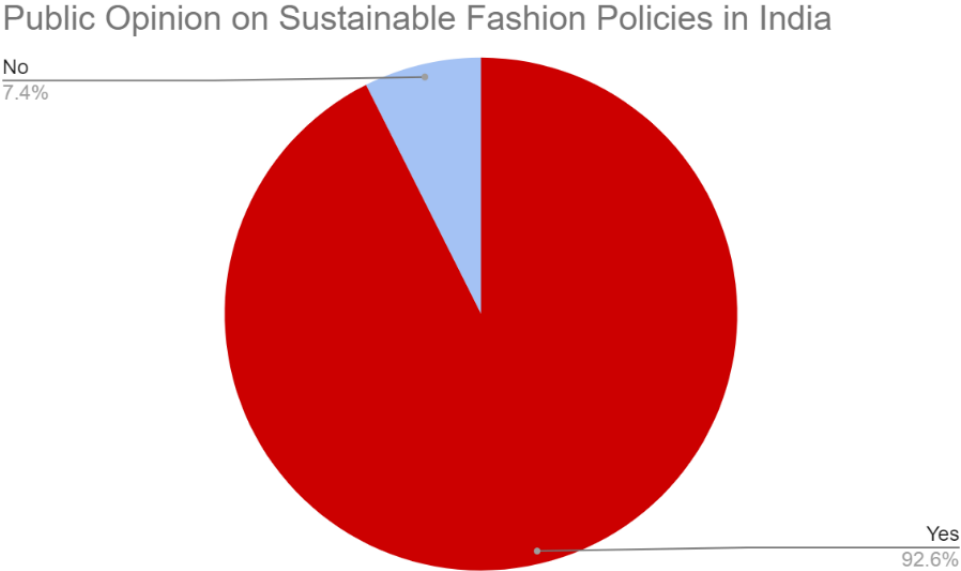


Figure 33: Public Opinion On Sustainable Fashion Policies

Findings: There is a broad consensus on the necessity of governmental action to foster a sustainable fashion ecosystem since there is overwhelming support for government intervention in the sustainable fashion sector, with 92.59% of respondents advocating for policies to promote sustainable fashion in India.

Therefore, there is the necessity for government intervention in promoting sustainable fashion in India, the importance of consumer education and awareness, the role of personal responsibility and societal influences in shaping sustainable fashion choices, and the complex interplay between economic and environmental

considerations. The insights collectively underscore the multifaceted approach needed to foster a more sustainable fashion industry in India, involving governmental policies, educational initiatives, and a shift in consumer attitudes and behaviours.

Question 25: Government Policies and Initiatives for Sustainable Fashion in India

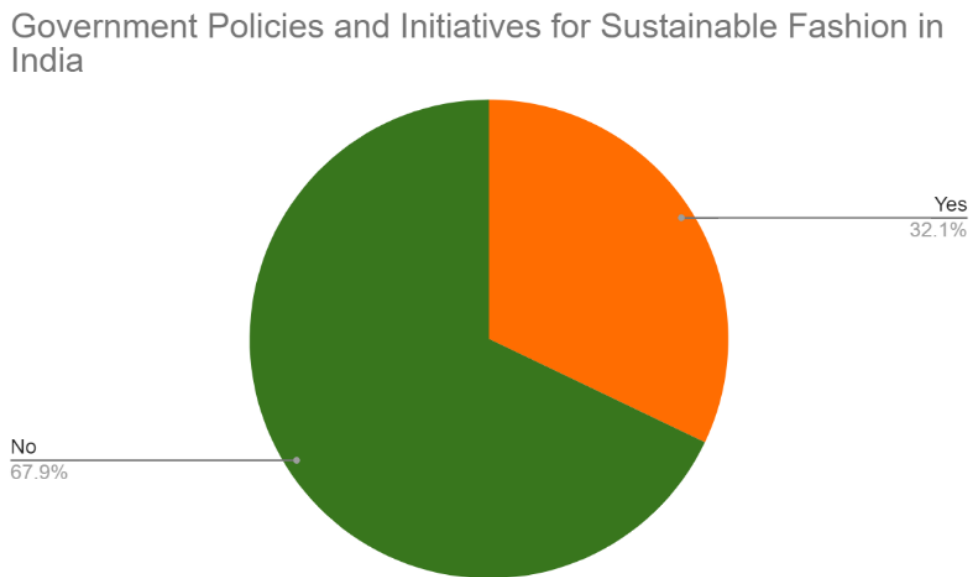


Figure 34: Government Policies and Initiatives for Sustainable Fashion

Findings: The overall analysis from both the survey responses and interviews conducted describes a nuanced understanding of public awareness regarding government policies or initiatives promoting sustainable fashion in India. A notable 67.90% of survey respondents reported not being aware of any government policies or initiatives aimed at promoting sustainable fashion in India, thus indicating a substantial gap in public awareness and accessibility to information on governmental efforts in the sustainable fashion sector.

The findings signify that while there is an essential level of awareness amongst a segment of the population, there is a need for concerted efforts to bridge the awareness gap regarding government policies and initiatives sustainably. Addressing this challenge through enhanced communication, education, and collaborative strategies can play a pivotal role in advancing the sustainable fashion agenda in India, ultimately contributing to a more environmentally responsible and ethically conscious fashion industry.

Question 26: Incentives for Sustainable Fashion Brands in India



Figure 35: Incentives for Sustainable Fashion Brands

Findings: The survey analysis indicates that when the respondents were considering the support for government initiatives to provide incentives for sustainable fashion brands in India, both the link survey and the interviews clearly explained that an impressive 86.42% of survey respondents expressed their support for government initiatives that would provide incentives for sustainable fashion brands in India, signifying majority of the respondents underscores a clear public

desire for governmental action to foster and encourage sustainable practices within the fashion industry.

Therefore, the results indicate robust support for government initiatives to incentivize sustainable fashion brands in India, reflecting a collective aspiration for a more sustainable and environmentally responsible fashion industry. This public support presents a compelling case for policy action, highlighting the potential for governmental incentives to drive significant advancements sustainably.

Cross-tabulation analysis of awareness vs support for government policies and Support for Implementation vs. Incentives

The analysis reveals a significant gap between the awareness about government policies or initiatives promoting sustainable fashion, with 93.33% of respondents who oppose government implementation of policies also being unaware of any existing initiatives, suggesting that opposition may partly stem from a lack of awareness.

Alternatively, there is an alignment between the support for government implementation of policies and the support for providing incentives to sustainable fashion brands, with an overwhelming 92.80% in favour of policy implementation, thus supporting government incentives for sustainable brands, underscoring a strong belief in the effectiveness of government intervention in fostering sustainability within the fashion industry.

Therefore, the cross-tabulation analysis emphasizes the critical role of awareness and information dissemination in garnering public support for government policies and initiatives sustainably. A better-informed public is more likely to support government actions, including policy implementation and financial incentives for sustainable fashion brands, thus highlighting the need for

concerted efforts by government bodies, industry stakeholders, and influencers to enhance public awareness and understanding of sustainable fashion initiatives.

Such efforts could potentially bridge the current awareness gap, fostering a more supportive environment for sustainable practices and government interventions aimed at promoting sustainability in the fashion sector. The above can be presented in the form of a graph for a better understanding:

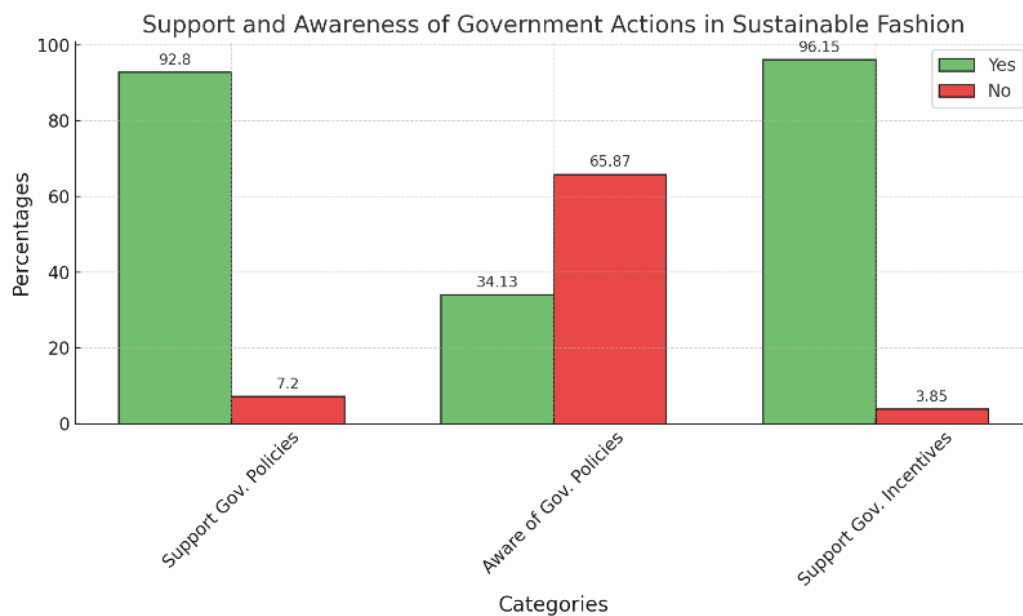


Figure 36: Support and Awareness of Government Actions in Sustainable Fashion

Question 27: The Importance of Communicating Sustainability in Fashion Brands

The Importance of Communicating Sustainability in Fashion Brands

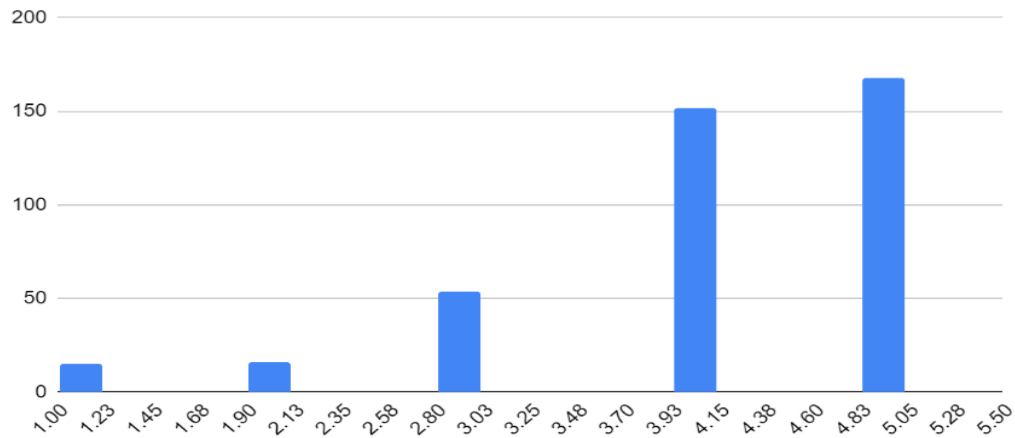


Figure 37: How Important is Communication in Fashion Brands

Findings: The data from both the link survey and the interviews explain a clear consumer preference towards brands that not only engage in sustainable practices but also prioritize communicating these efforts to their audience. The collective viewpoint, with 79.01% rating the importance of sustainability communication as crucial to significant, suggests that fashion brands stand to gain considerably from effectively broadcasting their sustainability efforts. This explanation leads to enhanced brand loyalty and consumer trust by aligning brand values with consumer expectations around environmental responsibility and ethical considerations.

Furthermore, the findings indicate an opportunity for fashion brands to engage in educational dialogues with their consumers about sustainability. The demand for transparency and active communication about sustainability efforts reflects a broader consumer desire for a fashion industry that is not only stylish but also sustainable and ethically minded.

Question 28: Preferred Information on Fashion Brands' Sustainability Efforts

Preferred Information on Fashion Brands' Sustainability Efforts

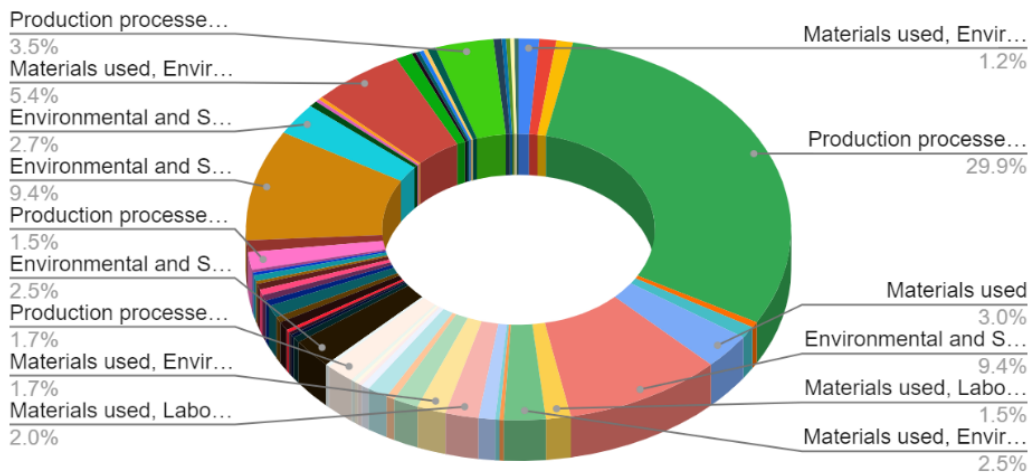


Figure 38: Preferred Information of Sustainable Brands

Findings: Data from the link survey, along with the themes from the interviews, underscores a profound and diverse consumer interest in the sustainability efforts of fashion brands. A majority of respondents lean towards understanding the Environmental and Social Impact (355 respondents), followed closely by concerns over the Carbon Footprint (305 respondents), indicating that consumers are transitioning towards more environmentally conscious and ethically responsible fashion choices.

The findings from both sources articulate a broad consumer demand for transparency, accountability, and action across various dimensions of sustainability in the fashion industry.

There is an evolving consumer landscape presenting both a challenge and an opportunity for fashion brands, and thus, brands must adopt and communicate their sustainability efforts effectively across these identified areas.

Question 29: Preferred Channels for Sustainable Fashion Information

Preferred Channels for Sustainable Fashion Information

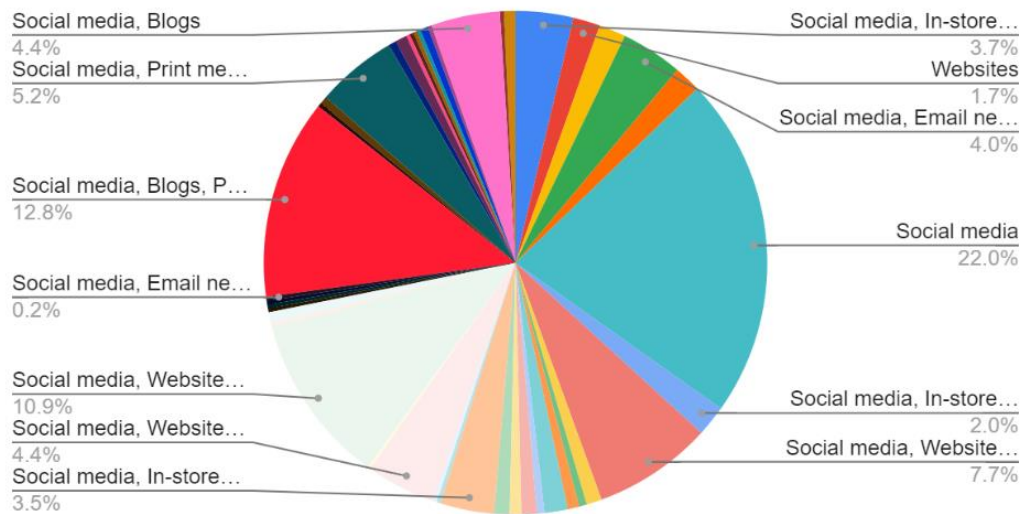


Figure 39: Preferred Channels for Sustainable Fashion Information

Findings: Findings from the link survey and the themes of the interviews deep dive into the diverse consumer preferences for receiving information about sustainable fashion. The predominant preference for social media (371 respondents) reflects the influence of the digital era, underscoring the need for brands to harness the power of these platforms to engage with a broad audience. However, there is a significant interest in Print Media (207 respondents), Blogs (178 respondents), and Websites (170 respondents), which highlights the continued

relevance of both traditional and digital content sources in educating consumers about sustainability.

The findings show that a multi-channel communication strategy, encompassing both digital and physical mediums, is essential for fashion brands aiming to disseminate information about their sustainable initiatives effectively. Brands that successfully integrate these various channels in their communication strategies are likely to achieve broader consumer engagement, enhancing awareness and support for sustainable fashion initiatives.

This approach not only caters to the diverse preferences of consumers but also contributes to a more informed and environmentally conscious consumer base, driving the fashion industry towards greater sustainability.

Question 30: Barriers to Sustainable Fashion Adoption in India

Barriers to Sustainable Fashion Adoption in India

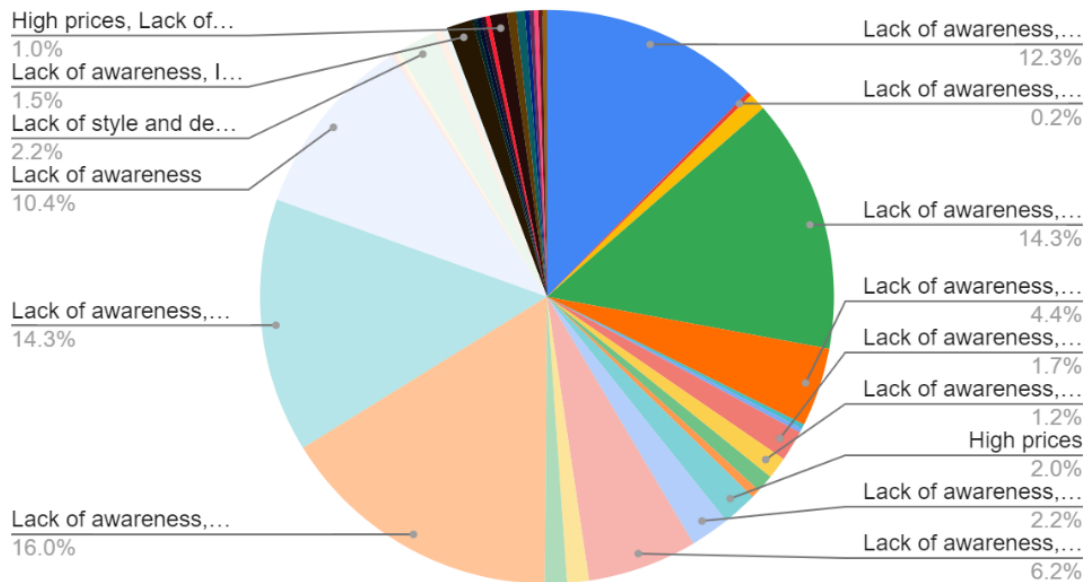


Figure 40: Barriers to Sustainable Fashion Adoption

Findings: Survey data, coupled with the expert group interviews, signifies a multifaceted challenge that hinders the adoption of sustainable fashion in India. The predominant barrier, as identified by 360 respondents, is a Lack of Awareness, emphasizing the critical need for widespread education and information dissemination.

The concern over the high prices, which 297 respondents noted, highlights the necessity for sustainable fashion to become more economically accessible to a broader audience. Additionally, Inadequate Marketing Efforts and Limited Availability, which were marked by a substantial number of respondents, indicate significant opportunities for improvement in how sustainable fashion is presented and distributed in the market.

The findings underscore the importance of a comprehensive approach to overcoming barriers to sustainable fashion in India. By addressing these critical challenges through targeted awareness campaigns, innovative marketing strategies, increased product availability, and diversification of design options, stakeholders can significantly enhance the adoption of sustainable fashion practices.

Question 31: Strategies to Promote Sustainable Fashion in India

Strategies to Promote Sustainable Fashion in India

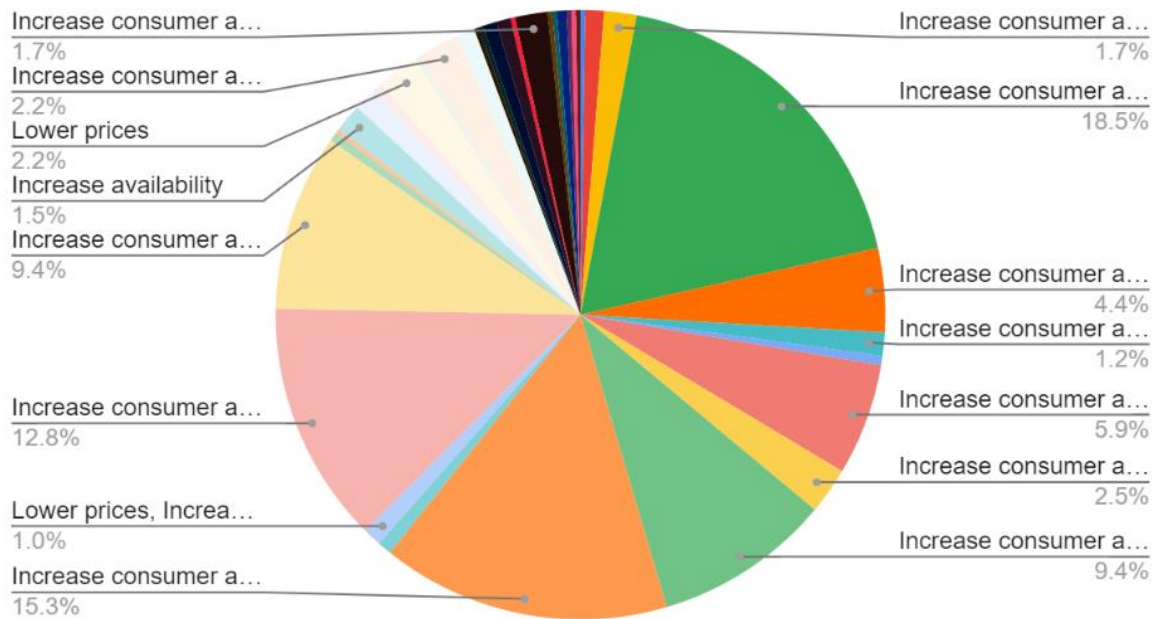


Figure 41: Strategies to promote Sustainable Fashion

Findings: The survey results and the interviews from the experts clearly explain that a multifaceted strategy is essential for promoting sustainable fashion in India, encompassing concerted efforts from fashion brands, retailers, policymakers, and the wider community to foster an environment where sustainable fashion is not just a niche market but a mainstream choice for consumers.

Therefore, advancements in sustainable fashion in India necessitate a comprehensive and collaborative approach addressing both the supply and demand sides of the industry. By integrating educational initiatives, economic accessibility, innovative marketing, policy support, technological advancements, and community engagement, stakeholders across the fashion ecosystem can drive a significant shift

towards sustainability. The concerted effort aligns with global sustainability goals and also reflects a growing consumer demand for fashion that is environmentally responsible, socially ethical, and economically viable, setting a precedent for sustainable fashion globally.

Question 32: Influence of Sustainable Fashion Advocates on Social Media

Influence of Sustainable Fashion Advocates on Social Media



Figure 42: Influence of Sustainable Fashion Advocates on Social Media

Findings: The findings of both the link survey and the expert interviews offer a nuanced perspective on the role of digital influencers in shaping public perception and behaviour towards sustainable fashion in India. While a significant portion of the survey population, i.e., 56.1%, engages with sustainable fashion content online, a majority, namely 43.9%, remain outside this sphere of influence.

The interviews reveal both challenges and opportunities in using digital platforms to promote sustainable fashion in India. The engagement of nearly half the respondents with sustainable fashion influencers online reflects a growing awareness and interest in sustainability, presenting a promising avenue for expanding the reach and impact of sustainable fashion through strategic digital engagement and content strategies.

Question 33: The Impact of Influencers and Designers on Sustainable Fashion in India

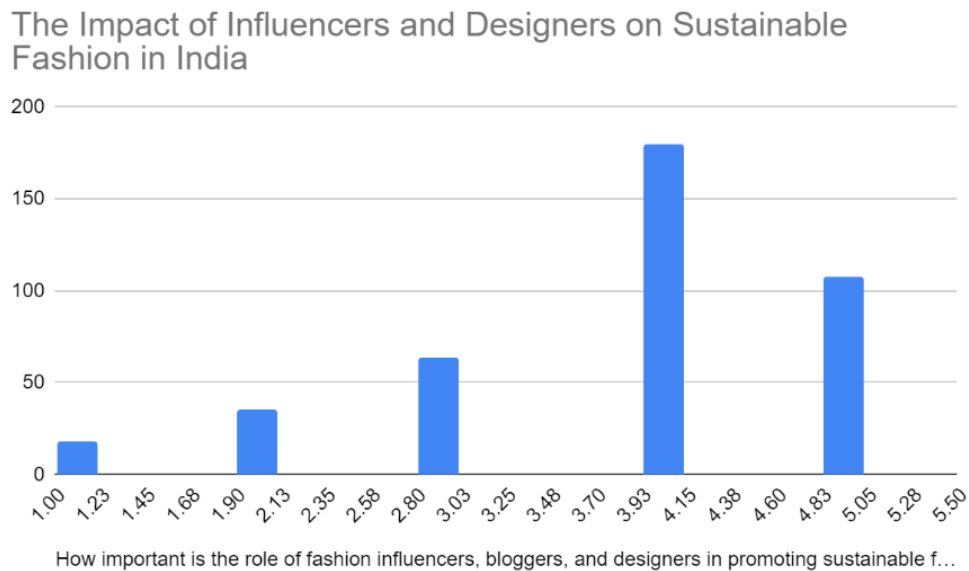


Figure 43: Influencers Impact on Sustainable Fashion

Findings: The survey findings, when coupled with the expert interviews, indicate that the role of fashion influencers, bloggers, and designers in promoting sustainable fashion in India is of paramount importance. The ability of these influencers to educate, inspire, and engage not only elevates consumer awareness

and adoption of sustainable practices but also contributes to a broader cultural shift towards environmental responsibility and ethical consumption within the fashion industry. As the movement towards sustainability continues to grow, the influence of these key stakeholders will undoubtedly play a critical role in shaping the future of fashion in India, steering it towards a more sustainable and ethical direction.

Question 34: Sustainable Fashion Promotion in India: Influencers Insights

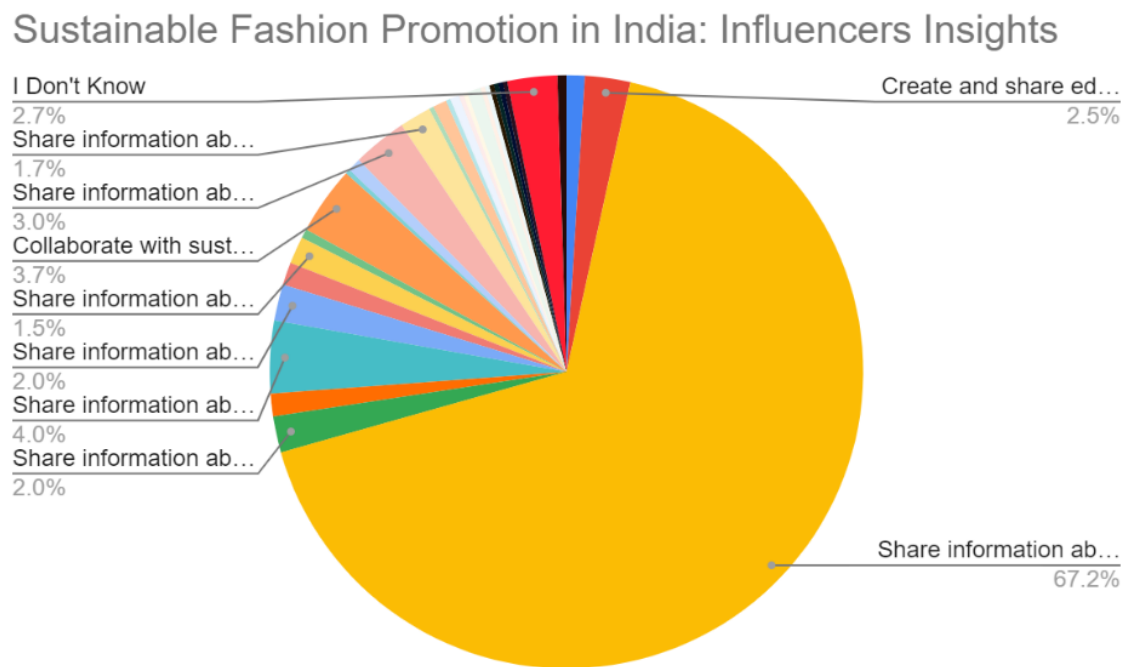


Figure 44: Influencer's Insight on Promoting Sustainable Fashion

Findings: The findings from the survey and the expert interviews highlight that fashion influencers, bloggers, and designers hold significant power in shaping consumer perceptions (as highlighted by 67.2% of the respondents) and their behaviours towards sustainable fashion in India.

Through a combination of education, advocacy, personal storytelling, and collaboration, these key stakeholders can catalyze a shift towards more sustainable practices within the fashion industry. Their efforts are crucial in building a fashion ecosystem in India that values environmental stewardship, social responsibility, and ethical consumption, contributing to the global movement towards sustainability in fashion.

Question 35: Consumer Attitudes Towards Sustainable Fashion



Figure 45: Consumer Attitudes Towards Sustainable Fashion

Findings: The willingness to recommend sustainable fashion products to friends and family serves as a crucial indicator of consumer engagement and belief in the sustainability movement within the fashion industry. From the survey analysis and the expert interviews, the above becomes apparent that a significant portion of respondents (more than 150 respondents) are not just adopting

sustainable fashion practices themselves but are also keen on influencing their immediate social circles to do the same.

Therefore, the disposition towards recommending sustainable fashion products to friends and family reflects a positive outlook on the role of consumer influence in promoting sustainability within the fashion industry. This trend not only signifies a shift in consumer values towards more conscious and responsible fashion choices but also highlights the potential for collective action in driving the sustainability agenda forward.

4.3 Summary of Findings Based on Research Questions

Based on the above results, the section highlighted the summary of the findings research question-wise in an elaborate form. An in-depth analysis and discussions are further explained in Chapter 5 of Discussions and Recommendations.

Research Question 1: What awareness and attitude levels does Generation Y have towards Sustainable fashion?

Understanding the consumer attitudes towards sustainable strategies in fashionable clothing in India requires a comprehensive understanding of the target consumers, i.e., Generation Y (people within the age bracket of 24-39 years). The same can be achieved when various questions pertaining to awareness levels, the acceptability of sustainable fashion, cost preferences, external stakeholders like the government, its role in promoting sustainable clothing, the role of role models, and much more are needed.

To understand the awareness levels, I undertook the 1st section in the link survey (the findings of the same have been highlighted in Section 4 and Part 4.2.1).

The first research question aims to explore Generation Y's levels of awareness and attitudes towards sustainable fashion in India. This demographic, often considered as those born between 1981 and 1996, represents a significant portion of the consumer market. Their values, preferences, and purchasing behaviours have a profound impact on the fashion industry. The summary of findings delves into Generation Y's familiarity with sustainable fashion concepts, their exposure to sustainable fashion in media, and their recognition of terms and practices within sustainable fashion.

The summary of findings is as follows:

1. *Demographic Overview:*

The demographic overview explains a balanced gender representation, providing diverse insights into sustainable fashion attitudes. The dominance of the 35-39 age bracket indicates that middle-aged consumers are potentially more engaged with sustainable fashion, possibly due to higher disposable income or a more mature environmental consciousness.

Gender Breakdown: The study found a balanced gender distribution among respondents, indicating a broad interest in sustainable fashion across genders.

Females: 52.1%

Males: 47.4%

Prefer not to say: 0.5%

Age Distribution: A significant portion of respondents fall within the 35-39 age bracket, suggesting a potential target demographic for sustainable fashion brands.

Geographical Distribution: There was a notable difference in sustainable fashion awareness between metropolitan (Tier I) cities and non-metropolitan (Tier II and Tier III) areas.

Feature	Category	Percentage (%age)
Gender	Females	52.1
	Males	47.4
Age Bracket	35-39	50.4
Geographical Area	Metropolitan	Higher Awareness
	Non-Metropolitan	Lower Awareness

Table 9: Respondent Demographics

These findings explain that the chosen demographic diversity provides a robust basis for analyzing sustainable fashion attitudes. The higher awareness in metropolitan areas and among middle-aged consumers indicates critical areas for targeted educational and marketing efforts.

i. Awareness and Attitude Towards Sustainable Fashion

Findings from the survey link and the interviews undertaken by the expert group clearly signify that there is a high level of familiarity with sustainable fashion and its terms among Generation Y, which indicates a solid foundation upon which brands and policymakers can build.

However, the variation in recognition of specific terms suggests the need for focused informational campaigns to broaden understanding and encourage more informed purchasing decisions. Some highlighted points under the awareness and attitudes of sustainable fashion are:

- A significant majority of respondents demonstrated a high level of familiarity with the concept of sustainable fashion.
- Key sustainable fashion terms such as "*Organic Textiles*," "*Fair Trade*," and "*Upcycling*" were widely recognized, though some terms were less familiar to respondents.
- Over 60% of respondents were aware of brands that promote sustainable fashion practices.

Concept/Brand Awareness	Recognized by Respondents (%)
Familiarity with Sustainable Fashion	>60%
Organic Textiles	75%
Fair Trade	68%
Upcycling	71%

Table 10: Awareness of Sustainable Fashion Concepts and Brands

The data gathered from the survey, and the interviews with the target group underscore the nuanced understanding of sustainable fashion within Generation Y in India. While awareness is high, actionable purchasing behavior is hindered by practical concerns such as price and availability.

The above findings clearly suggest a strategic opportunity for brands to focus on educational campaigns that highlight the long-term value and ethical

considerations of sustainable fashion, potentially shifting consumer priorities towards more sustainable choices.

ii. Brand Preferences and Purchasing Behaviours

- While there is a high awareness of sustainable fashion, there exists a gap between awareness and actual purchasing behaviour, with price and availability acting as significant barriers.
- Another significant aspect highlighted is that the respondents showed a willingness to pay a premium for sustainable products, but this willingness varied significantly with income levels and perceived value.

Barrier	Percentage (%)
Price	47
Availability	33
Lack of Information	20

Table 11: Gap between awareness and purchasing behaviour

The above data provides a clear picture of the existing gap between awareness and purchasing behaviour and underscores the need for sustainable fashion brands to address price perceptions and availability concerns. Creating more accessible price points and increasing product availability can potentially convert awareness into purchasing actions.

In conclusion, researching research question 1, the results illuminated Generation Y's heightened awareness and favourable attitudes towards sustainable fashion in India, with over 60% of respondents expressing familiarity with the concept. Despite this significant awareness, there exists a discernible gap between awareness and actual purchasing behaviour, underscored by the limited

engagement with sustainable fashion brands—only 62.7% of respondents acknowledged awareness of specific brands promoting sustainable practices. *The essential suggestions for improving the awareness and attitude levels of Generation Y can be summed up as follows:*

- A. Awareness vs Action Disparity: The discrepancy between the high awareness of sustainable fashion and the relatively lower purchasing behaviour highlights a crucial gap. This disparity suggests that while Generation Y recognizes the importance of sustainable fashion, various barriers, such as price sensitivity and product accessibility, hinder their full engagement.*
- B. Geographic Disparities: The variance in sustainable fashion awareness between metropolitan and non-metropolitan areas underscores the need for region-specific strategies. Tailoring approaches to the unique cultural and economic landscapes of different regions could enhance the effectiveness of awareness and engagement campaigns.*
- C. Brand Awareness and Preferences: The awareness of sustainable fashion brands does not directly translate into purchasing decisions for a significant portion of Generation Y. This indicates that sustainable fashion brands need to further incentivize purchases, possibly through addressing concerns over price and demonstrating the tangible value of sustainable products beyond their environmental benefits.*

Therefore, to bridge the identified gaps and promote a more substantial shift towards sustainable fashion among Generation Y in India, based on the suggestions mentioned above, the following strategies are recommended:

- *Enhanced Educational Efforts:* To amplify the efforts and educate Generation Y on the multifaceted benefits of sustainable fashion, including its economic viability, quality, and style advantages; multiple targeted educational campaigns can be initiated that help dispel misconceptions and highlight the long-term value of sustainable fashion choices.
- *Innovative Pricing Strategies:* To address price sensitivity, it is essential to explore multiple innovative pricing models. These models will help to reduce upfront costs for consumers, which act as a reward for purchasing sustainable practices.
- *Localized Engagement:* Creating awareness is not a one-day, specified job. Therefore, the brands should deploy localized strategies that resonate with the specific preferences and contexts that identify the differences between metropolitan and non-metropolitan areas. This could include leveraging local influencers, community-based initiatives, and region-specific marketing content to enhance relatability and engagement.
- *Policy and Industry Collaboration:* Another strategic recommendation is adopting and promoting supportive policies and industry standards that incentivize both consumers and brands to embrace sustainable fashion. To achieve the tasks above, collaborations between policymakers, industry leaders, and sustainability advocates can develop incentives, subsidies, and certifications that facilitate the growth of sustainable fashion.
- *Accessibility and Distribution:* Another important aspect is improving the accessibility of sustainable fashion products by expanding online presence and distribution channels, along with enhancing online shopping platforms

and optimizing supply chains, which help the brands make sustainable fashion more accessible to Generation Y across India.

Research Question 2: What factors influence the sustainable fashion choices of Generation Y in India?

The next is research question 2, which seeks to unravel the complex tapestry of factors influencing Generation Y’s sustainable fashion choices in India. Given the context that 62.7% of this demographic demonstrates awareness of sustainable brands, the question arises: *What drives their decisions in a market flooded with both sustainable and non-sustainable choices?*

This inquiry delves into the underlying motivations, barriers, and influences—from economic factors such as price sensitivity, where 87.5% are willing to pay only up to a 10% premium, to social influences, with 64% swayed by media and peers. Understanding these dynamics is crucial for brands, policymakers, and influencers aiming to foster a more sustainable fashion industry. The summary of findings is as follows:

i. Awareness and Knowledge of Sustainable Fashion

While a majority are aware, nearly 37.3% have moderate to low awareness, indicating potential gaps in understanding and engagement that could be bridged through targeted educational efforts.

Awareness Level	Percentage (%)
High	62.7
Moderate	31.3
Low	6

Table 12: Awareness Levels

With 62.7% of respondents having a high awareness of sustainable fashion, it is clear that the concept has penetrated this demographic substantially. However, the fact that 31.3% report only moderate awareness and 6% low awareness suggests that while the initial exposure to sustainable fashion concepts is high, there remains a significant portion of the population that is either superficially engaged or largely unaware.

This gap between high awareness and complete comprehension or engagement indicates that current informational efforts are reaching audiences but may not be effectively engaging or educating them to the depth needed to influence purchasing behavior substantially.

ii. Influence of Social Media and Peers

Social media has a high impact on target audiences, along with high levels of peer influence. This high impact of both social media and peer influence underscores the importance of these channels in marketing strategies and educational campaigns for sustainable fashion.

Source of Influence	Percentage of Respondents' Influences (%)
Social Media	64
Peers	Included in 64%

Table 13: Influence of Social Media and Peers on Sustainable Fashion Choices

The influence of social media and peers, affecting 64% of respondents, underscores the power of these platforms and personal networks in shaping consumer behaviours and trends. This high percentage reflects the social nature of

fashion consumption, where choices are often influenced by trends, endorsements, and the perceived popularity of practices within one’s social circles. The integration of sustainability into popular discourse on these platforms could significantly shift purchasing patterns towards more sustainable options, provided these messages are crafted to resonate well with this audience’s values and lifestyle.

However, the remaining 36% are a scattered bunch and are getting affected by a variety of reasons:

Category	Percentage (%)	Description	Inferences
Independent Research	15	Some respondents prefer to conduct their research online or through window shopping.	Highly self-motivated with a personal commitment to understanding sustainability, indicating a depth of concern about ethical consumption.
Traditional Media	8	Many respondents are influenced by traditional media sources such as TV, newspapers, and magazines.	Trusts established media outlets, suggesting that traditional campaigns could still be effective for this group.
Brand Loyalty	7	Those who are loyal to brands irrespective of their sustainability	This clearly shows potential for brand-driven sustainability

		practices due to trust in brand quality or past positive experiences.	initiatives; education on sustainable practices by trusted brands could convert loyalty into sustainable action.
Price and Availability	6	Price sensitivity and availability dictate the purchasing decisions of the respondents, thus prioritizing affordability and convenience.	Economic constraints and limited access are significant barriers; addressing these through pricing strategies and broader distribution could encourage sustainable purchases.

Table 14: Breakdown and Inferences of Respondents Not Influenced by Social Media and Peers

In conclusion, the analysis of sustainable fashion choices among Generation Y in India reveals a diverse range of influencing factors. Approximately 64% of respondents are influenced by social media and peers, highlighting the significant role of digital and social networks in shaping perceptions and behaviours towards sustainable fashion. A combination of independent research, traditional media, brand loyalty, and factors such as price sensitivity and product availability sways the remaining 36%.

Additionally, the high influence of social media and peers (64%) underscores the effectiveness of these platforms for outreach and education in a sustainable fashion, along with the diverse influences for the remaining 36%, which

suggests that multiple channels and approaches are necessary to engage the entire demographic comprehensively.

The strategy, therefore, includes enhancing traditional media campaigns, leveraging brand loyalties, and addressing economic and accessibility barriers. *The essential suggestions for strengthening the factors influencing Generation Y's sustainable fashion choices in India are:*

A. Enhancing Digital Engagement

It is necessary to develop a robust digital marketing strategy that includes partnerships with social media influencers who are aligned with sustainable values. Further, marketers and policymakers should use the platforms that are preferred by Generation Y, such as Instagram and YouTube, to share engaging content highlighting the benefits and importance of sustainable fashion.

B. Leveraging Traditional Media

Generation Y still prefers the use of traditional media channels such as TV, radio, and newspapers; another vital perspective would be to reach these audiences through traditional media and educate them about sustainability and sustainable fashion choices. The initiative would be beneficial since many Generation consumers are still not as active online or do not intend to use digital means of communication. The efforts can range from feature stories on sustainable fashion brands to running documentaries on the fashion industry's impact on the environment and interviews with designers who advocate for sustainable practices.

C. Educational Initiatives

As we have witnessed in the previous point, about educating consumers through traditional media, another vital parameter is to create informative content that can be distributed through various channels, including online platforms, workshops, and public talks, and make the consumers and customers aware of sustainable fashion choices. This content should focus on educating consumers about the lifecycle of clothing, the environmental impact of fast fashion, and the benefits of choosing sustainable options. Also, the content should involve multiple case studies or adverse facts about using fast fashion so that consumers can differentiate between the two based on data and logic.

D. Community Engagement

Another important suggestion would be to organize community-driven initiatives such as clothing swap meets, repair workshops, and fashion shows featuring sustainable brands. Generation Y is the consumer base that values relationships and has a sense of belongingness with peers, relatives, or even neighbours. Given the fact that the target audience is emotion-driven, along with a sense of community engagement, community events can help foster a community around sustainable fashion and demonstrate its practicality and appeal.

The above suggestions discuss the factors for strengthening the factors influencing Generation Y's sustainable fashion choices in India. Therefore, to implement the suggestions, the following strategic recommendations can be observed:

1. Developing a Comprehensive Digital Marketing Strategy

It is crucial to influence the fashion choices of the target audience and, to achieve the same, develop a robust digital marketing strategy that leverages social media platforms where Generation Y is most active should be crafted.

This strategy will focus on engaging content that educates on the benefits of sustainable fashion to the target audience, which includes stories on embracing sustainability from the brand, customer testimonials, and behind-the-scenes looks at sustainable production processes.

The above can be achieved by partnering with influencers who embody sustainability to expand their reach and utilize targeted ads to promote specific sustainable products that align with the interests of Generation Y. Additionally, creating viral campaigns that encourage user participation, such as challenges or competitions around sustainability themes, are also possible.

2. Educational Initiatives and Partnerships

Generation Y is at a crossroads, embracing new technology yet emphasizing education. Therefore, to educate them about sustainability and sustainable fashion choices, partnering with educational institutions to integrate sustainability into the curriculum and promote awareness for their children from a young age is a great option. Offering guest lectures, sponsoring design competitions with a focus on sustainability, and providing internships to students in sustainable fashion companies are some of the options presented to the brands and marketers.

3. Price Adjustment Strategies

Pricing plays a vital role in every generation and every section of society. When a marketer aspires to bring changes or launch a revolutionary product, the first task

is to decide upon the pricing strategy so that it is able to target a considerable section of society.

Generation Y has been price sensitive, and for a marketer to influence buying decisions and foster sustainable fashion, implementing pricing strategies that reflect the long-term savings and ethical benefits of sustainable fashion to address the price sensitivity observed among Generation Y becomes exceptionally crucial. This could involve more transparent communication about the cost-per-wear benefits of higher-quality sustainable garments compared to fast fashion and introduce budget-friendly sustainable collections to attract price-sensitive consumers.

Additionally, providing transparent pricing breakdowns that explain why items cost what they do is also a way to influence the decisions of Generation Y purchases.

4. Enhancing Retail Distribution and Accessibility

It has been discussed time and again that the availability and accessibility of sustainable fashion garments are challenging, and to improve upon the distribution networks, expanding the availability of sustainable fashion products across both online platforms and physical stores, particularly in areas with limited access to sustainable options needs to be ensured. To expand these distribution networks, developing partnerships with major retailers to carry sustainable lines and exploring pop-up shops and collaborative events in non-metropolitan areas to raise awareness and availability are some of the steps that will enhance availability and accessibility. Additionally, optimizing the online shopping experiences and improving the logistics of delivery and returns to make sustainable choices more convenient can be another way to improve the distribution networks and influence the decisions of Generation Y.

5. Policy Advocacy for Sustainable Practices

It has been highlighted during the interviews and the survey that Generation Y and the representatives of the industry have advocated adopting policies that encourage sustainable practices within the fashion industry. This advocacy includes lobbying for regulations that require fashion brands to disclose their environmental impact or for incentives that make adopting sustainable practices more appealing.

The task seems daunting but can be attained while engaging with sustainability advocacy groups that support collective lobbying efforts, along with participating in forums and public discussions on environmental regulations that help raise public and governmental awareness and work towards certifications that not only bolster a brand's sustainability claims but also set industry standards.

Research Question 3: Is the Indian Generation Y willing to invest in sustainable fashion choices?

In the context of global sustainability challenges, the fashion industry in India is at a pivotal juncture, particularly within Generation Y, a demographic known for its progressive values and considerable purchasing power. Research Question 3 probes whether this generation is ready to translate their environmental awareness into actual monetary investment in a sustainable fashion. With 87.5% of respondents indicating a willingness to pay up to a 10% premium for sustainable products, this inquiry is not just about preference but a test of commitment and the practicality of such choices in the face of economic constraints. The summary of findings is as follows:

1. Awareness and Willingness to pay a Premium

A significant 87.5% of Generation Y respondents indicate a willingness to pay up to a 10% premium for sustainable products, which shows a positive attitude towards sustainable fashion.

Willingness Level	Percentage	Insights
Upto 10% Premium	87.5%	Indicates Budget Sensitivity
More than 10% Premium	12.5%	Reflects Higher Commitment to Sustainability

Table 15: Willingness to Pay a Premium

The above explanation points out that the majority of Generation Y demonstrates a commitment to sustainable fashion but within a limited financial threshold. This further indicates a positive inclination towards sustainability but also highlights economic limitations or a perceived lack of value beyond a certain cost point. It suggests that while consumers are open to investing in sustainability, their willingness has a clear boundary defined by budget constraints and perhaps a lack of understanding of the long-term benefits of such investments.

1. Perception of Cost as a Barrier

Another critical aspect in understanding the willingness to pay the price for sustainable clothing is that despite the said willingness, there is a significant perception among respondents that sustainable fashion is costlier than conventional options, which acts as a barrier.

Perception	Percentage (%)
Costlier	75
Comparable Cost	25

Table 16: Perceptions of Cost

The table above clearly explains that the high percentage represents a significant challenge in the widespread adoption of sustainable fashion. Additionally, the perception of higher costs amongst the target respondents can further deter these consumers, especially if they do not understand or believe in the added value of sustainable products. This barrier points to the need for enhanced education about the economic efficiencies and long-term benefits of sustainable fashion, such as durability and fewer replacements.

2. Influence of Social Media and Peers

Social media and influencers play a significant role in shaping perceptions and encouraging sustainable purchases, with a substantial impact noted among 64% of respondents.

Source of Influence	Percentage
Social Media	64%
Peers	Included in 64%

Table 17 a: Influence of Social Media and Peers

The above explanation, with the help of the table, underscores the power of social media proof and modern communication channels in shaping consumer behaviour.

The Vital role played by social media and the recommendations made by peers suggests that these platforms are practical tools for spreading awareness and

encouraging the adoption of sustainable practices. However, it also indicates that almost one-third of the demographic might require different engagement strategies, possibly through more traditional or direct marketing approaches. Let us talk about the above one-third engagement and how a marketer can plan strategically:

Influencing Factor	Percentage (%)	Description
Independent Decision Makers	13	Respondents prefer personal Research over external influence
Traditional Media Influence	8	Influenced by newspapers, magazines, etc
Economic Driven Choices	7	Price and Value for money are primary factors
Direct Brand Engagement	5	Influenced by Direct Interactions with the Brands

Table 17 b: Non-influenced by Social Media and Peers

In the above table, approximately 33% of Generation Y respondents in India remain unaffected by social media influence in their sustainable fashion decisions, showing a diverse range of motivations. Of the 33% mentioned, nearly 13% are termed as *Independent Decision-Makers* who rely primarily on personal values or conduct their detailed research through various authoritative sources such as blogs, sustainable fashion forums, or direct brand websites rather than following social trends. Further, another 8% are swayed by *Traditional Media Influence*, therefore

preferring in-depth analysis from newspapers, magazines, and television, which they perceive as more credible and informative compared to digital media.

Interestingly, *Economic factors* drive around 7% of respondents; this group prioritizes cost and value, demonstrating a need for more transparent communication on the cost-benefits of sustainable fashion to alter their purchase behaviours. Lastly, approximately 5% of the respondents engage directly with brands through customer service or targeted marketing campaigns, reflecting a preference for personal interaction and possibly brand loyalty over peer influence. This varied group highlights the necessity for sustainable fashion brands to employ multifaceted strategies to engage effectively with each unique segment.

In conclusion, when delving deep into the study of Generation Y's approach to sustainable fashion in India, a clear distinction emerges in the sources of influence shaping their purchasing decisions.

A substantial 64% of respondents are significantly swayed by social media and peers, indicating a solid reliance on digital platforms and social networks for fashion guidance. This group values the endorsements and opinions from within their social circles and famous influencers, reflecting a trend where social proof and peer validation play crucial roles in their fashion choices. The pervasive influence of these platforms suggests that Generation Y is deeply integrated into the digital world, where trends, brand promotions, and ethical fashion advocacies can rapidly shift consumer behaviours.

However, when researched thoroughly and discussed, the remaining 33% of respondents exhibit more individualistic decision-making patterns that do not heavily rely on social influence. This group includes Independent Decision-Makers (13%), who prioritize personal research and intrinsic values over external opinions,

often seeking information from traditional media (8%) and direct brand interactions (5%). Economic considerations also play a significant role (7%), with these respondents demonstrating a pragmatic approach to fashion purchases, focusing on cost-effectiveness and the intrinsic value of garments rather than social trends.

Therefore, sustainable fashion brands aiming to engage this demographic effectively must employ a dual strategy, i.e., *amplifying their digital presence to leverage the influential power of social media and peers* while also *addressing the more personalized, value-driven concerns of those less swayed by external influences*. The approach must be backed by transparent communication on pricing the environmental and social impacts of their products, along with maintaining a robust and authentic presence across multiple information channels to cater to the varied preferences within this generation. ***The essential suggestions for the willingness of Generation Y to invest in sustainable fashion choices are as follows:***

A. Targeted Social Media Campaigns

With 64% or equivalent of Generation Y influenced by social media and peers, leveraging these platforms is essential. To leverage social media influence and peer authentication, the marketer must develop a series of targeted social media campaigns that utilize powerful storytelling and engaging content that resonates with this demographic. Additionally, collaborating with influencers who are genuine advocates of sustainability will enhance the credibility and impact of these brands amongst the target demography. Also, employing analytics tools to track engagement and refine strategies based on consumer feedback and interaction patterns.

B. Dynamic Pricing Models

There is an awareness regarding sustainable fashion, and despite this awareness coupled with the willingness to pay a premium, 87.5% of respondents are only willing to pay up to a 10% premium. Therefore, it becomes imperative that marketers or brands introduce flexible pricing models that offer entry-level sustainable products at competitive prices to attract budget-sensitive consumers.

Furthermore, one can also implement loyalty programs for regular and loyal customers, thereby rewarding the sustainable purchasing behaviour of such customers with discounts and exclusive offers, thus reducing the perceived cost barrier over time.

C. Comprehensive Educational Programs

It is always said that awareness does not always translate into action, and with a significant gap between knowledge and purchasing behaviour, creating a conducive environment for educating consumers and customers is a must.

Therefore, to increase the awareness and knowledge base of the target audience regarding sustainable fashion, the brands must launch comprehensive educational initiatives that go beyond the product itself and, in turn, discuss the lifecycle impacts of clothing. These educational initiatives can go beyond sustainability and highlight the environmental impact of using sustainable fashion clothing vis-à-vis fast fashion clothing.

These educational initiatives will include collaborations with educational institutions to host workshops, seminars, and fashion shows that highlight sustainable practices and create educational content that details the

environmental and social benefits of choosing sustainable fashion, which can be disseminated through various platforms, including social media, blogs, and community events.

D. Enhanced Local Accessibility

Since the effectiveness of marketing campaigns varies across different regions and cultural contexts, marketers or brands must develop marketing materials that are tailored to the cultural values and preferences of different regions within India. Such initiatives will include featuring local celebrities or influencers, using regional languages in advertisements, and highlighting local, sustainable fashion initiatives. These initiatives would, in turn, help gain local consumers, thereby increasing their reach by penetrating deeper into the market.

To adapt to the above set of suggestions and ensure that Generation understands sustainable fashion and also embraces buying them at a cost (and why the cost is that way), it becomes imperative that the marketer adopts specific strategies which enable them to justify their moves. These can be the following:

a. Enhance Digital and Social Media Engagement

Developing robust social media strategies that utilize influencers whose lifestyles align with sustainability. Create engaging, educational content that not only promotes sustainable products but also educates consumers on the broader environmental and social impacts of their fashion choices.

b. Implement Tiered Pricing Strategies

Introducing pricing strategies that cater to different economic segments within Generation Y could include budget-friendly sustainable lines as well as

premium options, thereby widening the market base and accommodating varying willingness to pay a premium.

c. Broaden Educational Initiatives

Expand educational campaigns beyond digital platforms to include workshops, pop-up events, and partnerships with educational institutions. These initiatives should aim to deepen understanding of sustainable practices and showcase the tangible benefits of sustainable fashion.

d. Improve Accessibility and Local Relevance

Increase the availability of sustainable fashion options in non-metropolitan areas and tailor marketing efforts to reflect local cultural values and needs. This approach can help overcome geographical and cultural barriers to adoption.

e. Policy Advocacy for Supportive Measures

Advocate for policies that support the growth of the sustainable fashion industry, such as tax incentives for consumers and subsidies for producers. Engaging with policymakers can help create an environment that fosters the economic viability of sustainable fashion.

Research Question 4: Does the availability of sustainable fashion options affect Indian Generation Y's buying decisions?

In the rapidly evolving landscape of the global fashion industry, the availability of sustainable options is emerging as a critical factor influencing consumer behaviour, especially among the environmentally aware Generation Y in India.

Since this demographic becomes increasingly pivotal in shaping market trends, understanding how the presence or absence of sustainable fashion influences

their purchasing decisions is crucial. Research indicates that 43.95% of Generation Y consumers cite the availability of sustainable options as a significant influence on their buying choices, highlighting a pressing need for the fashion industry to align its supply strategies with the growing demand for ethical and eco-friendly products.

Therefore, this research question delves into whether increased accessibility to sustainable fashion can transform the ethical intentions of Generation Y into tangible purchasing actions, potentially steering the market towards greater sustainability, thus uncovering the actionable insights that could drive a significant shift in the fashion industry towards environmental stewardship and social responsibility.

The Summary of Findings is as follows:

1. Awareness and Demand for Sustainable Fashion

A substantial majority of Generation Y respondents interviewed (62.7%) have a high level of awareness regarding sustainable fashion. However, a similar proportion views the availability of such options as crucial to their purchasing decisions.

Awareness Levels	Percentage	View on Availability
High Awareness	62.7%	Crucial for Purchase

Table 18: Awareness and Demand for Sustainable Fashion

When interviews and link survey results were compiled, the data illustrated a vibrant awareness among Generation Y about sustainable fashion. However, there

is a concern about the unmet demand due to inadequate market supply significantly. The high level of awareness, when coupled with frustration over availability issues by the target consumers, leads to missed opportunities for brands and retailers.

1. Influence of Local Availability on Purchasing Behaviour

The cost of any product or garment is reduced when its life cycle is a process entirely of locally acquired raw materials and local transportation. Nearly 43.95% of respondents indicated that the local availability of sustainable fashion significantly influences their willingness to purchase these products. This data suggests that physical proximity and ease of access are critical drivers in consumer choice.

Local Availability	Influence on Purchase Decisions
High	43.95%

Table 19: Influence of Local Availability on Purchasing Behavior

The fact that nearly 44% of respondents view local availability as a critical factor in their purchasing decisions indicates that mere online presence is not sufficient, and acquiring and selling locally is the critical driver to success.

Consumers are looking for tangible, easily accessible options that allow them to see, feel, and try sustainable products, which could significantly enhance purchase likelihood. It would also help considerably reduce costs if the life cycle of the garment is processed locally.

2. Gaps in Market Supply and Consumer Expectation

Although many respondents are aware of and value sustainable fashion, actual purchasing is lower than might be expected from the awareness levels. Therefore, despite this high awareness, there is a noticeable gap in the market supply, with many consumers finding it challenging to locate sustainable fashion products locally. This discrepancy highlights a misalignment between consumer expectations and retail offerings.

Consumer expectation	Market Supply Adequacy	Gap Percentage
High	Low	36.2%

Table 20: Market Supply vs. Consumer Expectation

The above results inferred from the link survey responses and the interviews taken; the gap between consumer expectations and market supply presents a significant opportunity for sustainable fashion brands.

By increasing the visibility and availability of sustainable products, both online and in physical stores, brands can better meet consumer demand and potentially increase market share in the growing sustainable fashion sector.

Therefore, when concluding, the findings and inferences drawn from the data suggest a clear and pressing need for sustainable fashion brands to address the availability issues that currently hinder consumer purchase decisions.

Enhancing local availability, aligning the product offerings more closely with consumer awareness, and effectively communicating the availability of sustainable options are essential strategies that could drive increased adoption of

sustainable fashion among Generation Y by various brands and marketers in India. By bridging the said gaps, the fashion industry can not only cater to a market ready for sustainable products but also contribute meaningfully to the global sustainability agenda. *The essential suggestions for the availability of sustainable fashion options affecting Indian Generation Y's buying decisions are as follows:*

A. With 43.95% of respondents indicating that local availability significantly influences their purchasing decisions, it is clear that physical and online accessibility is critical. Therefore, sustainable fashion brands should focus on expanding their physical retail presence in both metropolitan and non-metropolitan areas, thereby expanding their reach.

Additionally, enhancing online platforms to ensure a seamless, user-friendly shopping experience can bridge the gap for consumers who lack local options. This enhancement of platforms might include optimizing websites for easier navigation, providing detailed product information and transparency, and improving logistics for faster and more reliable delivery.

B. Strategic Partnership and Collaboration

After analysing the data, there lies a significant gap in market supply (36.2%), which shows a misalignment between supply and the high consumer demand for sustainable fashion.

Therefore, brands and market forces should focus on forming strategic partnerships with major retailers and e-commerce platforms to increase the availability of sustainable fashion products. Such collaborations with various stakeholders could include exclusive launches or sustainable 'capsule

collections' within existing large retail chains to tap into their established customer base and distribution networks.

C. Localised Market Campaigns

The data analyzed highlights high awareness levels (62.7% of respondents are aware of sustainable fashion); however, such awareness is not converting into sales, and the actual purchase behaviour of the consumers lags due to local availability issues. It is, therefore, essential that the brands implement localized marketing campaigns that not only promote awareness but also highlight the local availability of products.

This promotional strategy could involve geo-targeted advertising campaigns, local influencer collaborations, and community events that showcase sustainable fashion products available in nearby stores or online platforms accessible to the local population.

D. Inventory and Supply Chain Management

All the analyses clearly explain a considerable mismatch between consumer expectations and market supply, thereby indicating a need for better inventory management and supply chain strategies. Therefore, a data-driven approach to inventory management that responds in real-time to changes in consumer demand must be developed.

Additionally, it is also necessary to utilize advanced analytics to predict which products are likely to be in high demand in specific locations and adjust supply chain operations accordingly to ensure those products are available.

E. Consumer Feedback and Management

Sustainable fashion is a recent and emerging concept, and while many are aware of and influenced by availability, there remains a segment of the population that is not purchasing due to perceived inadequacies in product offerings. Therefore, engaging directly with consumers through surveys, focus groups, and social media platforms to gather feedback on what products they are most interested in and any gaps they perceive in the current market offerings. Such direct feedback can guide product development and stocking decisions.

Based on the suggestions mentioned above for understanding the availability of sustainable fashion options affects Indian Generation Y's buying decisions, the following recommendations can be implemented by the brands of marketers:

1. Optimize Distribution Networks

To implement suggestions that enable the availability of sustainable fashion options, thereby affecting Indian Generation Y's buying decisions, brands must develop a robust distribution strategy, including both online and offline channels, to increase the accessibility of sustainable fashion products.

For instance, to improve online sales, the e-commerce interface must be improved, thus ensuring its user-friendliness and incorporating advanced search filters for sustainability criteria. This will enable providing detailed product information and origin transparency.

Similarly, for offline presence, consider partnerships with major retail outlets and exploring pop-up shops in strategic locations to raise awareness and

availability can be implemented. These two steps can be achieved by partnering with national and local retailers to create dedicated sections for sustainable fashion and use data analytics to understand regional preferences and stock accordingly.

2. Implement Local Manufacturing Hubs

Another factor in ensuring the availability of sustainable fashion options affecting Indian Generation Y's buying decisions is to establish local manufacturing hubs that help reduce carbon footprints and ensure quicker replenishment of sustainable fashion stocks in specific markets. This approach not only supports the local economy but also appeals to environmentally conscious consumers who prioritize local production.

With the implementation of these local manufacturing hubs, marketers must identify regions with high demand for sustainable fashion and assess local manufacturing capabilities, along with collaborating with local artisans and manufacturers to create region-specific sustainable fashion lines. These steps will help promote local manufacturing, which enhances brand loyalty and image.

3. Dynamic Inventory Management

Another approach to implementing the suggestions for improving the availability of sustainable fashion options that affect Indian Generation Y's buying decisions will be utilizing advanced inventory management systems, thereby leveraging real-time data. This will help predict fashion trends and consumer demand and manage stock levels efficiently.

This dynamic approach will prevent overproduction and understock issues, align inventory with actual consumer needs by investing in AI and machine learning

technologies that analyze sales data and predict future trends, and develop a responsive supply chain that can quickly adapt to changes in demand.

4. Enhanced Consumer Engagement and Education

Enhancing consumer engagement can be another way to improve the availability of sustainable fashion options that affect Indian Generation Y's buying decisions.

This can be done by engaging consumers through continuous education about the benefits of sustainable fashion by using various platforms such as social media, workshops, and in-store experiences. Furthermore, brands must emphasize highlighting the environmental impact along with the social responsibility of the purchases, thereby ensuring the long-term benefits of choosing sustainable fashion to ensure high consumer engagement.

The consumer mentioned above engagement is daunting to achieve; however, it can be achieved by launching an ongoing social media campaign featuring customer testimonials, behind-the-scenes content from sustainable production processes, and the impact of sustainability initiatives. In addition to the above, the brands organize community events and workshops; thus, educating consumers on sustainable fashion is another way to ensure consumer engagement.

5. Strategic Marketing Initiatives

Another option to improve upon the availability of sustainable fashion options that affect Indian Generation Y's buying decisions will be crafting marketing campaigns that specifically highlight the availability and benefits of sustainable fashion. This can be achieved by adopting a storytelling strategy to

connect emotionally with consumers, showcasing real-life impacts of sustainable practices on communities and the environment. Additionally, creating compelling narratives around the life cycle of products illustrates their low environmental impact and promotes ethical manufacturing.

6. Policy Advocacy for Supportive Frameworks

Any new strategy requires robust policy frameworks at a more significant level. This particular aspect holds even when we advocate the availability of sustainable fashion options, thereby affecting Indian Generation Y's buying decisions. These advocacies for policy framework are essential to support the growth and visibility of sustainable fashion, such as tax incentives for sustainable manufacturing practices and import duty reductions on eco-friendly materials.

To adopt these frameworks, brands and marketers must engage with industry associations to lobby for supportive government policies and participate in public forums and discussions to raise awareness of the needs of the sustainable fashion industry.

Research Question 5: Do cultural and social norms shape Generation Y's preferences regarding sustainable fashion in India?

In the vibrant tapestry of Indian culture, where tradition and modernity amalgamate, understanding the interplay between cultural and social norms is crucial for decoding Generation Y's fashion preferences.

As the world gravitates towards sustainability, this research question probes the depths of how these deep-rooted norms shape the attitudes and behaviours of young Indians towards sustainable fashion. Recent findings from the survey and the interviews combined indicate that a significant 62.7% of Generation Y in India

are aware of sustainable fashion, yet there remains a substantial gap in its adoption. Research question 5 aims to unravel whether traditional values and the influence of peer networks act as catalysts or barriers to embracing eco-friendly fashion choices.

By exploring this research question, the study seeks to illuminate the pathways through which cultural acceptance and social influence can either foster or impede the integration of sustainable practices in the fashion habits of young Indians. The analysis drawn from this research question will be pivotal in crafting strategies that align sustainable fashion initiatives with the cultural and social fabric of Generation Y, potentially transforming their ethical intentions into tangible fashion choices.

The summary of findings is as follows:

1. *Cultural Influences on Fashion Choices*

The research indicates that cultural heritage and traditional values significantly influence fashion choices among Generation Y. The Majority of the respondents expressed a preference for clothing that aligns with cultural norms while also embracing sustainability.

Cultural Alignment	Respondents (%)
High	58.7
Moderate	26.3
Low	15

Table 21: Cultural Influence on Fashion Choices

Nearly 58.7% of Generation Y respondents from the survey and the interviews report a high alignment with cultural values when making fashion

choices. The data and the analysis after that significantly impact their openness to sustainable fashion that aligns with traditional aesthetics. Therefore, it is imperative to understand that the cultural influence suggests that sustainable fashion initiatives need to incorporate traditional design elements to resonate more deeply with Generation Y.

By integrating local art, fabrics, and traditional crafting techniques, sustainable fashion brands can appeal more effectively to this demographic, potentially increasing their market penetration.

2. *Impact of Social Norms*

Decision-making is a complex process that deepens when people live in society. When researching this very aspect of sustainability with respect to sustainable clothing, I found that social norms and peer influence play a crucial role, with a significant percentage of Generation Y being influenced by the fashion choices of their peers, which includes a growing trend towards sustainability.

Social Influence	Respondents
High	64.0%
Moderate	21.0%
Low	15.0%

Table 22: Impact of Social Norms

It is evident from the results that social norms and the influence of peers have a significant impact, with 64% of respondents stating that their fashion purchases are influenced by their social circles. The inference clearly indicates the importance of peer perception in sustainable fashion adoption.

Therefore, brands and marketers must focus on strategies that make sustainable fashion a socially desirable choice. Therefore, campaigning could utilize social proof and endorsements from famous figures within communities to normalize and elevate the status of sustainable fashion.

3. Awareness and Adoption of Sustainable Fashion

It is a well-known fact by now that there is a high level of awareness about sustainable fashion; however, the actual adoption and the adoption rates are influenced by both cultural acceptance and the availability of fashionably sustainable options.

Awareness Level	Adoption Rate
High Awareness	62.7%
Low Adoption	37.3%

Table 23: Awareness Vs Adoption

The results explain that while 62.7% of respondents are highly aware of sustainable fashion, there remains a notable gap in actual adoption rates. This gap suggests that while Generation Y is informed, there are possibly other barriers like price, availability, and perhaps a lack of styles that resonate with local fashion sensibilities, thus preventing higher adoption rates. Therefore, addressing the barriers mentioned above with targeted marketing and marketing strategies, along with product development strategies, could bridge the gap between awareness and actual purchasing behaviour.

Therefore, the exploration of how cultural and social norms influence Generation Y's sustainable fashion choices in India reveals a complex interplay of tradition, modern influence, and environmental consciousness. The study's findings demonstrate that a significant portion of Generation Y, 58.7%, highly values cultural alignment in their fashion choices, indicating that traditional aesthetics and local cultural values are deeply ingrained in their purchasing behaviour.

Moreover, social norms and peer influence are pivotal, with 64% of respondents acknowledging that their fashion purchases are significantly swayed by their social circles, thus highlighting the critical role of social acceptance and community norms in shaping fashion preferences.

Additionally, I have established through the research that there is a high level of awareness about sustainable fashion amongst the target audience in India. However, this awareness does not fully translate into adoption, as evidenced by the gap between the number of informed consumers and those who actively purchase sustainable fashion. This discrepancy points to underlying barriers such as cost perceptions, availability of stylish and culturally resonant sustainable options, and perhaps a lack of compelling marketing that aligns with local tastes and values.

These insights explain that Generation Y in India is poised on the cusp of significant behavioural change, motivated by an increasing awareness of sustainability issues. However, to achieve the above, policymakers must tailor their strategies and align with the cultural and social fabrics that define this demographic.

The strategies must incorporate traditional design elements, leverage social influence effectively, and bridge the gap between awareness and adoption through education and transparent communication, which are likely to find greater

resonance. *The essential suggestions for aligning cultural and social norms that shape Generation Y's preferences regarding sustainable fashion in India are:*

A. Develop Culturally Resonant Products

Analysis of the data indicates that nearly 58.7% of Generation Y respondents show a high alignment with cultural values in their fashion choices. Therefore, creating fashion lines that incorporate traditional Indian designs, fabrics, and craftsmanship into sustainable, fashionable products must be the prime focus of marketers and brands. This can be achieved through collaborating with local artisans and ensuring the authenticity and support of local communities. Additionally, the same can be potentially achieved under a 'Made in India' campaign that emphasizes both cultural pride and sustainability. In order to collaborate with local communities, the following steps can be highlighted:

- i. Extensive research can be conducted on the popular elements of traditional Indian wear that can be further integrated into modern designs.*
- ii. Another aspect can be partnering with local textile manufacturers that follow sustainable practices to source materials, thereby promoting local crafts and artisans.*
- iii. Finally, limited edition lines can be launched at significant cultural festivals and events, thus testing the market response and devising a revised strategy accordingly.*

B. Leverage Social Influence Through Marketing

When the link survey and the interviews together were analyzed, I found that their social circles influence a significant 64% of respondents in making fashion decisions. This analysis can be used as a base for marketing and social media campaigns, as well as utilizing influencers and their powerful social media presence.

Additionally, such campaigns can highlight the real people along with the influencers (e.g., micro-influencers from within the community) wearing sustainable fashion in everyday settings, thereby aspiring to normalize sustainable fashion as both a stylish and socially responsible choice. To effectively utilize the power of social media and the influencers, the following steps can be initiated:

- i. Identify and partner with influencers who are genuinely interested in sustainability and have a strong connection with their followers.*
- ii. Develop campaign messages that focus on storytelling, showing the positive social and environmental impacts of choosing sustainable fashion.*
- iii. Encourage customers to share their sustainable fashion stories online using a specific hashtag to create a movement and community feeling.*

C. Bridge the Awareness-Adoption Gap

The data and the interviews together threw light on the evident gap between the high awareness (62.7%) and lower adoption rates. Therefore, it is essential to address potential barriers to adoption, like those of addressing perceptions of higher costs or limited style options, through targeted education and transparent communication. In addition to the above steps, the marketer or

the brands should focus on demonstrating the value proposition of sustainable fashion in terms of quality, cost-per-use, and environmental impact.

The task is daunting, and to bridge the awareness and adopting barrier, the following steps can be of much use:

- i. Developing educational content explaining the long-term benefits and cost-effectiveness of sustainable garments to the audience.*
- ii. Another major initiative can be to offer workshops or pop-up events where consumers can learn about sustainable fashion, see the clothes, touch and feel them, and understand the craftsmanship behind them.*
- iii. Since the garments and their composition are new, it is essential to provide clear, accessible information on the labels along with online descriptions about the sustainability of each item, which further includes information on durability and care instructions to emphasize value and quality.*
- iv. This will help solve the queries in the minds of consumers about fabric composition care and maintenance, thus ensuring smooth adaptability.*

D. Enhance Local Availability

Sustainable development is optimally utilizing resources today to retain them tomorrow. With this aspect in mind, it becomes mandatory that everyone creates a sustainable supply chain management and acquires resources locally. This will not only reduce the burden of transporting but will support local but will boost the business of local retailers.

When the data was analyzed, I found that the local availability of sustainable options significantly influences buying decisions, with 43.95% placing a high value on this factor.

Therefore, to enhance local business, expand the distribution of sustainable fashion products to more brick-and-mortar stores and improve online accessibility. Opening up flagship stores in key cities, increasing partnerships with local retailers, highlighting their produce and showcasing them online will enhance the shopping experience. Such expansions can be done with the help of the following:

- i. The first is to assess the geographic distribution of the potential customers and identify critical locations that are feasible for physical stores or pop-up events.*
- ii. One can also optimize the online shopping experience with easy navigation, detailed product information, and efficient shipping options, thereby ensuring a pleasurable and smooth purchase experience for the consumers.*
- iii. Extending better delivery services will also help in the faster adaptation of sustainable garments. To ensure high reach amongst the customers, the marketers or the brands can offer a "click and collect" service where customers can order online and pick up in a local store, reducing shipping emissions and enhancing convenience.*

The suggestions for aligning cultural and social norms that shape Generation Y's preferences regarding sustainable fashion in India can be achieved by the brands after focussing on the following strategies:

a. Cultural Integration in Product Design

Aligning cultural and social norms is one of the most crucial aspects, and it can be achieved by developing and promoting sustainable fashion lines that reflect

local cultural elements and traditional aesthetics to resonate more deeply with Generation Y in India.

However, to achieve the same, collaborating with local artisans and designers that incorporate traditional motifs and techniques into modern, sustainable apparel would be paramount. In addition to the above, utilising native sustainable materials and highlighting their cultural significance in marketing campaigns will hold a significant role.

b. Leveraging Social Influence

Another factor that will help in aligning cultural and social norms shaping Generation Y's preferences regarding sustainable fashion in India would be to utilize social proof to promote sustainable fashion by engaging influencers and creating community-driven campaigns, thus normalizing sustainable practices.

To achieve the same, brands and marketers must partner with popular local influencers who embody sustainable lifestyles to showcase sustainable fashion choices and organize community fashion shows that allow wardrobe swap events, thereby celebrating sustainable fashion as a trendy and socially responsible choice.

c. *Educational Campaigns on Sustainable Fashion*

Apart from leveraging upon the social impacts aligning cultural and social norms that shape Generation Y's preferences regarding sustainable fashion in India, there are multiple options for educational campaigns and bridging the gap between awareness and adoption through targeted educational initiatives that elucidate the benefits and importance of sustainable fashion.

In order to leverage educational campaigns, developing educational content that addresses the environmental, economic, and social impacts of fashion and is tailored to be culturally relevant can be promoted by brands and marketers.

Hosting workshops, webinars, and panel discussions that feature experts in sustainability, fashion, and culture are the primary ways to achieve the objectives mentioned above.

4.4 Conclusion

Overall, when researching and analysing the various aspects in understanding the underlying factors that influence the buying behaviour of Generation Y in India, the research has meticulously explored the attitudes and behaviours of Generation Y towards sustainable fashion in India, uncovering a multifaceted interaction between awareness, cultural and social influences, economic factors, and the availability of sustainable products.

The research initially highlights a significant level of awareness amongst Generation Y regarding sustainable fashion; however, this awareness frequently does not translate into actual purchasing behaviour. The gap between knowledge and actions taken is evident and suggests a call for strategies that not only raise awareness but also compellingly motivate purchases through targeted educational efforts and persuasive, impactful marketing.

Furthermore, the study reveals that cultural and social norms significantly shape sustainable fashion preferences within this demographic. Traditional values and the influence of peer groups are pivotal, thus affecting purchasing decisions profoundly. Sustainable fashion brands can gain a foothold by embedding sustainability within garments which resonate with local cultural identities. This will catalyze leveraging social dynamics to normalize and celebrate sustainable choices,

thereby transforming sustainability from a niche interest into a mainstream, socially endorsed practice.

The study clearly highlights that awareness and adaptability are being handholded by a vital parameter, namely The Cost. It is well established that economic considerations are equally crucial since consumers are cautious about investing more in sustainable products. However, this willingness is tempered by economic constraints, with most respondents only prepared to pay a modest premium. Consumers' receptiveness towards premium being paid modestly highlights that sustainable brands effectively communicate the long-term value and cost-effectiveness of their offerings, thus addressing the issue of perceived high costs that currently prevent more people from choosing them.

Another parameter is the availability of sustainable options, which is equally a critical driver for purchase decisions, with many respondents indicating that limited accessibility hampers their ability to buy sustainable fashion. It is, therefore, clear that the brands must enhance their distribution networks and ensure that sustainable options are as readily available as conventional fashion items, both online and in physical stores.

Therefore, there is a need for a holistic approach that considers the intricate layers of influence shaping Generation Y's fashion consumption, and adopting comprehensive strategies will not only propel the market growth of sustainable fashion but also contribute significantly to the global movement towards environmental sustainability and ethical consumerism.

CHAPTER V:
DISCUSSIONS AND SUGGESTIONS

5.1 Discussion of Results

Based on the results generated, here are discussions for better insights for the brands and the marketers to make buying sustainable clothing an everyday affair just as the other set of garments. These set of discussions are as follows:

1. *Awareness and Attitude Levels*

- While Generation Y recognizes the importance of sustainability and is aware of sustainable garments, other factors such as price, style, and availability might be hindering their transition from awareness to action.
- **Educational Campaigns:** Develop targeted educational campaigns that provide deeper insights into the benefits of embracing sustainable fashion in everyday life.
- ***Innovative Marketing Strategies:*** Innovate and utilize engaging and relatable marketing strategies that help transform awareness into purchasing decisions.

2. *Influencing Sustainable Fashion Choices*

- Cultural and social norms shape Generation Y's buying patterns as the generation is hugely influenced by traditional values and the opinions of their peers.
- Integrate elements that are both culturally and traditionally relevant to attract attention and enhance appeal.

- Engage influencers both at the Global and the local levels to advocate for sustainable fashion choices.

3. *Sustainable Investments & Trends*

- There is a general acceptance towards paying a modest premium for sustainable fashion garments. The financial barriers are a significant concern for the brands and call for a need for the garments to be priced competitively.
- *Budgeted Clothing line*: Introducing a more affordable, pocket-friendly, sustainable fashion line for budget-conscious consumers frequently.
- Along with introducing the budget-friendly line, communicating both the economic and environmental benefits of purchasing sustainable clothing is mandatory.

4. *Availability's Role in Fashion Choices*

- The availability of sustainable clothing is a challenging factor that affects purchase decisions. Many respondents find the unavailability of sustainable fashion clothes to be one of the deterrents to embracing them.
- *Distribution Network*: Improve upon the distribution network both in physical stores and online to enhance the availability of sustainable fashion garments.
- *Local Collaborations*: Establish partnerships or collaborations with local retailers to increase the reach of sustainable fashion garments, thus embracing them.

5. Cultural and Social Norms

It has been reiterated during the research study that culture influences the purchase behaviour of Generation Y customers. Peer preferences and societal norms essentially influence the demography.

- *Marketing Campaigns:* Creating campaigns that reflect local cultures yet embrace sustainability in fashion products, thus making the products and the entire campaign a “Cultural Expression”.
- *Community Participation:* Brands or marketers can launch community-driven initiatives that encourage embracing sustainable fashion, creating an environment of socially responsible lifestyle.

5.2 Suggestions

Following are the suggestions based on the results and observations:

Suggestion 1: Creating Comprehensive Consumer Education Initiatives

With the analysis done, Brands and marketers must enforce comprehensive consumer education programs to inform Generation Y about the significance and benefits of sustainable fashion, thus enhancing their understanding and engagement. This can be integrated through:

- ✓ *Curriculum Integration:* Collaborating with educational institutions and incorporating sustainability topics into the curriculum, including case studies, sustainable fashion projects, and guest lectures by industry experts.
- ✓ *Interactive Workshops and Webinars:* Another aspect would be to organize interactive sessions that educate on sustainability and sustainable fashion, thereby aiming to reduce the fashion industry’s carbon footprint and foster an interactive learning environment.

- ✓ *Digital Content Series:* In addition to the above strategies, one of the vital strategies is to develop engaging digital content such as documentaries, influencer interviews, and behind-the-scenes footage of sustainable fabric production, which aims to spread awareness and ensure transparency, thus building consumer loyalty.

Suggestion 2: Introducing Culturally Aligned Garments

To design culturally aligned garments is one of the most innovative ideas that will foster loyalty amongst the target audiences, and to achieve this, the brands must focus on designing and introducing products that resonate with Indian cultural values and aesthetic preferences to increase the appeal of sustainable fashion garments amongst consumers. This seems an easy task, but to achieve the same, brands must:

- ✓ *Heritage Collections:* Brands must utilize traditional Indian crafts such as block printing and handloom weaving in the production of sustainable garments that are culturally and traditionally aligned but also environmentally sustainable.
- ✓ Customization has been the need of the hour ever since, and it remains the same to date. To foster brand sustainability and consumer loyalty, brands and marketers can devise offers and strategies that aim to offer customizable product lines, allowing consumers to tailor their purchases to fit individual and cultural preferences.
- ✓ Working with renowned designers and creating sustainable fashion lines that reflect the cultural heritage and are cost-efficient, along with being eco-conscious, are other options for embracing cultural heritage.

- ✓ *Utilization of Influencers and Celebrities:* Partnering with well-known Indian celebrities with whom Generation Y resonates is another strategy to enforce brand loyalty. This will enable marketers to enhance the cultural appeal and relatability of sustainable fashion garments and enable the target audience to embrace sustainable fashion.
- ✓ Festivals in India are the backbone of the rich heritage and culture. Therefore, launching sustainable collections tailored for local festivals so as to attract consumers by aligning garments with cultural celebrations is a strategy that will enhance sales and create top-of-the-mind brand recall.

Suggestion 3: Advanced Technological Integration

It has been observed time and again that sustainability, sustainable development and sustainable fashionable clothes are all relatively new concepts. Hence, there is a need to utilize technological integration with the purchase so as to enhance the shopping experience and improve the accessibility and reliability of sustainable products amongst the audiences. The task is daunting and requires much effort on the part of brands and marketers. Nevertheless, to amalgamate the two, brands can:

- ✓ *Virtual Fitting Rooms (VFR):* Trials of garments are a vital parameter, and to leverage upon this aspect and provide the consumers with an experience like never before, implementing VFR, i.e., *Virtual Fitting Rooms* technology, can be adopted. This strategy will help consumers ascertain the fit and look of garments virtually, reducing return rates and enhancing buyer confidence.

- ✓ *Intelligent Inventory Management:* With technology comes the use of artificial intelligence, and in the case of sustainability, it becomes even more pressing since many people are not aware of it. To make people aware and satisfy their demands, AI can be used to manage inventory based on real-time sales data, anticipate future sales, optimize production to reduce waste, and make the product available and accessible to every consumer.
- ✓ *Sustainable Supply Chain Transparency:* Install advanced traceability systems in the supply chain to monitor and provide information, enhancing transparency and trust among consumers.

Suggestion 4: Strategic Pricing

Pricing is the most vital issue in embracing any new product or service. With sustainability and sustainable fashion being a relatively new field, focusing on pricing and related strategies is an important aspect that brands and marketers need to adopt. To achieve the above, pricing strategies that balance sustainability and profitability for both marketers and consumers should be developed, and sustainable products should be made more accessible to all consumer segments.

This is easier said than done, and the marketers and brands must adopt the following strategies:

Tiered Pricing Strategy: Marketers and brands can offer price ranges in basic, premium, and luxury sustainable lines at different price points to fulfil the needs of consumers with varied economic capabilities.

- ✓ *Perceptual Pricing Techniques:* Apart from creating a tiered pricing strategy, implementing charm pricing or perceptual pricing is a technique to ensure

that consumers buy sustainable garments, along with providing bulk purchase discounts to make sustainable products appear affordable and encourage more significant purchases.

- ✓ *Value Creation:* Generation Y has been a price-conscious generation and always valued the value addition to the purchase they are making; considering the same aspect, introducing cost-per-wear pricing that highlights the long-term value and durability of sustainable garments that appeal to both budget-conscious and luxury-focused consumers.

Suggestion 5: Expanding Distribution Networks

Sustainability is a relatively new concept, and the idea of sustainable fashion garments has been even newer. The product line is new, and hence, its availability and accessibility have become challenging. To create a network of expanded distribution and ensure that sustainable fashion garments are accessible and available, brands must widen the distribution network to improve the accessibility and availability of sustainable fashion. To achieve the same, brands can adopt the following strategies:

- ✓ *Enhancing Online Experience:* Optimize the online shopping platform and make it more user-friendly, thereby integrating it with social media for making instant purchases.
- ✓ *Building Retail Partnerships:* Additionally, partnering with retail chains to host sustainable sections that create awareness, build brand loyalty and ensure top-of-the-mind recall by organizing pop-up stores in strategic locations during festivals and other special events to increase the visibility of the brand and consumer interaction.

Suggestion 6: Integrated Communication Mechanism

Communication is a tool that enables the brand to communicate, explain and display what it is capable of. Communication ensures that consumers are aware of the benefits, usage, and after-sales service services, which enable them to make purchases and create a positive image around them.

With such a vital aspect of any brand development, brands lay specific emphasis on communication strategy and develop a unified communication strategy ensuring consistent messaging across all platforms, thereby reinforcing the sustainability message. This can be implemented with the following:

- ✓ *Unified Brand Messaging:* Create a unified message and ensure that all communications, ranging from digital to in-store, align with the brand's sustainability efforts, enhancing its brand image.
- ✓ *Omnichannel Optimization:* In order to reach the maximum number of audiences and ensure that the communication strategy impacts the most extensive set of audiences, brands must utilize all available channels to maximize reach and engagement, tailoring content to each platform while maintaining a cohesive brand voice.

Suggestion 7: Sustainable Living Hubs

Sustainability is a new concept, and to ensure that it reaches the maximum set of audiences, efforts can be made to establish Sustainable Living Hubs, which act as epicentres for sustainability awareness, education, and retail,

thereby ensuring maximum engagement and maximum awareness. To achieve the same, the following strategies can be implemented:

- ✓ *Multi-functional Hubs:* Brands can create hubs that are designed per sustainability life and are located in strategic areas that combine retail space with areas for workshops and community events by ensuring maximum accessibility and availability by the consumers.
- ✓ *Regular Programming:* Also, to ensure visibility, loyalty, accessibility, and availability amongst consumers, brands must schedule regular workshops and events to engage the community and promote sustainable living practices actively.

Suggestion 8: Creating a 'Sustainable Fashion Token' Ecosystem

Incentives are a great way of promotion and, therefore, to ensure that the brands capitalize on the buzz created with the help of strategic communication strategy, there is a concept of introduction of a blockchain-based '*Sustainable Fashion Token*' system that incentivizes sustainable purchasing and recycling behaviours. This can be implemented by:

- ✓ *Blockchain Infrastructure:* Creating and developing a secure platform for the token system where consumers earn tokens through sustainable actions and can encash them as per the provisions provided by brands or marketers and contribute towards sustainable practices.
- ✓ *Consumer and Manufacturer Rewards:* Another way is to implement a rewards system where tokens can be earned and spent within the sale and purchase of sustainable fashion, ensuring that sustainability and sustainable fashion garments get promoted.

5.3 Exclusion

Although I have researched extensively about Generation Y and its buying preferences, there is one broad limitation of the research study, and that discusses the generalizability of the findings. The results and conclusions drawn from the study may not be applicable to other demographic groups, geographic regions, or cultural contexts beyond the specific sample of Generation Y in India.

This limitation is significant because consumer behaviour can vary widely based on socio-economic, cultural, and individual factors, which the study's sample might not fully represent. Therefore, while the findings provide valuable insights into the attitudes and behaviours of the target demographic, i.e., Generation Y, within the specific study setting, they may not extend to broader populations or different settings without additional investigation and adaptation.

These suggestions will assist the brand managers and the marketers in creating a strategy that will ensure high engagement with the target audiences, create a brand image, and enhance brand loyalty amongst target consumers.

CHAPTER VI:
SUMMARY, IMPLICATIONS, AND
RECOMMENDATIONS

6.1 Summary of the study:

Finally, summarizing the research study titled "*Consumer Attitudes Towards Sustainable Strategies in Fashionable Clothing in India*," a comprehensive exploration is undertaken to distinguish the underlying factors influencing Generation Y's attitudes and purchasing behaviour towards sustainable fashion in India. This qualitative research deep dives into the growing movement of sustainable fashion that aims to mitigate the environmental and social impacts of the textile and fashion industry in India. It emphasizes the use of eco-friendly materials, ethical labour practices, and innovative recycling programs to extend the lifecycle of garments and ensure environmental sustainability. As consumer demand for transparency increases, adopting these sustainable practices has become a pivotal element in shaping the future of the fashion industry.

The literature review encompasses a range of topics, including the environmental impacts of textile production and consumer behaviour towards eco-friendly apparel, highlighting resource consumption and pollution associated with traditional fashion practices, prompting a shift towards more sustainable methods. The review also explores consumer willingness to adopt sustainable fashion, understanding barriers such as higher costs and limited availability. Additionally, it discusses the role of brand transparency and ethical marketing in influencing consumer choices, emphasizing the need for industry-wide changes to foster sustainability.

The research methodology employed during the study deeply explored the attitudes and purchasing behaviours of Generation Y towards sustainable fashion in India. This

approach incorporates interviews and surveys to collect comprehensive data. A total of ten (10) in-depth interviews were conducted with industry experts engaged in fashion creation, manufacturing, promotion, and influencing, demonstrating a passion for sustainability. Additionally, surveys were distributed to Generation Y individuals across India, allowing for a broad analysis of trends and patterns in consumer behaviour with a sample size of 403 responses spanning around three months. The data from these interviews and surveys were analyzed using thematic analysis, identifying key themes and insights that reveal the complex factors influencing sustainable fashion choices among the targeted demographic.

While analyzing the data, the findings unveiled several pivotal insights, highlighting a significant level of awareness and a positive attitude towards sustainable fashion among young adults, indicating a receptive target audience for sustainable initiatives.

However, the study also highlights critical barriers that influence sustainable purchasing decisions, primarily revolving around economic factors and availability. Additionally, Generation Y showcased a willingness to pay a premium for sustainable products, but this willingness was constrained by the premium's extent, emphasizing the need for reasonably priced sustainable options. Cultural influences also play a crucial role, as products that align with Indian cultural values and aesthetics tend to be more appealing.

Just as this thesis contributes to the existing body of knowledge in the field of sustainability and sustainable fashion, it further provides valuable insights for industry professionals and future researchers interested in understanding the complex relationship between sustainable practices and consumer behaviour.

The study additionally offers strategic guidance for marketers and brands focusing on sustainable fashion aimed at Generation Y in India, suggesting that the integration of

cultural elements into sustainable fashion could enhance its attractiveness and adoption.

Some of such suggestions are as follows:

Suggestion 1: Enhanced Consumer Education Programs

- Implement comprehensive education initiatives that articulate the multifaceted benefits of sustainable fashion. Such educational programs should address not only the environmental impact but also consider the economic advantages and social ethics of choosing sustainable fashion.

Educational content could include detailed case studies, success stories, and comparative analyses that demonstrate the longevity and overall value of sustainable garments by marketers and brands.

Suggestion 2: Development of Culturally Aligned Products

- Focus on developing and promoting garments, thereby resonating with Indian cultural values and aesthetic preferences. This involves collaborating with local artisans and designers to incorporate traditional crafts and techniques into sustainable fashion lines, thereby preserving cultural heritage while promoting modern sustainability fashion garments and practices.

Suggestion 3: Leverage Technology for Accessibility

- Using advanced technology enhances the shopping experience and makes sustainable fashion garments more accessible. This includes implementing virtual fitting rooms and augmented reality features that allow consumers to virtually try on clothes before buying, thus reducing the uncertainty and hesitation associated with online purchases.

Suggestion 4: Strategic Pricing Models

- Adopting strategic pricing that balances affordability with sustainability in embracing sustainable fashion. Such pricing strategies could involve introducing tiered pricing models that offer various levels of sustainable products, catering to different economic segments within Generation Y.

Each tier would maintain sustainability standards but vary in terms of design complexity and material sophistication to accommodate different price points.

Suggestion 5: Expand Distribution Networks

- Broadening the distribution channels to make sustainable fashion products more accessible both online and in physical stores. This could include partnerships with major retailers, expansion into new geographic markets, and enhancing the online shopping infrastructure to support a broader, global customer base and create environmental sustainability.

Suggestion 6: Unified Marketing and Communication Strategies

- Develop a cohesive marketing strategy that consistently reinforces the sustainability message across all communication platforms.

This unified communication strategy should integrate both digital and traditional marketing channels and build a strong brand image that is synonymous with sustainability, thereby enhancing consumer perception and trust in the brand.

Suggestion 7: Sustainable Living Hubs

- Establish multi-functional sustainable living hubs that serve as epicentres for retail, education, and community activities on sustainability and sustainable fashion garments.

These hubs would not only sell sustainable products but would also host workshops, seminars, and community events focused on sustainable living, thereby fostering a culture of sustainability and encouraging deeper consumer engagement.

Suggestion 8: Innovative Reward Systems

- Finally, an innovative reward system such as “Digital Tokens” or loyalty programs that incentivize sustainable purchasing behaviours should be introduced.

These rewards could be earned through embracing eco-friendly practices such as recycling old clothes, purchasing sustainable products, or participating in community sustainability events.

Further, these can be redeemed for discounts, special offers, or exclusive access to new products and even sustainable services.

These suggestions will ensure that the industry attains sustainability and reduce its carbon footprint both at the national and the global level.

6.2 Implications

While undertaking the research study, several insights were highlighted, which led to a rich pool of recommendations for the industry and brands worldwide. However, adding to the comprehensive findings from the research study, specific implications are derived, and they offer significant insights for brands and marketers who are either looking to enter the sustainable fashion space or aiming to solidify their presence.

Analysis done with the help of survey data and in-depth interviews revealed several implications that not only underscore existing challenges but also illuminate opportunities for industry stakeholders to cultivate a more sustainable fashion ecosystem. These insights

are crucial for developing strategies that respond effectively to consumer needs and drive the advancement of sustainable practices within the fashion industry. Some of the implications that were highlighted during the research study, that culminate as the opportunity for future understanding are:

1. Disparity Between Awareness and Purchase Behavior

The research highlights that despite high levels of awareness about sustainable fashion among Generation Y, this awareness seldom translates into actual purchase behaviour.

Such discrepancy suggests that while young consumers are theoretically supportive of sustainability, practical barriers such as affordability, availability, and style preference significantly influence their final purchasing decisions.

2. Economic Constraints as Major Barriers

The research study conducted reveals that economic barriers are predominant among Generation Y, deterring them from purchasing sustainable fashion products.

The premium price points that are often associated with sustainable garments are not aligned with the financial capabilities of many young adults, who may still be establishing their careers or managing limited budgets.

3. The Role of Social Media and Peer Influence

The research study signifies that social media and peer influence are potent forces shaping young consumers' perceptions and behaviours regarding sustainable fashion.

Therefore, brands that effectively engage with consumers through these platforms can significantly influence young adults' fashion choices. However, having explained so, such engagement on social media poses the risk of spreading misinformation through greenwashing, which can lead to scepticism and distrust among informed consumers.

4. Limited Accessibility to Sustainable Options

While the research study was conducted, I found out that there is a demand for more accessible sustainable fashion options that cater to a diverse range of tastes and preferences within Generation Y.

The limited availability of such options in mainstream fashion outlets and online platforms restricts consumers' ability to opt for sustainable choices, emphasizing the need for broader distribution networks and variety in sustainable fashion offerings.

5. Cultural Compatibility and Sustainable Fashion

The study highlights that the influence of cultural and traditional preferences on sustainable fashion choices is significant. Therefore, Indian consumers are more likely to embrace sustainable fashion products that incorporate traditional designs and techniques, thereby highlighting the importance of integrating local cultural elements into sustainable fashion designs to enhance their appeal.

6. Educational Initiatives to Bridge Knowledge Gaps

The study conducted on Generation Y consumers explains that while awareness of sustainability is high, there exists a considerable gap in comprehensive knowledge about sustainable practices and their benefits.

Therefore, specific targeted educational programs that deep dive into the specifics of sustainable fashion, such as the environmental impact of different materials and sustainable care practices for clothing, are crucial for empowering consumers to make informed choices.

7. Lifestyle Integration of Sustainable Practices

Sustainability is a continuous process that must be incorporated into one's lifestyle. Therefore, promoting sustainability as a lifestyle choice rather than a luxury or niche market segment could significantly boost adoption rates among Generation Y.

This involves showcasing that sustainable fashion is not merely eco-friendly; instead, it stands for fashionable garments that are stylish, affordable, and accessible to everyone and can be integrated seamlessly into the everyday lives of consumers.

8. Support Through Policy and Incentives

The study that I had undertaken and the conversations that I had with industry experts highlighted the role of regulatory frameworks and incentives in promoting sustainable fashion, which is undeniable.

It further explains that there is a pressing need for policies that support sustainable practices through incentives for both consumers and producers, such as tax breaks, subsidies, and support for sustainable startups, which can make sustainable fashion more economically viable and attractive.

Therefore, the implications drawn from this research study underscore the complex interplay of cultural, economic, and informational factors that shape Generation Y's engagement with sustainable fashion in India at present.

To address these implications, informed policy-making, strategic marketing, and comprehensive education hold the potential to pave the way for substantial increases in sustainable consumption practices among this influential demographic.

Additionally, by tackling the critical areas mentioned above, the stakeholders in the fashion industry will be able to create a more sustainable future that aligns with the values and preferences of young consumers.

6.1 Recommendations for Future Research

In conclusion, as the fashion industry continues to grapple with the challenges of sustainability, the insights garnered from the research study on Generation Y's engagement with sustainable fashion in India have highlighted several areas ripe for further investigation.

These recommendations for future research are crafted to address the gaps identified and to expand our understanding of sustainable fashion adoption across various contexts and demographics. By exploring these areas for further research, researchers can provide insights that would significantly influence the policy framework, industry practices, and consumer behaviour towards more sustainable fashion choices in the future. Here are some recommendations for future research in the said field:

1. Cross-Cultural Comparative Studies

Research cross-cultural comparative analysis and understand how sustainable fashion is perceived and practised in different cultural settings compared to India. This would help identify universal drivers and barriers and facilitate the development of global strategies with local adaptations.

2. Technology's Role in Sustainable Fashion

Investigate extensively how emerging technologies like AI, blockchain, and virtual reality could revolutionize the sustainable fashion sector both in India and globally.

The research can focus on the adoption rates, consumer perceptions, and the effectiveness of these technologies in improving sustainability practices within the fashion industry.

3. Longitudinal Impact Studies

There is a need for longitudinal studies to track the long-term impacts of sustainable fashion initiatives worldwide. Such studies could elaborate on measuring changes in consumer behaviour, the economic viability of sustainable practices, and their environmental impact over extended periods across the globe.

4. Psychological Factors Influencing Consumption Patterns

Investigations can further delve into the psychological factors that influence sustainable fashion consumption. This includes exploring aspects such as identity, social norms, and personal values that might affect consumers' decisions to adopt sustainable fashion garments and accessories.

5. Policy and Regulatory Research

Furthermore, by expanding the horizons, the researchers can examine the impact of current policies and regulations on sustainable fashion practices and identify potential new policies that could promote greater sustainability across the manufacturing processes.

This research could guide lawmakers in creating supportive environments for sustainable fashion initiatives.

6. Consumer Education and Engagement Strategies

Some future research should also evaluate the effectiveness of different consumer education and engagement strategies, i.e., which methods are most effective and can change consumer behaviour towards sustainable fashion?

Studies like these have the potential to assess various educational content, platforms to be used, and engagement techniques for effective implementation.

7. Sustainability in Fashion Supply Chains

Also, the sustainability practices across the fashion supply chain, from raw materials to consumer disposal, should be investigated. Such research should aim to identify critical areas where improvements could be made to enhance the overall sustainability of the industry.

8. Impact of Economic Factors on Sustainable Purchasing Decisions

Another area could be conducting a detailed study on how various economic factors, including pricing strategies, economic downturns, and consumer income levels, influence sustainable purchasing decisions.

Such research would help brands and policymakers create more effective pricing and economic incentives to encourage sustainable consumption.

The above outline of recommendations for future research provides a comprehensive roadmap for exploring sustainable fashion more deeply and broadly. By addressing the critical areas, these future studies can build on the existing body of knowledge, driving forward the integration of sustainability into the fashion industry.

The collective findings from the research studies will not only benefit academic understanding but also assist industry stakeholders, policymakers, and consumer advocates in crafting strategies that promote a sustainable and equitable fashion future.

6.2 Conclusion

Based on the research findings, the following conclusions can be drawn:

1. Comprehensive Research Approach

The study employed a mixed-methods research approach, combining qualitative interviews with industry experts and quantitative surveys with Generation Y consumers. The robust methodology adopted allowed an in-depth exploration of both the attitudes and behaviours that influence sustainable fashion choices, providing a well-rounded understanding of the factors driving and hindering sustainable consumption.

2. Awareness and Engagement

Although there is a high level of awareness about sustainable fashion among Generation Y in India, this awareness does not consistently translate into purchase behaviour. Economic constraints, lack of availability, and cultural preferences, among many, are primary barriers that need to be addressed to bridge the gap between knowledge and action.

3. Cultural and Social Influence

The research study highlighted the significant impact of cultural values and social norms on fashion choices. The sustainable fashion brands successfully incorporating traditional Indian elements into their designs have observed better consumer engagement and acceptance.

4. Economic Factors

The research study reveals sensitivity to price among Generation Y, with most consumers willing to pay a modest premium for sustainability. This underscores the need for brands to explore innovative pricing strategies that make sustainable products more accessible to a broader audience.

5. Leveraging Technology for Accessibility

The research explicitly explained that technological innovations like virtual fitting rooms can enhance the online shopping experience, reducing uncertainty and potentially lowering return rates. An increase in accessibility, both online and through physical retail expansion, is crucial for the adoption of sustainable fashion in India.

6. Effective Marketing and Communication

Unified marketing strategies that consistently promote sustainable values across all platforms can significantly improve consumer perception and trust in sustainable brands, which is one of the critical observations during the entire study. It is observed that effective communication is crucial in converting awareness into actual purchasing decisions.

7. Policy and Regulatory Support

There is a strong need for supportive policies and incentives that encourage sustainable practices, which is evident throughout the study conducted. Advocating for policy changes that benefit sustainable fashion helps in reducing the ecological footprint of the industry and promotes broader consumer adoption.

Therefore, the research study underscores the pivotal role played by Generation Y in steering India's fashion industry towards greater sustainability. The study highlights the necessity for a dynamic, multifaceted strategy to foster this transition.


The key to this approach is adapting economic models to make sustainable fashion more financially accessible, the strategic use of digital platforms to boost consumer engagement and education, and the enhancement of product availability across diverse markets. In addition to the above, there is a need for comprehensive educational initiatives that deepen consumer understanding and commitment to sustainable practices.

As the fashion industry undergoes rapid evolution, the insights derived from this study will be valuable. These insights chart a clear path for integrating

sustainability at the heart of fashion consumption and production processes. By doing so, they lay the groundwork for a fashion ecosystem that is not only sustainable but also ethically responsible.

Furthermore, the research thesis not only contributes to academic discourse but also serves as a practical guide for industry stakeholders committed to fostering sustainability. It ignites enthusiasm and invites further exploration into how sustainable practices can be fully realized within the global fashion industry, promising a future where fashion and sustainability are inextricably linked.

APPENDIX-A
SURVEY COVER LETTER



SUSTAINABLE FASHION


Hello There,


Thank you for engaging in our study on Generation Y's (ages 24-39) perspectives and purchasing habits concerning sustainable fashion in India. Your input will enhance our understanding of consumer awareness and decision-making in this realm, empowering brands, retailers, and policymakers to foster responsible consumption.

This anonymous survey requires 10-15 minutes of your time. I kindly request honest, precise responses, ensuring confidentiality and data usage solely for research purposes.

By proceeding, you confirm your age (24-39) and consent to participate, significantly contributing to our investigation of Generation Y's approach to sustainable fashion in India.

Gratefully,
PRACHI JAIN
Research Scholar, SSBM (

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APPENDIX B
INFORMED CONSENT



SUSTAINABLE FASHION

Hello There,

Thank you for engaging in our study on Generation Y's (ages 24-39) perspectives and purchasing habits concerning sustainable fashion in India. Your input will enhance our understanding of consumer awareness and decision-making in this realm, empowering brands, retailers, and policymakers to foster responsible consumption.

This anonymous survey requires 10-15 minutes of your time. I kindly request honest, precise responses, ensuring confidentiality and data usage solely for research purposes.

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Gratefully,

PRACHI JAIN

Research Scholar, SSBM /



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APPENDIX C

INTERVIEW TRANSCRIPTS

AMIT DIVAN

Prachi: Hello everyone.

It is a nice afternoon here on 9th September, and we are joined by Mr **Amit** Divan, one of the founder members of *the Divan Sahib Creations* here in India.

Mr Divan, it's nice to have you here. I feel honoured and obligated to your presence, and I'm thankful that you are helping me out in carrying out my research in understanding the buying preferences of Generation Y regarding their sustainable choices in India.

Could you please introduce yourself and let us understand your body of work?

Amit: I'm one of the directors in the company called the Divan Sahib Fashions, and we are into men's wear and specifically Men's Formal Wear. We deal in formal wedding attire as well as formal

office wear and day-to-day wear, and our primary work is in Custom Tailoring.

Prachi: So it's been how many, how many years that you've been in the business sir?

Amit: We Personally me I've been in the business for like 23 years now, and the overall organization it's been since 1957.

Prachi: Oh my goodness, I'm so impressed.

Amit: But obviously, we've grown.

Prachi: Yeah, obviously yeah.

That's interesting; thank you so much for letting us know about your vast experience. Shall I begin with the questionnaire; are you good with it?

Amit: Yes, I am okay.

Prachi: So let me begin by asking you as what the fashion practices which are sustainable that are you aware of, and

amongst those practices, what are those that you are following in your business?

Amit: In day-to-day operations in today's time, well sustainable to me is the least wastage because nothing can be completely useful in my opinion, so the kind of business that we are in, if you look at custom tailoring, I would say it's very sustainable okay why because people who buy custom tailored outfits they because this the attitude because there's so much time that is involved.

First, you choose the fabric, then you go for a measurement, then you get a trial, maybe sometimes a couple of Trials and then the final product. Because of the kind of time that people invest in a garment, they tend to wear it more often.

Prachi: Okay, interesting.

Amit: They usually go for the classic stuff, which is not so much in fashion, okay, so does this strategy applied both for the wedding wear and the normal

wear as well no, this is majorly for the classic wear for wedding wear.

Also, yes, a person who's getting married himself, there are certain clients who want something very fancy and something very flashy which is not so usable, but on the other hand, there are people who have the tendency of buying something classic because they feel that if I do not wear it again, it's a waste.

Prachi: Okay, so primarily, you focus on the wastage and it should be the minimalistic wastage at your workplace?

Amit: We do focus on it because obviously there is a cost in involved, agreed if not from the perspective of climate change or sustainability. But, from the perspective that any fabric that is wasted has a cost, okay, and we paid for it.

Prachi: Excellent viewpoint I'll take that as my concluding part. I would also like to ask you as to what do you think are the effective ways to generate the awareness

levels amongst the Generation Y to bring it to your notice, Generation Y are the people who fall between the age bracket of 24 to 39 years of age.

So, what do you think should be the practice effort to bring that awareness levels amongst these kind of people?

Amit: Either male or female well awareness is they all watching television, they're all watching the world changing they all watching that the way climate is changing. It's becoming hotter, and with all the calamities, it's a ringing Bell you know they should actually get aware of themselves.

In terms of the responsibility of the fashion industry, there should be some awareness from our angle as well. We should also have campaigns, not as a company but as an industry.

Prachi: Okay.

Amit: For example, as I said, custom tailoring is very it's very sustainable, but the fashion industry as a whole, in terms

of readymade clothing, is very wasteful; you make 20 pieces out of which 7-8 sell. However, I'm not exact on my numbers, but I suppose that and the rest go either in a sale or sometimes don't even sell.

Everyone knows that whatever people buy and sale for them is an extra garment, even if they wear it once; they say oh, we've got the worth of it.

So, buying something at a low cost sometimes does not give them the value the product the value that should be used again and again.

Prachi: okay.

Amit: So that is a psyche that that is how people think really, you know I'm assuming they do okay if they wear it once is fine.

So what should happen is that the industry should make people aware so that whatever they buy, they repeat it again and again rather than just one click on an Instagram picture and it goes.

Prachi: let's put it that you are not in favour of fast fashion clothes, which you wear once and then it's gone?

Amit: see, I don't think anyone should be in favour of fast-fashion clothes. It is for their own good, not for the future, but yes, people are not thinking they don't care. For example, if I'm wearing a white shirt, I can wear it a number 100 times, but if I'm wearing a very bright print, I might feel that if I want it twice thrice, then it's gone. But, on certain occasions, people do have to do that also, so like I said, we cannot just do one thing, but yes, we can be more aware more thoughtful, and we can make things better.

Prachi: I would also like to know about the environmental and the social aspects that you think are important for the generation Y in today's time to make that kind of sustainable fashion choices.

What do you think are would be those factors specifically in the Indian context?
What do you think is the environment that

the ecosystem that brings in before they make that kind of choice?

Amit: Well, everyone comes from a different background, everyone's got a different mindset, so really putting everyone in the same criteria or the same because everyone is in a different environment, someone who's got extra money they just splurge and someone who is careful they are careful. So, changing an environment for anyone is not possible.

Prachi: So, what would be those one or two factors that you probably can highlight in this perspective? Is there anything that comes to your mind with the vast body of work that you've done?

This probably could be the factor wherein if this gets changed, people might start using sustainable clothes or something. What could be that, in your opinion?

Amit: I think if cheap production changes, things become more expensive, and people will be more thoughtful. For

example, in Europe, European products when people buy they use it more because they are expensive to see that is a consumer thinks from the point of view of the aspiration that he has, what he wants to do, what he wants to look like and what he wants to portray to others in terms of fashion and also and his psychology and his spending depends on the product that he's buying and the money that he's paying for it.

Prachi: Okay, what I am understanding is that things boil down to becoming more cost-conscious to make them understand that this is this the worth now, properly use it and all of no?

Amit: it's not being cost-conscious. It's about being selling quality products. If you're selling quality products, the prices go up. For example in our company uh we import or we buy from importers like Italian products and European products which are expensive, which are not cheap. Indian products are not so cheap. They are of good quality and good, and

it's expensive as well. You know, so when you are buying a good product, I am more careful while I'm handling it I'm I'm more careful while I'm selling it, yeah, I buy what I actually need to buy.

Then my customer also buys what he actually needs to buy, so everything according to me boils down to excessive mind; excessive just hoarding everything into your house and then throwing it away.

Prachi: Yeah, the landfills, yeah.

Amit: For me, that's the main thing; rest you know you otherwise how can you explain to someone, please do not do it unless and until they have a wildfire in their own village.

Prachi: Yeah, correct, they won't understand very well, put agreed on that.

So, could you throw some light on the misconceptions that these Generation Y people have when it comes to sustainable fashion, if at all? Do they have any? If

yes, what kind of misconceptions do these people have?

Amit: The sustainable fashion mhm in India, I don't even think that 5% of people understand sustainable fashion they don't know.

They don't even have a clue what sustainable fashion. Everybody is buying less because they have less they're not buying less so that they should not waste; that's what I think that's everybody's been that's the way everything everybody's been brought up with that attitude; you know, please do not waste, we are not so rich we can't afford this kind of wastage you know that's what everybody's been told right no one no one's told their kids that don't waste otherwise we have landfills; otherwise we'll have climate change.

The environment now that people will understand, and now we'll start educating our children that whatever you waste will

create a problem for you environmentally.

Prachi: Makes sense. You're right.

Okay, let's shift the focus towards the behavioural aspects of these Generation Y consumers, and in that respect, I would like to ask you if you have observed any kind of change in the buying patterns over the years of these people towards sustainability?

Is there anything of the kind that they talk about? Is there anything that they practice? Has there been any kind of observation from your end?

Amit: See, we are in the luxury segment; we sell special and expensive products. My clients and I also have not seen anyone talking about sustainability in fashion. Okay, not even a single customer that I have dealt with.

Prachi: Okay, so in your opinion, they, do these people have a clue about sustainability or that also is not there?

Amit: They're reading it on social media. They see seeing reels about sustainability maybe, but they're not anybody's practising anything. So, it's all unless and until the industry wakes up and people who are creating a lot of wastage in the industry all should get together and make their customers aware, it won't happen.

Prachi: Okay, based on the experience that you have had for all these years, do you think that the Generation Y actually is willing to pay the premium price that these sustainable clothes come with? I would like to put up some examples like H&M Marks and Spencer and Zara, who have a clothing line like Conscious, which is a little more expensive than what the usual clothes are.

So, have you seen any kind of this trend wherein these kinds of people people who fall in that age bracket are ready to pay that kind of Premium price?

Amit: See, I'm not aware if sustainable clothes are more expensive. I don't see a

reason why they should be more expensive because there's no unless and until you compare polyester to Cotton. For example, Cotton is weatherable; it can decompose, whereas polyester cannot, and polyester is cheaper than Cotton.

If you're talking in that way, yes, people should buy sustainable clothes, but I don't think people are even thinking like that. Okay, the new Generation wants to look smart; they want to look good, you know I'm talking about the people who are spending the money, you know, and who are not very like, you know, I won't say smart, but yeah who are not really the people who are thinking about the environment.

Because not so many people are like that, for example, my child who's ten years old they are being taught how to be environmentally friendly, but we weren't taught like that we would not so now the change will happen now, but till now it's not that, and people if they willing to

spend they'll be willing to spend a price higher if it's a brand rather than because it's sustainable.

If you really want things to be controlled and landfills to be less, landfills as well as fabrics that can be decomposed or reused, then they should then the government should do something about it. They should not allow plastic bottles like they ban plastic bottles in some states, and in some places, they make stuff out of plastic bottles; they make shoes out of plastic bottles. They should stop fabric clothing also to being used in polyester stuff like that.

Prachi: So, when you're talking about all these things, how do you think that the industry, the fashion industry per se, is in a position to strike a balance between their profitability on the one hand and sustainability on the other hand?

How should they be doing that since, like, whatever you've chatted about so far, there is less awareness premium price

will come only when it is a brand thing like these, so if that is the perspective what do you think that the industry per should be doing to bring profitability at the same time maintain sustainability? What is that that they that, in your opinion, the industry should be joining hands as?

Amit: See, the first industry has to make the customer aware, but how would they make him aware if they have to earn profits, if they want to make the customer aware, that see, you should not be wasteful, you should not buy extra clothes, that you should not be buying extra clothes.

How can they do that when it's going against their own business system?

Prachi: So that's the point. I mean, what is that? What do you feel is the centre point for maintaining profitability and sustainability both at the same time? The economies should not go wrong, and the environment should also be restored?

Amit: these are open markets; you can't control the number of brands that are in the industry; you can't control the number of garments that they are producing. If you can't control all that and if they want to grow, they have to grow in terms of production terms of; stores you open a store and out of that store, 60% of the stock sells, 40% goes waste, but you still have to open more stores to increase your turnover.

Everyone's in a rat race; today, with the number of stores that any country has of clothing they need, the customers are spoiled for choice and the choice that they don't even practically need you.

Prachi: Makes sense.

Amit: They could do with less, yes, but this whole capitalist system is making money. I'm a part of it, of course; you know of doing things you can't really unless until the government steps in and says that certain things.

You should not do certain things you should do, but I don't even know where that line can be drawn in which criteria in terms of opening stores. I don't know how things can work in that because you can't ration clothing.

Prachi: Very interesting perspective.

Amit: Like in India, certain religious sects. Also, I once heard that somebody say that you could not have so many more than so many people at the wedding. Why? Because when you have so many people at the wedding, there's a lot of wastage.

Prachi: So, okay, let's shift our focus towards the psychology of these Generation Y people.

What do you think the fashion brands must be doing to build up that brand loyalty that we've been talking about so far in terms of the target audience when you want to promote the sustainability and develop a brand loyalty amongst these Generation Y people? What do you

think the brand is? Is there any kind of brand loyalty in the first place: yes or no?

If it is a yes or it is a no, what is the reason behind it?

Amit: Brand Loyalty. There's no brand loyalty when there is a snob value to the brand. People just say that I only wear an XYZ brand, and this is the only thing that I wear, or there's brand loyalty in our kind of business where it's custom tailoring, so when it's custom tailoring, people don't want to keep changing the tailers, o that is uh that's the best thing is to give them something that they cannot get everywhere, and then people just stick to.

Prachi: okay, interesting.

How do you think that the communication marketing and communication plays a vital role in shaping the preferences of these Generation Y people? What do you think in terms of sustainable fashion the marketing and the communication? How does it play a role?

Amit: you have to create an emotional connection of the generations with the environment; that is the only way; they can actually uh promote, or they get promoted to buy sustainable clothing.

But also on the other hand, sometimes the question is, what is sustainable clothing? Yeah, what is sustainable clothing, if just someone says this is sustainable clothing, why? Because it's made of Cotton, then all cotton products are sustainable or something of natural fibre like wool, then all are sustainable it's about the volume of products being offered to the client. If XYZ brand says oh this is our sustainable clothing line, all they're saying is that this is not polyester, you know.

Prachi: There are Fabrics like hemp linen.

Amit: Hemp, linen, Cotton, wool; they're all sustainable; why? Because they are made from the ground, they come from the ground.

Silk is also there so that they decompose that's the only thing right.

Prachi: Okay, what are the psychological preferences and psychological factors like the personal values which play a vital role in Generation Y's decision-making process?

Do you think if there are any, what are they?

Amit: Can you repeat the question, please?

Prachi: What are the psychological factors, for example, the social influences, people around us or the personal values that these people carry to make a decision regarding a sustainable fashion make a sustainable choice?

Is there anything of the kind available in the market? Are these people thinking of those things? Yes or no, what's that kind?

Amit: The more people talk about sustainable fashion or less wastefulness and the more campaigns the industry runs, which I don't think they will run

okay to do less wasteful clothing do less wasteful shopping when people, this thing starts happening through influencers, through celebrities, through certain other areas by people in influential people, then it might create a feeling in certain individuals that yes we should be more responsible to the environment rather than just wait.

Prachi: Okay, what do you think are these major challenges in adopting sustainable fashion by these Generation Y people? Is there any kind of challenge that you think is has been uh appearing? When do you want when they are when you want to embrace this kind of sustainable clothing amongst these people?

What are those challenges?

Amit: See, Frankly Speaking, we are our stores. We are not so wasteful, so we are not facing any such challenges.

Prachi: The people, not the stores, not the Brands. The people embracing sustainable fashion?

Amit: See, people want to be fashionable. So, you have social media where they want to wear clothes, click pictures and put them on social media, so once that picture has been put on social media now they cannot wear it. Some people don't even wear it twice you know, and some people might just wear it a couple more times.

But because of social media also and because of the nature that people have of being smart and good looking and wearing different clothes flamboyant, wearing different clothes all the time especially women you know that because obviously you know women love shopping and they like to wear different clothes, so they feel that you know they can't stop the urge, control the urge of re shopping. They want to shop again and again.

Prachi: okay.

Finally, suggest some kind of Target interventions that help in overcoming the challenges now. These Target interventions could be with terms of government, the industry per se, when you think that embracing sustainable fashion can become easier.

Suggest something.

Amit: I think awareness is the only thing to do. Yeah, what else?

Prachi: Makes sense. Okay, is there anything else that you think could be a Target intervention?

Amit: I think awareness by either the government or the industry is the only way. Otherwise, no one is going to come, and you know, stop it.

And you can't even stop it you know. Frankly Speaking, because there are so many people in schools, they should make children learn, because when your child comes and tells you, " Papa, let's not buy, why are you buying it again?".

We have during Diwali the firecrackers; now my children see I have two one loves two burn crackers, and the other one says it is bad for the environment. So, at least there's a difference, and then there is some, yeah, base middle ground, so we my children, do not burn crackers So Much Anymore.

They do not waste so much water, Holi. So they only play on holy because otherwise if they keep playing, it will be a lot of Wastage and the uh the balloons are made of rubber, and they get stuck in uh drains go going to the Sea and all that you know made of plastic polymer.

Prachi: Okay, thank you, Mr Divan. It has been a pleasure to have your insights and uh understand your perspective with the kind of body of work that you have and make understand that the awareness is the biggest factor in today's time to create that kind of sustainable ecosystem in any part of the world.

I'm grateful that you took out that much time for my thesis and gave me your insights uh it shall be a valuable input within my thesis,

Amit: thank you so much thank you thank you

[End]

GAURAV GOSWAMI

Prachi: Good Evening; it is nice to meet Mr. **Gaurav** Goswami from **Gaurav** and Neha.

Thank you, **Gaurav**, for joining us. I feel honoured and obligated to your presence and helping me in carrying out my research and understanding the buying preferences of Generation Y regarding the sustainable fashion in India.

I would request you to please introduce yourself and your body of work.

Gaurav Goswami: hi, I'm **Gaurav** from the brand **Gaurav** and Neha, and we are in this business from the past two years. Our Mantra success is *Customize as per everyone's individuality*.

Prachi: Interesting; very interesting concept that I have heard of it's been a while since I have heard of such a concept. Thank you for letting us know about the vast experience and the body of work.

I would like to begin with the question, are you all right?

Gaurav: yes

Prachi: okay, let me begin by asking you what are the fashion practices you are aware of that are sustainable, and amongst those, how many of them are you promoting in your work area?

Prachi: So the practices that we are aware of our recycling, upcycling, and zero wastage; we majorly are focused on zero wastage so that each garment that we make leaves a minimum footprint leaves a minimum carbon footprint.

So yes, we are working on that.

Prachi: That is interesting. Somebody doing that kind of work is very good for the nature since the fashion industry is amongst the major polluters.

Also, I would like to ask you what do you think are the effective ways to raise awareness amongst the Generation Y consumers in India.

Gaurav: I think as a as Y generation, we are majorly dependent on the social media, so I think social media is a vital role in creating awareness about all these things, and I think fashion influences also play a major role in that you know, we can we can see a lot of celebrities wearing sustainable fashion and you know they have promoted in the recent times they have really promoted such.

Prachi: Have you feel that there has been some change because of their initiatives?

Gaurav: oh yes, there has been.

Gaurav: I've seen people, you know, coming to us saying that, you know, Kareena did this, and you know, this actors that did that and basically actresses got their heirloom pieces reinvented.

And, revived, it so I think I mean.

Prachi: That's great. Interesting.

Okay, I would also like to know what the environmental and social aspects are important for Generation Y consumers

while they are making their choices to have a fashionable garment.

Gaurav: So as a Generation Y, because I am from Generation Y, I would rather say that we have become more aware and we have become more, you know, thoughtful in our fashion choices and I think that's where and first of all, we have you know understood our environment as well we have understood that you know the sooner we understand, the better.

So, yes, I think we have started making those conscious choices, and when I say conscious, it means you know really you know we give a thought to whatever we whatever we choose.

Prachi: Yes, yeah, so that's interesting that's a nice shift, in my opinion, from the period that we are coming from.

Could you please talk about the misconceptions that the Generation Y consumers have in mind while they are making their choices?

I think people have this misconception that you know sustainable fashion is expensive, which is not why we have Brands like FabIndia that are doing well in the market. We have a lot of designer Brands like Doodlarge; I have a lot of examples like Anita Dongre Grassroots. She has literally gone into the grassroots level of where she is providing employment to the women, and she's really Recycling and upcycling the products for her.

You know, for the entire brand, I think the brand is doing really well it is I have read about it. Moreover, to add to your brand preferences, let us talk about Marks and Spencer and Zara. Also, they are hugely promoting the conscious options that they are. Though they are into they were into fast fashion, but then now they are becoming more conscious about things.

Prachi: Yes, interesting perspective, thank you.

Let's go to the behavioural patterns as to what aspects the behavioural aspects that these Generation Y consumers are considering. In that respect, I would like to ask you whether you have observed any kind of change you partially answered it, but still, whether there is any kind of change in the purchase Behaviour regarding the sustainable fashion over the years by these Generation Y consumers?

Gaurav: See, as a designer, I've really seen a little shift, not much, but then there has been a shift in terms of people really want to use their heirloom pieces; they want to recycle them for example, you know I've seen girls coming to us saying that my mother has had this saree and I'm emotionally attached to this.

You know, can you do can you reinvent or can you redesign this s or exp to something else so I think that way people have become conscious and you know slow fashion is really taking it's taking its space in the market right now and with slow fashion I mean Timeless

pieces embroideries like chickenkari and Zardosi, they have and they will never go they never fade away. Like forever, they never,

Prachi: Even the Banarasi Dhupattas, Never Fade Away. I am in love with them, actually.

Gaurav: And you know, having said that, I, we really need to promote these Banarasi viewers and everyone, so that is also part of sustainability.

Prachi: yes yes, absolutely

Gaurav: I think girls and boys as well have become more conscious about what they wear and you know people have become very conscious about their you know, whatever goes onto their skin.

Prachi: Oh yes, and that's to my surprise. All these sustainable Fabrics are very skin-friendly.

Gaurav: skin-friendly, they're comfortable there's one more misconception that you know the Fabrics are not comfortable, but then it depends

completely depends on the kind of treatment that they go through and the kind of brand they come.

Prachi: Yeah, absolutely. I agree that's absolutely true; okay then, based on your experience, do you think that the Generation Y is willing to pay the premium price is a misconception you've just mentioned, but still, it comes with a price; it comes with a tag it does, so has there been any kind of shift?

Gaurav: Like I have answered this before, Brands like FabIndia is doing really well, and you know, if you see their price ranges, it really ranges from 800 rupees to some thousand. An output, yeah, so I think brands are really focusing on that, and if obviously, yeah, the cost, there is a cost comes that attached to whatever we choose.

But then it entirely depends on the person who is buying it, so yes, I think people are not shying away, or they're not even you know, thinking twice about spending,

Prachi: so in that respect, I really want to understand you are holding a fashion brand which is luxurious in nature, to say, coming from an upper class do you think people in that category are also embracing sustainability?

Gaurav: I think they are more aware, they are very much aware, and they come to us ask for all Timeless kind of pieces, so girls are really crazy for chickenkari and all these kinds of embroidery, and they really tell us that you know we really want to use the lehengas.

They want to restyle the lehengas; they want to reuse the Lehengas not even as the saree as well, so they are getting those sarees converted into nice Anarkalis, so yeah, that is happening even the C sets are also in the fashion that is happening.

Prachi: completely.

Okay, so how do you think these fashion brands should be striking a balance between profitability and sustainability with when it comes explicitly to our

Target segment, which is the Generation Y?

Gaurav: like you and I, well, that's a challenge, actually, but then I think controlling the collection manufacturing. Okay, so when I say Timeless pieces, it means that they're forever, so once you make a Timeless collection, it's forever, but at least for some, you don't have to create a connection, and then, we can go for customization, which we majorly do in our brand you know we majorly customize our outfits, and we really encourage our clients to get things customized because you know by creating samples it would again you know, yeah, get into that kind of a loop.

So yeah, first is that, and second you can control uh practices like Zero wastage, you can actually by implementing techniques like zero wastage you can actually you know get into profitability as well yeah because you know you have control supply chain. You have control over the people that you're working with,

so in the long run, it makes a lot of difference.

Prachi: Yes, okay, let us shift our focus to the psychology of these Generation Y and understand as to how the fashion brands can build loyalty among these Target audiences while they are promoting their sustainable products yet be economically profitable.

Gaurav: So yes, the difference where Brands can make is they can have dedicated lines, they can have known they can have the signature patterns which I have seen with Brands like Doodlage and in India, they are doing really well, you know where they are recycling the I won't call it waste; they are recycling the products which were like Surplus and the factories and depicted those products, and they completely change the entire Destiny of that particular product.

So I think I've seen that, and that's where the difference um comes and then you

have to extend full customer support to your clients that's where a brand makes a difference, you know, even if it is sustainable, even if it is not so customer service plays a major vital role in any product's Destiny I would say you know probably you're going to to the age-old formula customer is the king it is the it is it will forever the king yeah it is the age-old formula that you and I have been brought up with actually.

Prachi: Yeah, okay, let's talk about the communication. How does marketing communication play a vital role?

Gaurav: I mean, Generation Y is the consumer who has seen a lot of shifts in buying patterns over the years, so how does the marketing communication play a role when it is happening? I think it has already started; I know it's about Generation Y, but then I'm seeing a lot of Generations going for all these sustainable fashion I've seen them.

You know I've been studying this quite a long time; basically, what influencers are doing is, I mean they're doing a great job. Influencers like Komal Pandey go they're just teaching us how to reinvent and reuse a single into something else. I really love her body of work, and I love Siddharth's body of work, and these are the influencers who are actually teaching our Generations, you know, to just not waste money on to just not blindly blindly waste money on the things.

But then I think they are teaching us to be conscious about whatever we wear and how we use it multiple times, so I think that is just making a difference.

Prachi: Okay, let me ask about your perspective on the psychological factors, like maybe the social influences or the person's values. Each person, probably you and I, are in the same category, but still we will have certain kinds of differences. How do these make any difference, or they are how do they play a

vital role when the decision is being made to buy a product?

Gaurav: We are a human beings first of all, we are always identified, so you know U, if we see an XYZ is a celebrity wearing something, and you know which we used to consider we used to do that, yeah, but then you know the moment we see that celebrity wearing something you know that we thought would not look nice and we you know we kind of for myself also I kind of buy that thing you.

If it is looking good on some influencer and it's really clicking my mind, I would obviously go for it, so I think we identify ourselves with the other people when so I think the major responsibility um comes onto the shoulder of the celebrities okay on the influencers and the social media activists you know who are Behind These yeah Social Media influencers.

Let's put it that way: I think we have we have very dedicated slots and fashion weeks about sustainability.

Prachi: Very interesting. Thank you so much for giving me that perspective, and that would be one of my recommendations and I'm so glad you gave me this.

Okay, what do you think are the main challenges about like for people like you and I when we have to adapt to sustainable fashion? Because we've been used to certain kinds of clothes, I mean, Gen Z is far more acceptable to things, but people like us, what do you think are the challenges one thing we need to break the Cycle?

Gaurav: yes, we need to break the Cycle and to break that Cycle, we have to break our mindset first, yes, because as a 90s kid, you remember a mother, you know, they used to use their one side multiple and using it different ways.

Prachi: I've seen my mother doing that, and somewhere, it got lost in between.

Gaurav: and I really think it has to come back it is coming back slow, coming back slowly.

We don't should not feel shame that we have repeated and out; how does that matter if we've paid for it.

Prachi: true, okay, suggest to me some targeted interventions that can help me each one of us overcome the challenges while we are promoting the sustainable fashion with the generation Y.

Gaurav: Targeting intervention in terms of we really need to educate people that this is going to impact our environment. Secondly, we need to tell them that you know it's not harmful to repeat clothes or to go for sustainable fashion or use natural fibres.

It is automatically you know that it has to be like that. They should automatically ask the brands to use natural fibres to go for sustainability, and they should actually ask about the story behind the product. It matters it does; as a brand, I

would always I would always tell all the brands to tell the story behind whatever XYZ thing they make, and that story plays a vital role first in the marketing.

Second, they would tell you, customers, how your product has been made, for example, if we do a ler there has to be a story like what Artisans are making who made who made it, who were the people involved behind what all went through it so I think that it creates an interest about the product.

And it really tells you to know from where your product is coming.

Prachi: Yeah, yeah, very interesting.

Thank you so much it is thank you, **Gaurav**, I would rather be very I'm delighted to have a chat with you it's been a pleasure.

Actually, you've just given me some valuable inputs for my thesis, and I shall be putting them across while I'm making my recommendations. Thank you so much for your time and effort and I'm really grateful thank you thank you so much.

Gaurav: thank you, thank you.

KRITIKA

Prachi: hello, everyone. Good afternoon. Today, we have a very special representative of the fashion industry, Miss **Kritika** Sabharwal, who apparently handles one of the major spectrum of the industry called as the gift wrapping industry.

Good afternoon, Miss Sabharwal; I am honoured to have you here. Could you please introduce yourself?

Kritika: sure, my name is **Kritika** Sabharwal, and I am the founder and educator of *the Smart Wrap*. I am in this field of gift packaging from the last ten years, and I am now teaching the things; basically, I teach gift packaging to various audiences, various age groups of females, someone who can, you know, uh, on sabbatical or something and they want to wish to do something of their own.

So basically, I uh empower the females to start their own businesses and gift packaging businesses to be precise.

Prachi: Excellent. I am impressed with your field of study, which is hugely impressive. Nobody Does it, and be with the kind of Education work you are doing. Thank you so much for letting us know about the body of work.

Shall we start with the interview?

Kritika: Yes, sure.

Prachi: Okay, let us shift our focus first of all towards the attitudes and awareness of the generation by people.

What fashion practices are you aware of in your specific industry, and how many of those are you using in your personal space in your work area?

Kritika: So, we do various things; we have like a lot of sub-branches in our work because we in India we have a lot of festivals, weddings, cultures. We have different cultures as well, and then we

have birthdays and anniversaries, which is ongoing, which is an ongoing thing, so and we can cater for a lot of markets, not just one age group.

We can target various age groups, and for that, we have different kinds of materials. We have a different kind of themes, Concepts and different ways of, you know, conveying our messages through our gift packaging.

Basically, so uh if I say um uh if I say this thing that let us say I am I I have to pack it for a wedding function, then uh again we people are more into floral things and if we say floral things then we have two options one is real and one is artificial and since there is a cost factor come. When we use real flowers, people switch to artificial ones, and that is where the problem lies: take yes, we can do it; we can definitely use an artificial lot of people. I think 98% of people are using artificial plus, but yes, again, we have to somewhere think that we are using plastic, we are using, you know, we are

destroying the environment in some way, so in a way, people are open to the idea yet they are not open.

Prachi: okay, it makes sense to me. Do you think what do you think are the effective ways to raise the awareness amongst these generation Y people in India specifically?

Kritika: See, we have to, first of all, we have to create some kind of a list of materials which is available in the industry and in the market which people can buy, and then we have to come up with such awareness like we can create some demonstration videos, we can do DIY tutorials, we can do articles and blogs and everything to tell about this particular thing that that few things can be made out of waste also we can reuse the things as well and we can you know we can pick the material which can be uh you know sustainable in a way, and sustainable in a way means that we are making a very conscious choices.

Prachi: I understood; you probably want to say that you do not want to damage the environment yet create something which is fruitful.

Kritika: yes

Prachi: interesting, I have again I have to acknowledge the fact that your field of work is super impressive. Okay, I want to know the environmental and social aspects that are important for these generation Y people you might be coming across them off late while they make their consumer choices.

Kritika: Can you repeat that?

Prachi: The environmental and the social aspects that the generation Y people keep in mind when they make their choices?

Kritika: so right now, what is happening in the industry is that people are not really aware that it is sustainable or not. Moreover, the vendor and the manufacturer itself are mixing the material and making the people confused that whether it is sustainable or not, so

whenever we are going to purchase something new or something like that.

So we should ask the vendor or at least we should, you know, examine that product if it is what is basically has done behind. So, what is basically going on? I will just give you an example; that let us say I am going for a metal basket. It is a metal basket behind, but on that, they have used a thread they have used we so that we think that it is sustainable that it has been made from a thread, but in the end when we, when you examine it is the under part. The under base is metal, which again, which is again, so yeah, here it says that it is a conscious choice, but again, it is not 100%.

Prachi: Makes sense.

Kritika: So, we have to be, you know, very, I would say, alert on these things; we have to examine each and every part of what we are purchasing right now, be a huge problem.

Prachi: I understand your point. Do you think there is any kind of misconception amongst these people, I mean, when they make their sustainable fashion choices?

Kritika: yes, they are. People think that it is sustainable, but it is actually not. The second thing is that they do not want to do it. They do not want to sustainable options more most of the time because they wanted to make things look beautiful at the end.

Prachi: I know

Kritika: this is this is something you know. Yes we, as a gift packaging educator, as a designer, as you know something, I am. I also making gifts beautiful and people will come like the 100% that myth of sustainability; some people wants to bring the sustainable part, but because of the material which is not and which is available, it is very expensive.

Prachi: I agree with that.

Kritika: yes, so we have to make certain choices like that. I think we have just talked about it that people have switched to invitation cards to, you know, something trays and which can be put as a show-piece and at home it can be the thinking has, you know has made a shift.

Prachi: There is some kind of shift.

Kritika: yeah, I agree.

Prachi: okay, let us shift our focus towards the behavioural and the cost parameters for these generation Y consumers.

Have you observed any change? You partially answered this, but still, I want to know what kind of changes have you observed in the purchasing behaviour regarding the sustainable fashion over the years amongst these generation Y people.

Kritika: so there is a shift again; there is 50/50. Even if I am going, I cannot buy 100% dry flowers, and I have to accompany a little bit of artificial flowers plastic made flowers. One thing which

has to be kept in mind is the cost, and moreover, again, I think every person will not like that rustic and that basically those themes and concepts which is giving that look every person will not like everyone has, in fact, I live in Delhi, and people love loud things there.

Prachi: Yeah, I agree. I second your thought. Very few like rustic things, very few; I mean, probably you and I could be one of those people, but not the rest of it.

Okay, do you think that these generation Y consider the factor that the sustainable fashion is costly?

Kritika: It is premium. Yes, it is, and what it is if it is like that, do you think is there any way to tell them that even if it is premium, it comes with some kind of, uh, what do you say, a prolonged availability or usage yes we can uh again we have to create some kind of awareness. Then we have to, uh, you know, if we start using, let us say I have I am in this field from last few years and

now I can, you know, to create some kind of awareness, so I think first we have to come up with such content I think videos and social media because we are dealing with Generation Y now and I think 98% people are on social media so I think there is nothing like it.

We have to create some kind of videos, and we have to show some kind of information, educate them and them, the moment we start educating, I think people will tend to shift their things thinking, and we start buying such stuff and more of they start liking also that stuff, and we can create first we have to design Something Beautiful.

Prachi: Let us do that, yeah.

How do you think that the brands like yours can strike a balance between profitability and sustainability?

Kritika: First thing, we have to search for a client for that; this is a huge problem.

Prachi: okay!

Kritika: Then I think we have to Market things accordingly. Yes, we have to advertise, we have to promote things, and accordingly, we have to search for those people. First again, uh, people are the first thing they are not aware of and the second thing they will not like such stuff.

Prachi: I know this.

Kritika: U again, this is something you know people are not. They do not, they will not like especially in weddings...

Prachi: Yes, sustainability in weddings...

Kritika: They might like it in a birthday because if I am, let us say I am giving you one-on-one gifting, they might like it, but if it is a big function where 200 to 500 people are there, they will not like it they will like something, which is Showy, so if they are picking up showy stuff, so I think we have be as a designer and as an educator I first I have to create some kind of awareness I have to design such

products yes which looks beautiful still sustainable.

Prachi: Yes.

Kritika: I think this is as a designer, it is our duty then.

Prachi: Yes, I guess this is more of a dichotomy of the situation where you are stuck with two parallel parameters.

Yeah, I understand your point.

Okay, let us finally go to the psychological factors of these generation Y while making their decision. How do the Brands like yours like, which is very unique or Niche, can create brand loyalty amongst the generation Y people?

Kritika: Yes, they can there are certain brands who are just using, uh, sustainable and just selling sustainable products. Moreover, they have we have lot of uh manufacturers from Northeast India, and they are just uh cottage industry females they are making those baskets and all and they are just selling those items. Moreover, I have seen uh such uh few

Brands who have just collaborated with those NGOs and those females who are making it.

Then they are selling it. Also, the second thing is, uh, we have a lot of choices also in the market we have Chinese products also we have a lot of Indian made product and also, we can shift to that.

Prachi: that makes sense.

Kritika: And we can just, you know, we have to be firm on this thing that we I have to just sell this now. Let us say for example in my opinion also I have a wish to you know to do such Workshop where I am just concentrating on sustainability.

Prachi: I will help you; do not worry.

Okay, how do you think that marketing and communication play, you have discussed this at length, but still, uh, communication and marketing plays a vital role in shaping purchase decisions?

Kritika: yes, we have to first thing awareness is a very uh something which is very important right now, and we have

to make it otherwise people think will keep thinking in One Direction only; we have to shift that otherwise it will be a huge issue and, we I would say there is a solution I will just say um behaviorally we can make certain choices I am not saying to go 100% sustainable at least we can you know make an attempt.

We can, you know, at least practice these things material something which can you know let us say I am not I am using a wooden basket but let us say I am shifting my flowers artificial flowers to dry flowers right now, I am shifting satin ribbons to jute ribbons. So, certain it is a slight change, yeah, mixing it.

Prachi: looks good as well! Yeah, it makes sense.

Okay, uh, what psychological factors like the personal values or the social influences? I mean, what do you think uh can shape up for these generation Y people's Behavior?

Kritika: I think, again, we have to be firm on this that I will just use this product only, otherwise, it will be a problem. Moreover, I think my audience is also like that; now I got an inquiry from a few females who have asked me this question: are you using sustainable products in your Packaging? If you are teaching, if I am teaching also, they are asking me this question are you giving me such examples so I think there is some people who are like that. But again, not 100%, so I think again we have to be very firm on this but that I will be just using this; otherwise, it will be a huge issue.

I think we will keep continuing, you know, wasting our materials I think one of the very good options is to reuse.

Prachi: yeah, why not?

Kritika: uh, so what I do basically is in my demonstration class, I reuse all the stuff. Let us say I make such a thing: I will take out the stuff out, and I will use it for the next class; okay, I just keep fix my

things, and I keep using in my various classes.

But yes, if I am giving it to a student, it is a new thing again because it is my ethics. I have to provide them with new things.

Prachi: Yeah, that is true. It makes sense.

Kritika: but if I am giving a demonstration, I am reusing, I am not wasting things that we always say. Now, let us begin with ourselves and then do it with others.

Prachi: Okay, let us talk about some of the challenges that these generation Y people are facing in today's time while embracing sustainable fashion.

Kritika: I think the first is the cost. The things are really expensive; they are handmade, and they are expensive.

Prachi: Correct.

Kritika: I think, uh, we have to shift the thinking of the Client here. We have to tell them the importance of these products, that yes, they are handmade, and yes, they will be expensive.

Prachi: But they are not harming any anybody.

Kritika: Yes

They are expensive, but again, if you are making a conscious choice, you are making, you are filling up a lot of stomachs.

Prachi: making sense. Very well said. Agreed, yes.

Okay, so understanding all of this, do you have any kind of suggestions for targeted interventions that probably might overcome the challenges that these generation Y people are facing?

Is there anything in your mind that comes up?

Kritika: As of now, I do not think so.

Prachi: But do you think you can recommend in future, and if yes what are those?

Kritika: Yes, if you are facing issues and again it will be an issue to make understand the Client that yes, these

things will be expensive, then second is we are not aware of the things: what is sustainable and what is not sustainable.

Prachi: Correct

Kritika: So I think as a designer, whenever I am, let us say, a client is coming to me, and they wanted, I think I should give them—at least two sustainable options out of four.

Prachi: Makes sense, correct, yeah, interesting.

Thank you, Miss Sabharwal, I am really indebted for your insights. It has been a great learning experience because your workspace is a very niche market and a very important aspect of the fashion industry.

I shall put in your insights in into my thesis, and I shall give you a very uh nice blueprint for whatever is happening in the fashion industry. Thank you so much for being a part of my research. Thank you so much. It is a pleasure.

Kritika: Thank you.

SANDEEP JAIN

Prachi: Hello, Mr Sandeep. Good afternoon. It has been a pleasure, and I feel honoured to participate in my thesis.

I'm obligated with your presence, and it will be a great help in carrying out my thesis with you and what I want to study with my research is the buying pattern of Generation Y regarding the purchasing attitudes in India.

I would request you to please introduce yourself and your body of work over the years.

Sandeep Jain: Yeah, hi, thank you.

Prachi, thank you for being here. Well, myself am **Sandeep Jain**, and my company name is "*Fabcot India Clothing LLP*".

We are into fabric Supply to all the retailers and all the fashion designers and shirt makers, so our main Core Business is to give the fabric all variety of fabric which includes Cottons, Linens

Pollywools and sometimes polyester Fabrics also.

So that is our main business.

Thank you so much for letting us know about the vast experience and the body of work. I would like to begin with you the questionnaire; are you okay with it?

Sandeep Jain: yes, okay.

Prachi Jain: Let me first begin with asking you what fashion practices are you aware of that are sustainable in today's time, and whatever you are aware of, what all are you following in your personal space?

Sandeep Jain: see, uh, as far as sustainability is concerned, and as a layman, if I see a Layman who is buying fabric for himself, he is not aware of anything called as sustainability, and as far as I am concerned, I definitely give some uh insight to this by buying limited and required garments for myself. Also,

make sure that if I am buying a few more garments, then I discard a few more so that my Almira is always intact with the required and the minimalistic requirement for my daily use or festive use or anything.

Prachi: Does that mean that you follow a similar kind of practice in your workspace also?

Sandeep Jain: Yeah, definitely.

Prachi: okay. Could you just name a couple of that? How do you practice sustainability at your workplace?

Sandeep Jain: See, in the workplace, the sustainability can be measured by like the kind of simple like printing papers we use in the printers, so we try to use the waste papers also by printing on the backside.

Prachi: Okay, all right.

Sandeep Jain: Okay, so that I am not wasting more paper, and I am having a bunch of paper which is of no use for me. So, I reverse it and put it in my printer so that I can reuse it, so maybe I am

contributing very less, but at least the thought is there.

At least you have started off with doing the same.

Prachi: Okay, I would like to ask you as to what do you think are the effective ways to raise awareness amongst the Generation Y consumers in India regarding sustainability in fashion.

Sandeep Jain: see, to raise this concern, we have to first educate the user or I would say they should know what are the uh what what will the result if they are not following this sustainability.

Okay, so they should know the end result of this, or I would say they should know the consequences of this whole sustainability scenario so they should know like if they are throwing away something m so where is it going first thing is it going to a proper place where it will be reused, or it will be again cut down to the raw material and can again be

reused to make a new government or something so people are not aware of it.

People just buy as for their requirements, their luxury, and they are just not bothered about where it is going to land up because I know a lot of people when you meet them they have ample number of garments and which are not being used even once a year.

Also, they do not even want to throw it away because it is new, so you are not even able to use it you are not even able to throw it away, and just store it in your wardrobes, so again, there is no point of storing so much of garments buying on a regular habits. But this is a very difficult thing to make.

Prachi: Do you think there is any kind of awareness amongst people at the present time?

Sandeep Jain: As we speak, awareness is only about their personal comfort. Okay, so awareness is this the: people do not want to use polyester fabric because it is

itchy to their skin, and they would rather shift to Cotton or linen.

So, it is all about their personal comfort, and after that, they not there is nothing sustainability. They are not bothered about where it is, what is sustainability, and where the fabric is going to land up.

Prachi: Okay, I would also want to know about the environmental and social aspects that are important for Generation Y consumers, while they are making their fashion choices regarding sustainability.

Sandeep Jain: Okay, so I think again the point comes like the knowledge until unless they will have a knowledge about it, there is no, there is nothing can be done to to this topic of sustainability.

Prachi: Yes, I agree. Do you think the overall ecosystem is conducive enough for the consumers to make some kind of decision regarding sustainable fashion?

Sandeep Jain: There could be, but I do not think it is so easy until unless the people are made aware about made more

aware and more educated and given more knowledge about like which kind of fabric will have what kind of result.

It is very important, okay, so if I know it is a polyester fabric, and it cannot be reused or it can so, I may stop buying those kind of polyester fabrics so that I can understand is it is not good to buy because they are not good for the environment, like the plastic cups and all that we use.

Prachi: Yes, could you please talk to us about the misconceptions that these the target consumers that we are talking about have in their mind while they are embracing sustainable fashion the Generation Y consumers?

Sandeep Jain: like

Prachi: What are the misconceptions they have in their mind when they are making the purchase? Is it something are they talking about? Let us say the cost is a problem. Let us say regulation is a problem, or they are not even aware of

what is the Generation Y, what is sustainable fashion, what are those things that are there that you think being in direct connection with these consumers? What do you think? What do they think is a problem? This is the problem I am facing; what is it?

Sandeep Jain: See, as far as the Young Generation is concerned, they are educated, but they are not bothered about like what they are buying and what would be the end result. For example, there are printings rubber printings on the garments for example there are there is a good product that is looking good, but it is a polyester fabric.

So, again, awareness is the more most important thing. Without awareness, nothing can be done, and people nowadays are bothered about their look or their comfort without seeing what product they are using and what will be the end result of the product after is discarded.

Prachi: Okay, all right.

Let me talk to you about the behavioural aspects of the Generation Y, and in that respect, I would like to ask you whether you have observed any kind of change in the purchase pattern regarding sustainable fashion over the years amongst these Generation Y people.

Sandeep Jain: I think 5 to 10% of people in the country who are highly educated and who are working with the MNCs and who really understand the word of the word sustainability they would definitely be looking into this.

Again they, they have only one choice either to buy a fabric which can be reused or which are easily degradable or to buy bio fabric which is not easily degradable. So those are only the two things which they can decide upon, and I think people are getting aware about it more and more, and year on year, and they are trying to read the manuals about the fabric they are buying, and they keep checking it

whether it is eco tex whether it is AO free so those things are there.

But the percentage of those people who really want to see these details is very less.

Prachi: Okay, so based on your overall experience so far experience that you have do you think that the Generation Y is willing to pay the premium price of the product that the sustainable products is asking for, is there that kind of receptiveness there and to what extent?

Sandeep Jain: Again, because when the price is concerned, definitely uh everybody wants to does not wants to pay a high prices just to make sure that is a sustainable product. So big companies or the government will have to come up with something which will cut down the cost of such products, and then people would definitely would like to use it, and so the government has to intervene somewhere.

Prachi: Okay.

Sandeep Jain: And the big MNCs who are making these Fabrics has to come up with some different, innovative ideas where these Fabrics can be reused and can be offered again to the customers with a tag of the sustainability at a better price.

Prachi: So, you just mentioned about the MNCs. Do you think that people, the retailers or the wholesalers who are a level below these MNCs, have something in their mind but they are not able to do it because of the less availability of resources and convincing these Generation Y people that they should be embracing it the cost is because of this that is, Is there anything of that kind you have come up with?

Sandeep Jain: See, the first thing is there are not much Technologies or technological input as of now, and there is not much awareness also; cost is definitely a factor because if anybody understands this and he wants to invest in

some procedure or a Machinery or technology, then the cost is very high.

Prachi: Okay, okay.

Sandeep Jain: And then again, things goes out of the costings and everything, and it is not easy also because as far as I have seen and following a lot of things, there have been not much technical updation on these kind of processes.

Prachi: Okay, okay, all right.

So, uh, you partially answered my next question, but still, I would like to ask you again: how can the fashion brand strike a balance between profitability and sustainability while they deal with Generation Y consumers?

Sandeep Jain: By increasing their quantities because if the quantity increases, their prices will drop down okay, and it will become easier to make the masses understand about this, so I think they have to come up with some technology where the price cuts down,

and the cost to the end user should not be more than another 10%.

Prachi: yes, okay.

Sandeep Jain: it should be within their budgets, and if there is a tag that is eco-friendly or is a sustainable product, definitely people will go and would like to buy these things, but again everything comes down to the cost.

Prachi: You just mentioned eco-friendly. Now, very famous Brands like Marks & Spencer and Zara they mention their eco-friendly products and organic products as *conscious*, so while you are dealing with uh.

Consumers, have you come across people saying oh, this is conscious, and that is why I bought it and if yes, they have done it? Do they complain about the cost factors at all or not?

Sandeep Jain: To be very Frank I have not seen as far as people in India who are buying with that aspect okay whether it is an eco-friendly or Eco Consciousness or

some kind of this thing uh so I think again every question of yours has one answer for sure awareness, awareness and awareness till the people are getting aware of the results of using these products they will not start buying these products.

Prachi: Okay, that is an interesting perspective.

Okay, let me ask you about the psychology of the Generation Y, and I want to understand how the fashion brands can build a brand loyalty amongst these Target audiences while they are promoting their sustainable products?

Sandeep Jain: Yeah, definitely, this can be seen and considered when a brand is selling a product. They should be giving some incentives, some schemes to the customers or some offers to the customers if they are buying a certain amount of goods then will give you more discounts or something and so that the customer is being more habitual of buying to that

particular brand who is making eco-friendly Goods.

Prachi: Okay.

Sandeep Jain: So that they would again go there to get more benefits on their purchase okay or I would say on their costings. For example, if somebody is regularly buying from a brand which is eco-friendly, they should be considered them as their privileged customer and keep giving them offers to keep giving them offers so that the customer is hooked to the brand and would not look left or right, and the sale will also increase the customer will also buy eco-friendly goods and at the end of the day there will be some benefit to the nature.

Prachi: Very interesting perspective. Thank you, so much for that.

So let me ask you another question: to how do you think are the marketing and communication strategies play a vital role in shaping the purchase process of these Generation Y?

Sandeep Jain: it is really very important, and I think it can definitely impact a lot to the customer now for that. Nowadays, in social media, we always seen there are people who are called as influencers.

Prachi: yes, okay.

Sandeep Jain: so if uh, and there is always an influence in everybody's life. So if the big companies or the government or somebody they hire the influencers which promote the teenagers or, I would say, the upcoming Generation and tell them: why you should use this product, what are the benefits, how good it is for the future of the nature of the country of the economy of the brands for everything and them themselves also who are using the product okay so I think the awareness.

To get more of the awareness the easy way is to use the influencers the, celebrities the or any of the big personalities who can give an advice to the buyers, and people will immediately start following them.

For example, if Mr Bachchan says something about polio, people understand because he is a role model for the whole Generation. So, even if any of the new upcoming actors they say and promote something people listen to them in any of the sportsmen, which is very popular in the country, so if they are telling anything about something good for the future, people will definitely hear to him because they are their role models whom they believe in so it is a very easy way to communicate the message to the teenagers until the till whatever the age group we want to.

Prachi: That is a very interesting observation that you have made.

So, in your opinion, what psychological factors did you partially answered this, but still, I would like to ask you about the social influences and the personal value system that people carry with them? How far do you think that these factors opinionate any Generation Y consumer in

making that vital choice of buying a sustainable garment?

Sandeep Jain: It is very important it can be done easily, and it can be only done by the way of the knowledge given by the institutes they are studying in, okay because when we are talking about the word which you use just now, generation Y. If in a school it is taught you should be using minimum number of Fabrics or garments you require and if it is put in the mind of a child from childhood, so after a certain age he will it will become a part of his daily life he will understand, and he will only buy the number of required goods for him.

So that he is not buying unnecessarily unwanted just to make himself look good and fashionable products. And he only focuses on his minimalistic requirements, so that is okay, and the quality of the goods, what to be used and what not to be used has to be inherited by him in his studying time in the schools or colleges.

Prachi: I am really happy to have a word with you because you are just mentioning the very vital basic pointers to impress or to brand loyal these consumers.

So, what do you think are the main challenges that these Generation Y are facing in adopting the sustainable fashion, particularly in our country, India?

Sandeep Jain: The main reason behind this is the cost because any sustainable product will have a cost. Most of the population in the country is oriented because India is a big country 140 CR people are there, and I think everybody knows what numbers lie where, so uh, I think the cost of the government is very important.

Okay, so the more, the cheaper the cost of the government the more unsustainable product has been used to make the government. For example, if I say a government for 500 rupees, it cannot be a natural fabric; it has to be a polyester

fabric. So the the market size for those garment is way big, so somewhere the cost of the product has is a responsible point is a responsible point where the sustainability is not been taken care of.

Prachi: okay, that is great.

Finally, suggest to me some Target interventions that help overcome the challenges and promote sustainable fashion amongst the target group that we are talking about, particularly in India.

Sandeep Jain: Awareness by the government agencies, awareness by the brands; whether it is small Brands, whether it is Big Brands and the awareness from the side of the suppliers to the brand.

If I do a reverse calculation if the government goes and tell the fabric-making companies not to use this unsustainable fabric or unsustainable yarn or make a biodegradable fabric for which they can do certain R&D and they come up with some product which is

good for the nature; so automatically the whole supply chain will keep changing and for that the government intervention is very very important and that can only be done when the government see the database of what kind of hazardous products are used or hazardous Yarns or chemicals are used to make that product then only the government can decide what up to and what they have to do.

So, it is on the top authorities, top level, where the things have to be followed, and then automatically everybody will start following it, so that is the only thing it is a great point to talk about the supply chain.

Prachi: I would like to thank you, Mr. Sandeep; it has been a real pleasure to have you on the panel and have your insights.

It is really valuable in adding up to my thesis, and I shall be incorporating everything with my thesis, and this will be an immense help.

Thank you so much from the bottom of my heart for being so cordial in the entire process.

Sandeep Jain: Thank you. I wish you all the best your thank you so much.

UMANG VAISH

Prachi: hello, everyone; good afternoon. I am joined by a special guest who is a third-generation entrepreneur.

Hello, Mr **Umang Vaish** from V and S Sons. Sir, could you please introduce yourself?

Umang Vaish: hello, **Prachi**. Hello everyone. Yeah, as you rightly said, you know I am the third Generation who is into the tailoring business. My grandfather started this, and definitely we make customized products that are all our products are very sustainable, and people like to wear them for over 20 to 30 years.

Prachi: Okay, thank you so much for letting us know about the vast experience that you have. Let me brief you about my interview; it is about understanding the generation Y's attributes and attitudes, mindset, buying preferences and psychological factors Vis-a-vis sustainable fashion in India.

Prachi: So, in that respect, would you be comfortable if we start with the interview?

Umang Vaish: yeah, okay.

Prachi: Thank you! The first part of the interview asks about Generation Y's attitudes and awareness levels.

Prachi: let me begin by asking you what fashion practices are you aware of that are sustainable in nature, and how far have you been using them in your work space?

Umang Vaish: so fashion practices depends, you know, if you do very classic stuff, mhm and uh, we do suits with fully canvas, you know, there is no glue, no chemicals, okay it is all stiched by hand, and okay so it is 100% sustainable. We are not, you know, contributing to any pollution, and it also uses a lot of, you know, Manpower, which gives employment to people.

Prachi: Okay so

Umang Vaish: It is less of Machinery work and more handmade in a way you

are doing environmental upgradation and promoting sustainable development goals in an additional manner.

Prachi: yeah, that sounds good to me.

Okay, I would also like to ask you as to what do you think are the effective ways to raise awareness amongst the Generation by Vis-à-vis sustainable fashion in India.

Umang Vaish: more of Word of Mouth, you know, okay, only Generation to generation people have to, you know, to teach their next Generation that, you know, how good it was the experience and people do that, okay people bring in their you know generation people, they try once you do not have to go to LV or Gucci all the time right you try these. These are much better than any other designer stuff, okay, and then the Generation by, you know, they start understanding the importance of the thing.

Prachi: okay, yeah, cool. I would also like to know as to what are the environmental and the social aspects that are important when the Generation Y is making their purchase decision with respect to the sustainable fashion around them.

Umang Vaish: So I think, yeah, it depends, you know, how social the person is, and so it definitely gives them a drive to, you know, go for more of this kind of stuff. Would you like to highlight some of the pointers like I would say see from Generations the Generation why earlier you did not have a lot of money they were early starters? They used to be their very first suit and stuff like that, but now with, you know, startups and good salaries and stuff like that, they are open to trying out things okay and over the years, things are, you know, get improving in the sense people want better quality stuff okay so I would say we do not use polyester at all, and we use all wool and sustainable fabric. So, yeah, so

this is a clear indication that you know things are going in the right manner.

Prachi: Okay, uh, could you please talk to us about the misconceptions that the Generation Y holds in their mind while they are shopping or embracing the sustainable fashion in India?

Umang Vaish: yeah, I think they get glamorized by the look of the stores again; you are talking about the designer Brands and the advertisements and their offers. But our thing is a small investment mhm which you know enjoy over the years as I said for long many years. It is totally up to you how you can maintain it, yeah, and then you can wear it for at least 30 years or 20 years if you are maintaining your shape and body; yeah, the suit does not go anywhere.

Prachi: impressive; I am waiting for my suit.

Umang Vaish: yeah, okay.

Prachi: let us shift our focus to the second parameter, which talks about the behavioural and the cost aspects.

Prachi: I would like to know as to whether you observed over a period of time any kind of change in the purchase Behaviour regarding sustainable fashion amongst the Generation Y?

Umang Vaish: see, once you get hooked with the quality, then I think the price and things do not really matter. For example, if you want two suits, you will go for the best. Yeah, it is like that, so that is the behaviour.

Prachi: okay.

Prachi: Uh, okay, you now have vast experience, and there is the generation kind of work going on. Have you noticed or have you observed or whether it has been discussed within the family prerequisites wherein the Generation Y is ready to pay the premium price that the sustainable fashion uh comes along with?

Umang Vaish: it does happen, you know, and you know it is just the start, you know; as I said, once they make the first suit, they are hesitant, and they are not sure about it, but when they experience it mhm then it is not a problem okay they are more receptive now.

Prachi: yeah, totally.

Prachi: that is interesting.

Prachi: okay, what do you think the fashion brands or somebody a brand which is three generations old uh would or could maintain or strike a balance between the profitability and the sustainability to maintain that kind of customer base?

Umang Vaish: For brands, it is difficult, you know, because they have lots of overheads, mhm and the competition in the market, mhm we are totally traditional, and we make what we make. It is our in-house style, and you know the Fabrics are very sustainable natural fibres. Everything for Brands I cannot

really tell you, you know, because they get mixed up from Market to Market; now the brands are not even only one country, they are Global, so they become localized.

For example, McDonald's, you know, they have to sell ALOO TIKKI Burger in India, yeah, and in the US, they sell something else, so they have to blend with the local thing.

Prachi: okay

Prachi: would you like to highlight about your workspace? I mean, how are you striking a balance?

Umang Vaish: so yeah, we, you know, again, our workers also we train them what their fathers and grandfather used to be, so we are doing that kind of balance, you know, teaching them all the handwork has to be done mhm you have to space you know sit and work for so many hours to do this stuff, and there is no rush.

If you take 6 to 8 weeks to make a suit, we take 6 to 8 weeks. Or okay, so we are totally, you know, trying to sustain ourselves; if we make 100 suits, we will make only 100 suits, not try to, you know, the orders are more; we know we cannot rush.

It is like a Rolex watch, a Rolex Masterpiece in itself; yeah, you can go to any of the stores and see even the Burton store in Geneva; yeah, you will see they have no stock, yes, but they are not you know, doing it in an artificial manner they have limited people to work on it. Similarly, we do our job.

Prachi: fascinating uh example that you posted.

Prachi: okay, let us shift our focus to the last parameter, which are the psychological factors which influence the purchase decision, and I would like to ask about the psychology of the Generation by as to how fashion brands can build a brand loyalty amongst the target audience

while while also promoting sustainability?

Umang Vaish: so yeah, the Generation Y get influenced by what he is seeing all around mhm and then they come to us for Solutions, and we are already ready for things, you know, okay, we give them what will look to your if he is tall guy what length will look good on him double rested suit or a free button suit will look better on him either a loose fit or a slim fit trouser all this will fit them perfectly. Okay, that will influence the overall look, and he will feel good about it.

Prachi: okay, how do you think I mean, in your perception, the marketing and communication play a vital role when it comes to shaping the preferences of Generation Y?

Umang Vaish: it does it does but it is an initial thing only. Okay, but by their experience, they will get to know what looks better on that.

Prachi: okay, okay, very precise.

Prachi: great, okay.

Prachi: In your opinion, what psychological factors like the social influences or the personal values that these people carry that shape of their purchase decision?

Umang Vaish: I think they have got a lot of influence with their friends and colleagues, and you know what people are wearing. This is the most influential thing, but ultimately, when they come to us, we will give them the right decision, and they will honour it.

They know they will be in good hands.

Prachi: yeah, I can bet on that.

Prachi: uh, in your, I mean do you think the uh, the present style, which is more of social influencers bloggers, are they playing any kind of positive role in shaping up sustainability?

Umang Vaish: it is all biased. I am. I cannot really comment, but I think largely it is biased.

Prachi: uh, could you please elaborate on that?

Umang Vaish: I cannot say anybody in particular, but I think I am talking in yeah yeah yeah they are all biased, you know, they biased with their own what they are selling, biased by what brand they are promoting, so I do not think so one has to think about their own.

Prachi: okay, interesting.

Prachi: okay, what do you think are the main challenges that Generation Y faces when they are embracing sustainable fashion?

Umang Vaish: they have to understand that, you know, ultimately, they are paying a little extra, but it is sustainable, yes, and they really will relish that after five years, ten years.

Yeah, it might be very attractive to go up to a store like, you know, a cheaper store, mhm and buy something off the shelf, but actually, if they see in the mirror it does not fit them well and then not going to use

it more than two or three times mhm so ultimately they are adding to the waste.

Prachi: correct, very, very, very well said.

Prachi: yeah, okay, suggest to me some kind of Target interventions that helps overcome all the challenges You have mentioned so far to promote sustainable fashion amongst our Target audiences.

Umang Vaish: so I think more about the Community thing. You know, we all have to do this effort to make it happen, mhm, and ultimately, it will happen; you know, it is a cycle. It's a cycle, you know.

I think we are coming back to it, okay, you know, earlier 30- 40 years ago people used to understand all those things, mhm so example, now the latest trend is from Diamond you go to artificial stuff, but the real thing is real you know yeah even in the Sarees, you know pure silk is original, and all those things or you buy once, and it sustains for a very long time, and it is a different feeling of mind altogether.

Prachi: yeah, I agree it's all about that. Okay, interesting. Thank you so much. Thank you, Mr Vaish; it has been a pleasure to have you on the panel and share your valuable insights.

Umang Vaish: all the best, and you're doing a good job.

Prachi: Thank you so much. It is such an honour to have you here; thank you so much.

ANURADHA BERLIA (NOOPOR)

Prachi: Hi everyone, good afternoon. I am back, and it is nice to have Miss **Anuradha** with us.

Uh, thank you, Miss **Anuradha**; I feel honoured and obligated with your presence and helping me out in carrying out my research and understanding the buying preferences of Generation Y regarding the sustainable fashion in India.

Miss **Anuradha**, I would request you to kindly introduce yourself and let us know about your body of work.

Anuradha: Thank you, **Prachi**, so much for bringing me on the board. I am **Anuradha** Barlia from Nupur Creations, a designer by profession handling my family business from the last 25 years.

Prachi: Wow, that is great 25 years is a pretty long time. Miss **Anuradha**, thank you so much for letting us know about your vast experience and your body of work.

I would like to begin the interview with the questions, and are you all right with it?

Anuradha: Yeah, okay, cool, uh,

Prachi: thank you so much for your approval.

We are beginning with the attitudes and the awareness of the Generation Y, and in that respect, I would like to ask you what fashion practices you are aware of that are sustainable in nature and how far amongst all those practices are you using them in your workspace?

Anuradha: uh, few of them I am aware of that are uh recycling, upcycling of the products which I am uh doing a lot also for my Saree business great and eco-friendly with the vegetable. We are using the vegetable dying system also. Plus, we are using renting of my clothes, and the swapping many of the family people are swapping.

And everything which has also been done, and these are the few things which

I am aware of it, is also with which we can build the sustainable passion, and I am applying them also in my business.

Prachi: That is very nice; swapping is something not much people do, but I am impressed.

That is great. Let us shift to our focus to the another question as to I would like to ask you as: to what do you think are the effective ways to raise awareness amongst the Generation Y consumers in India?

Anuradha: Uh, I am sorry.

Prachi: what are the effective ways to raise awareness amongst the Generation Y consumers in India?

Anuradha: I think the main thing I in my mind comes is about the social media, and because of everyone in Generation Y is on the social media these days, we can create the awareness for them in a very well way.

Plus, we can by collaborating with the influencers. People are very much

influenced with the, especially the Generation Y and exhibitions mainly of the sustainable fabrics and the collaborating with the brands.

I think that will be make more awareness to the Generation Y.

Prachi: You mentioned an interesting point for the exhibition. A lot of it is happening currently in India. I would appreciate it if you are also a part of it. And I shall be a part of your work as well.

Okay, I would also like to know, uh, what are the environmental and social aspects that are important for the Generation Y consumers while making their fashion choices?

Anuradha: The main uh aspect for making fashion choices they have to understand and aware, and we have to create the uh education for the Generation Y to use more of sustainable fabrics.

And I think for that only the education department and the communication

department will help us a lot, plus the brands can also motivate them.

Prachi: That sounds good to me uh.

Could you please talk about some misconceptions that the Generation by consumers have in their mind while they are embracing sustainable fashion?

Anuradha: The main thing the Generation why is having uh that they think the price is too high for the pockets, but if we go according to the sustainable fabric, they do not understand if they are buying the high price, it will be sustained for so many years; it is one of the same thing and plus spending five times if we are spending one time, and I agree the fashion is changing very fast, but if we see to the positive manner if the fashion uh we tell them the Generation Y about the changing matter also we can uh recycle again I will say that to do the upgrading fashion trends and create something new with that instead of buying a new one.

Prachi: That makes sense pretty well.

Anuradha: I think that will be help of the main thing is lack of awareness for the Generation Y.

Prachi: That is true. That is so true. Okay, let us shift our focus towards the behavioural and the cost parameters that the Generation Y is facing.

In that respect, let me ask you as to whether have you observed any kind of changes in the purchase behaviour regarding the sustainable fashion or not.

Anuradha: In the recent past, no I have not seen a much of changing patterns in the sustainable fashion across my business, which I am going through. Very few people have started renting more of it and swapping a little bit. But, if you see the cost factor, they are not happy with that. Okay, but in which we have to work a lot, especially the manufacturers, so that we have to give a pocket-friendly thing, and again that, education makes a very big role.

Prachi: Yeah, you are right. I mean, awareness is pretty low. I agree with that.

Anuradha: and maybe if you are aware of them, the Generation about the sustainable back will be more helpful for you only in for the future they go for that also, but right now, I am not able to see much difference.

Prachi: Okay, you have had a very vast experience in your workspace. Do you think that the Generation Y is willing to pay the premium price for the sustainable fashion that uh they want to embrace?

Anuradha: In recent past, I think they will not uh pay right now for that the pricing, or they will not not be ready to do that, but if we educate them properly in a good manner and we show them the importance and the different aspects of the sustainable fashion they might agree with that also because with the experience and when they start once experience experiencing and for that, we have to motivate them which we are not doing the

brands are not doing it the motivation needs a lot.

Prachi: Okay, I take your point.

Okay, how, in your opinion, fashion brands can strike a balance between the profitability and sustainability while they are catering to Generation Y consumers?

Anuradha: Sorry, how confused? Okay no

Prachi: How, in your opinion, the fashion brands can strike a balance between profitability and sustainability while catering to Generation Y consumers?

Anuradha: I think it is a very difficult task and a very complex task, but by working on the cost efficiency and the productive production of the products which they are manufacturing, I think all the brands, it is a difficult very difficult task, but it is not impossible as said so it is not an impossible and if you work on that and uh we try to get that product into pocket-friendly.

Generation Y so we can bring sustainable Fabrics or the fashion in our industry and in our daily routine also.

Prachi: Makes sense. Thank you, okay.

Let us finally shift our focus towards the psychological factors. I would like to ask you and understand this perspective as to how fashion brands can build brand loyalty amongst their target audience while they are promoting sustainability?

Anuradha: The main I think we can be loyal by saying the truth, that is by showing them the transparency of everything, and that is we are uh telling them everything in the translate, why we are using this fabrics and why we are creating this into the and we can show them the difference in the sustainable Fashions and the Fabrics which we are using and why we are, using it and how it can be helpful for you in the future, not we don't we have to show them that is not for the one time to go we have to bring

them for the regular intervals and everything.

Example: I can say that the many few Brands which we are using now, we buy the normal brands for a month, and we just throw them in the six months, but the good brands which are using it right now.

I cannot name them, but we are using those products for five-six years; it is one of the same things. Yes, pay a heavy price once and use it for long.

Prachi: yeah, correct. Make sense. Well said; I agree with your point.

Anuradha: That is the main thing to bring the trust to be loyal and be transparent. The trust level will come by the brands also.

Prachi: Okay, interesting.

How do you think the marketing communication plays a vital role in shaping Generation Y consumer preferences?

Anuradha: Marketing's main communication is that people India being a very practising such a long things from so many things from. India being a family-oriented nation and a nation that believes in a nurturing relationships, so it is essential to create an environment, we targeted audience should are able to fit in as per the choice of their peers; I think this will create an environment in.

Prachi: yes, I mean, like okay, I, what I understood, like you want to tackle an area which is more towards family and following their peers or stuff like that, so what I understood from your point is that the marketing communication should be in such a way wherein all the peers and the social strata is being taken care of, and then you follow them. Am I correct?

Anuradha: Yeah, I think you are a better words; I am not in good that words.

Prachi: That is fine, perfectly fine.

Okay, let us go to the next one. In your opinion, what psychological factors like

the social influences or the personal values play a vital role in Generation Y's decision-making process regarding sustainable fashion?

Anuradha: Actually, social is that we do what we see, so if we seeing that all over the around the people in our society or in everywhere we are using sustainable Fabrics or sustainable fashion so, we will do the thing same thing, but nowadays what is that we no one is using or a majority of Generation Y is not using sustainable fashion.

So, the others also think that this is the correct way, but I think if we all are creating the same thing and trust whatever we see, we do that the same thing, so the society has to or the influences or the personal values we have to bring that personal values in our Generation Y and why we should use a sustainable fashion.

Prachi: Okay. Do you want to add something to it? Okay, no, it is perfectly

fine. It is perfect; let us shift to another point.

Why do you think are the main challenges that the Generation Y is facing in adopting to sustainable fashion practices, specifically in India?

Anuradha: In India specifically is the, I think the main problem is pricing; okay, it is not going to the pockets of the Indian Society. If we bring the cut off of that, I think we can bring out a very good uh market for the sustainable fashion in India.

Prachi: Okay, point taken and the reusability of the yes well said.

Okay also. Finally, suggest to us some targeted interventions uh that help overcome the challenges and promote sustainable fashion amongst the target group that is the Generation Y in India.

Anuradha: I think the biggest thing will be the role of the government should be there, and the fashion industry; we should create, I think, offline or the official body

for both National and the international, which regulates the fashion industry worldwide.

Prachi: Okay, interesting. That is a nice one new one, actually. Thank you so much.

Could you like to elaborate a bit on it?

Anuradha: There should be more policies by the brands and the fashion Industries. It is more like the terms and conditions to use the sustainable fabric. The government has to bring out more policies and more subsidies for the fashion brands also sometimes so that their fashion brands are also encouraged to be used.

Sustainable Fashions and the government should be very strict with trash policies. Which we say it is trash, but it is not a trash. How to use trash in a recycled way and to create less trash.

Instead of that, we can; because there is so much of need of fabric in all over the in India and people do not have that

fabric, we can use the fabric over there instead of putting that in the trash.

Prachi: okay, well said, for that government has to play a big role in boosting the fashion industry to use a sustainable fabric.

Interesting point. This is one of my recommendations now.

Okay, thank you, Miss **Anuradha**. It is a pleasure to have you on board and share your valuable insights on the subject. I am thankful for your support and cooperation. The impact will be high of and of immense value to me, and I will be incorporating your suggestions in the final study of my thesis.

I thank you once again for your help and your support; it is a pleasure to have you on board.

Anuradha: same here, thank you so much.

PRACHI (DORI)

Prachi: Hi **Prachi!** It is nice to have you; I feel honoured and blessed for you to hold you here and obligated with your presence that you are helping me carry out my research in understanding the buying behaviour of Generation Y regarding sustainable fashion in India.

I would like you to I would request you to kindly introduce yourself and your body of work.

Prachi (DORI): Okay, all right.

Hey, hi **Prachi**, so it is a pleasure for me as well to be here. Uh, so basically, I am associated with the brand Dori I found the DORI a few months back and um, so basically, that is a handmade handicraft brand. We are into a sustainable Accessory.

We are into sustainability, uh, so basically, you know, I have had this creative side always in me though I was into an HR profession for a decade. I realized that my creativity is pulling me

towards it, but yes, I wanted to do something which is giving me profits and, at the same time, helping the environment as well.

So, that is how I got this Lifestyle brand into picture DORI, and we are into MaCRAME CROCHET, serving the environment with our fashionable products.

Prachi: That is great; thank you so much for letting us know about your vast experience and the body of work.

I would like to begin with you with the question, are you all right?

Prachi (DORI): yes, okay.

Prachi: So, let me Begin by asking you what is the fashion practice that you are aware of that is sustainable in the present time.

Prachi (DORI): all right, so basically, uh, see, if I talk about the fashion practices, if we talk about the fashion brands like Nasties or Nicobar, you know, these are the people who are using

reusable stuff or recycling the stuff so that is something that's supporting the environment.

If you talk about DORI as well, so uh, you know we are into using if I talk about the lining inside my bags, so initially when I started with it, I would use whatever Linings purchased from the market, but then I realized I am moving towards sustainability and that is something that I have to get into my brand if I have to talk to people about it so then I went to Boutique to Boutique talk to spoke to ladies and then I told them whatever Fabrics good satin cotton Fabrics you left with, please give it to me rather than wasting.

It so that is where I got sustainability into my brand. The second way of doing it means so, you know, saving the energy and saving the environment.

I am also getting into it. I mean, I have zero wastage associated with my, that is great. I am impressed, so basically,

whatever threads after building a bag we are left with we build some show pieces around it or stuff so that you know we are able to give people that as well, and we are not wasting anything.

The third thing where I am getting into sustainability is been using paper bags until now to hand over the products to the customers, but now I am getting associated with ladies around where I would be getting cloth bags more, so that is the third way of getting you know supporting the environment and getting into sustainable.

Prachi: That is great. I am so impressed with your body of work. In fact, you have nearly answered my next part of the question as to what all you are adopting in your work.

I am super impressed, and please keep doing the good work because it will save our environment.

I would also like to ask you as to what do you think are the effective ways to raise

awareness amongst Generation Y consumers in India. Now, we have discussed this earlier: these Generation Y people are the people who are between the age bracket of 24 to 39 years. So what is that thing what are those things that you think can bring awareness amongst these people?

Prachi (DORI): so, uh, let me tell you, Generation Y, as compared to other earlier times, they are more tech-savvy, right. So they are more digitally oriented, uh, we would say that people are now actually aware of what they are buying, what they are using in their daily lives that has come through the usage of social media majorly.

Now, what are the other ways I mean of course social media will play that key role, but then other ways is you know organizing those focused events, a government taking steps in this direction, or major organization.

Major Brands the Indian Brands, if I talk about Reliance, let us say they should come forward and organize such steps where they are actually educating people if they are going to, you know, put that, push forward, I am sure it is going to rely on and, you know live longer.

Prachi: That is interesting; I was not aware of the government Factor. An interesting perspective. Thank you so much.

I would also like to know as to environmental and the social aspects that are important for the Generation Y to make their choices when they make their fashion decisions. What do you think are those factors that can be play a part in future?

Prachi (DORI): uh, so basically, I will tell you, uh, so we should first know how people are prepared or how do people buy when they really buy something or how do people get inclined towards something first it is their motivation to do it.

I mean if they are aware they to do it the second thing is of course that that their peer pressure third thing is of course, look for confirmity from their friends, I mean more of a peer pressure you can say but then yes so if people get all of it, I mean I am sure they are going to make these sustainable choices in future so spreading awareness giving them that confidence and that boost that yes you are doing it right. You are doing something for the environment, and you are not only preserving it for yourself but for the generations to come I am sure that is going to really help us.

Prachi: Great, thank you so much.

Please talk to us about the misconceptions that these Generation Y consumers have in mind while they are embracing sustainable fashion.

Prachi (DORI): uh, so see a first thing and major thing that I have come across when I say sustainability, people always find everything adulterated, so I mean

because we are referring to the Indian mindset here, so Indian mindset is such you get to hear this these words so when people have the psyche, I am sure they are not going to go towards it right so we need to get this right.

The second thing is, of course, adding to it that people are fully not aware about things, so even if people, I mean the organizations, talk about sustainability, they have this in mind: you are talking about sustainability but see the product is so expensive, you know so their pockets are lesser.

So, they have these misconceptions as well; they do not know what are they getting if they are giving so much to the organizations, so the returns are not known.

Prachi: So, in return you are trying to again say that the awareness levels are much lesser than what is okay. All right.

Okay, now I want to shift your focus toward the behavioural aspects of Generation Y consumers.

In that respect, my first question is to whether you have observed any change in the purchase Behavior regarding the sustainable fashion over the years amongst these people or not.

Prachi (DORI): so yes, I mean, I would certainly say yes, there has been a paradigm shift, so you know, uh, now 70 to 90% of Gen Y, they are inclined towards it, we see the Indian market growing in terms of sustainability and that is why so many brands are coming up even the fast- fashioned Brands like Zara now they are moving towards sustainability, the reason being because people are becoming aware.

So, yes, we can see that there has been a shift because of people being digitally savvy.

Prachi: How far are people as receptive to your product since it is a highly

sustainable product? I mean, I am a user myself, so I can say I am happy with your product; what about people at large?

Prachi (DORI): so I mean, as far as I have reached the market, I have got good feedback from the people. They say that this is something that we would love because I mean that does not that is not only sustainable but that has a style statement too.

So, if tomorrow we are able to give people something which adds style to what they are using, I am sure certainly it sustainability is something we can take a long way.

Prachi: Okay, so based on your overall experience, do you think that the Generation Y is ready to pay the premium prices that sustainable fashion uh brings along with it? Uh, is it something that they are open to, or are they too restrictive towards it? What is your perspective towards it?

Prachi (DORI): So, I would say people are becoming open towards it; they are becoming open means they are not yet that open, but yes, they are as more and more people are becoming aware, they are becoming more and more receptive towards it, and they are moving forward towards it so yes I mean that embracement is coming in that coming in.

Prachi: Do you think it is a long way, or we have already crossed a mile?

Prachi (DORI): So, I think there is some more time to be taken some more.

Prachi: Okay, that is nice to know. How can the fashion brands today in today's time, the big brands, or maybe a brand like you strike a balance between profitability and sustainability while they are catering towards the Generation Y consumers?

Prachi (DORI): So, I will tell you something: Brands who are catering to the market right we are building the brand, or we are building the market, so

we need to be aware ourselves what are we giving or offering to the people, and to the environment

So, when we have that awareness, we will be able to set things right in place, and then we should also know that we need to make people aware. However, people are digitally savvy, as I said earlier.

Also, but then we still need to educate the masses about right, so to reach the masses is, we need to have the offerings in place, and those events in place where we are educating the people.

If we are able to do it, I am sure people are going to spend there, and then there is going to be a balance between what we call sustainability and profitability at the same time. But at first itself it if organizations are not receptive or they are not open towards it, then you know we cannot take it to a longer way.

Prachi: you just mentioned about some kind of incentive towards buying a

sustainable product; has it helped you in your particular product?

Prachi (DORI): it does, yes.

Prachi: And what is the ratio of the people accepting embracing with that kind of incentive that you are offering?

Prachi (DORI): so at least, you know, I see a 70% conversion, and I see that you know, people at least come forward. So, you know what I mean, it is like you educating a kid, so at times, you need to tell the kid I will give you this if you do this right, so we need to get that things in the picture to capture the people's mindset as well.

And, the Indian psyche is such that if they become 10% of the population is also becoming aware that 10% is going to go to 50%. Yes, so we need to get into that.

Prachi: Also, I want to ask a very crucial question, as to what do you think: is it a sustainable fashion, a societal or a what do you say class subjective like higher

class medium class or or is it by far it is going on the similar lines?

Prachi (DORI): For now, it is being a classy subjective. I would say that you know only the higher-end people the reason again I mean it is expensive, so it is still restricted to a certain section of the society.

So, you know, if you ask me as well about my brand, if I mean, of course, there are efforts that are going in, there is time, energy, people involved; everything, so if I have to say at this moment I am also struggling to build it to the mass level or get it to the mass level right. I mean the acceptability is more at the higher class.

Prachi: so everything is turning out towards raising awareness.

Prachi (DORI): Yes, absolutely right.

Prachi: So, that becomes a crucial factor to bring sustainability in Forefront.

Prachi (DORI): Absolutely, yes.

Okay, that is great to understand.

Okay, let me ask you about the psychology of the Generation Y, and understand how the fashion brands can build brand loyalty amongst these consumers, while they are promoting sustainability?

Prachi (DORI): So, building a brand loyalty, right? I mean, so, of course, you need to. I would again come back to the same point that we need to go on such events, give such incentives to the people, and incentivize and motivate to build those loyalty.

Membership programs do all of this so that people come back to you and then, of course, not to forget that is the more important factor is the quality that you are providing. If you are able to provide that quality to what they are paying, you are able to turn the customers into loyal customers.

Prachi: Okay, so I am one of them.

Prachi (DORI): thank you.

Prachi: Okay, next, I want to understand as to how do you think that marketing communication plays a vital role in shaping these Generation Y preferences.

Prachi (DORI): I mean, everything revolves around marketing for me, or everything revolves around communication for me. If you are able to put it forward to people, you are able to gain it right. So, I mean, everything revolves around it, the world revolves around it, so you need to put it right to the people.

Prachi: yes, I agree on that. Thank you so much. That is a very interesting perspective.

In your opinion, what are the psychological factors or factors like social influences or the personal values are playing a vital role in Generation Y fashion choices while making a purchase? What are those?

Prachi (DORI): so again, I mean, I think I mentioned these points earlier as well

that I mean people look for conformity from the groups, and then there is a stronger factor called "Jo Dikhta hai, who Bikta Hai".

Prachi: Exactly, right.

Prachi (DORI): So, people look forward to it, so if their friends are buying it, they are buying it. If my husband is buying it, I am buying it; if my, you know, in-laws are buying it so, it is like it revolves around your Social Circle.

Wherever you are living, amongst whom you are living so all that plays a key role. I believe you know that conformity that, pleasingness and an Indian mindset all that play a very key role.

Prachi: Exactly, I am very impressed with "Jo Dikhta hai, Who Bikta Hai".

So, in that respect, have you seen anybody getting his sister, her sister, or mother-daughter to buy your product? Product has that started within your perspective within your product?

Prachi (DORI): Yes, it has it has.

Prachi: If you could give it in a percentage, I mean roughly?

Prachi (DORI): So roughly, I would say the percentage is still like 20 to 30% between 20 to 30%, but I see that change.

Prachi: Okay, that is very interesting.

What do you think are the main challenges that Generation Y faces in adopting sustainable fashion in India, specifically because the Indian market, as you have already mentioned, is pretty subjective in terms of conformity amongst their peer groups? So, what do you think are those other challenges that are prevalent?

Prachi (DORI): So, I believe again lack of knowledge is there and of course, the spending limit of Indian uh people I mean and of course, there is family pressure there have they have lot of things to cater to so even if they are willing to spend on something that is sustainable they would know that you know it is going to come at a higher price and their budgets are

limited so that is one thing that constrains that is a real constraint.

This limits them to a certain level, so you know, and then at certain points, people are not even aware. So, all these factors really play a key role where people are still not able to make those open choices.

Prachi: Do you face that kind of restriction within your work area?

Prachi (DORI): at times, yes,

Prachi: okay, and are the customers very fuss about the cost factor in particular?

Prachi (DORI): So you know I get a mix of customers. So, as I said again, I mean there is a class division in the INDIAN Society, and when it comes to also buying, the purchasing power also that class do play a role.

So, if it is a normal middle class or people who have money but then they have they have become rich overnight. So, I mean again, that also becomes a major role when people are willing to buy sustainable products or they are not. If

somebody who become rich overnight, they would not know what is sustainability all about and they would not be even aware.

So, you know again that the whole thought revolves around that awareness playing a key role.

Prachi: Okay, I would I am very intrigued to ask you in your personal space in your work area how do you think you should you would be spreading awareness about your particular product in future.

What is that? What is it that you are trying, or you are visualizing that if I do this, my product sales will grow multifold in future, or probably the acceptance of my product will grow?

Prachi (DORI): So, I feel, I mean, uh, as far as I have seen the market in the last few months, I have realized that I mean, although it is a very long way for me to go, but then I feel people who are using

my product they can be the true brand ambassadors for me.

So, if I am able to get that Janta (public) right in place, and they are able to talk about my brand to others, I am sure things are going to go a long way. So that is how I am looking forward to.

Prachi: That is very interesting. I must say.

Prachi (DORI): I mean the celebrities do not work for you the way your clients work.

Prachi: Yes, yes, because they are satisfied clients.

Prachi (DORI): Yeah, they satisfied they satisfied clients like if you are able to get that 10% of it also you know you are turning the table.

Prachi: Yeah, finally, suggest to us some targeted interventions that can help overcome the challenges and promote sustainable fashion amongst the target group that you and I are discussing about.

Prachi (DORI): I will tell you there are two groups who can play a major role in changing the world or in changing the country overnight: one is, of course, our government because if there are, there are interventions running through the government is taking steps in the right direction because they have the you know people at mass in their under them. So if they are able to educate them they are able to do it right, things are going to spread around.

The second is the business groups who have a stronghold in the Indian market, like the Ambanis or Adanis of the world, so if they are able to talk about or organize such events and promote such things, people are going to, you know, go towards it.

And, of course, not to forget the Millennials; itself you know I am one of them, so if I am doing it today because I am aware about it right so, we need to figure out how much percentage of people are still aware and how can we go

about it so you know we need to involve these people if you are able to involve them in these Stars I am sure the challenges are going to go down.

Prachi: okay, that is interesting. I am super impressed.

And with the kind of uh input that you have given me. Thank you so much, Miss **PRACHI**; it has been a pleasure to have you on the panel and share your valuable insights on the subject. I am thankful for your support and cooperation.

The input will be of immense help in closing up my research, and I shall be including the entire recommendation that you have put in my final thesis.

Thank you so much once again. Thank you so much. It has been a pleasure. It has been an honour and a pleasure to have you here. Thank you so much thank you.

PRAMILA JI

Prachi: Hi Pramila ji. It's nice, and I feel honoured that you are a part of my research thesis. I am grateful for your presence and that your insights will help me in my research about the buying preferences of Generation Y regarding sustainable passion in India.

I would request you to please introduce yourself and the body of your work.

Pramilaji: Hi, **Prachi**. Thank you so much for making me part of your study and your research. I'm Pramila Dugar. My brand name is **Pitari by Pramila Dugar**. I make high-quality clothes, my clothes are made of high-quality fabric and good Intric embroidery.

With Intric embroidery, they are heritage weaves and beautiful embroidery of India. I mean...

Prachi: It's been how many years, Pramila ji, you're working in this area?

Pramilaji: I've been working for the last 10 years on this.

Prachi: Thank you so much. It's been so nice to let us know about your body of work. I would like to begin with the questionnaire. Are you okay with it?

Pramilaji: Yeah, yeah. I'm okay. Okay.

Prachi: Let me begin by asking you what fashion practices you are aware of that are sustainable, and amongst those practices, what are the practices that you promote in your work area?

Pramilaji: I am aware of this recycling and reusing of clothes and the clothes, they are not if we are making fashionable clothes, so we should be, don't pollute our environment we are so much conscious about environment also.

So, to save our environment, we should follow our fashion, everything fashion making things.

Prachi: so what are you following at your workplace, Pramila ji?

Pramilaji: Basically, I am using all recyclable clothes, good heritage clothes and woven clothes they at least spoil the

environment rather than chemicals for big factories.

So, I am using their best linen silk, which clothes are, and I am using very good embroidery. So we can use the embroidery again and again also. Basically, recycling and circular fashion.

Prachi: Okay, that's great.

So, I would also like to ask you what you think are the effective ways to raise the awareness levels amongst these Generation Y consumers.

Pramilaji: It's very simple. It's Generation Y or Z; everybody is now on social media. So, we should be aware of these things on social media. First of all, we have to educate them. Once they got educated about the environment and fashion, both are vice versa. They are dependent on each other. If they know this, they also get aware of these things and practice them in their day-to-day fashion clothing.

Prachi: Yes, I agree with your point.

So, I want to understand what are the impacts environmental and the social impacts that are important for these Generation Y consumers to make an impact while they are making their fashion choices.

Pramilaji: Can you repeat this question again?

Prachi: I would want to know the environmental and the social aspects that are important for the generation by consumers to make their choice when they are buying their fashionable clothes.

Pramilaji: Okay. I didn't get you actually properly.

Prachi: I am saying, what are the environmental and social factors that might be important for these people?

Pramilaji: Yes. Social is a fashion they always want to look good. But they should know in environment friendly clothes or sustainable clothes; you can look very fashionable and very comfortable.

Once they wear this, they feel this. And when they see their influencer, their fashion conscious people are just, they are towards this.

They are more wearing these kinds of clothes, so they will follow them. And sometimes they think second-hand clothes are not good. But once they found that we are using our second-hand cars and bags, this all things we are using.

So they can use clothes also as well as because they are more precious. They will think these fabrics, these heritage handlooms, are more precious than recent this factory-made clothes.

Prachi: That makes a lot of sense. Yes, I agree to your point completely.

Okay, let us talk about the misconceptions that this Generation Y consumers have in mind while they are embracing sustainable fashion.

Pramilaji: First thing they are so, in fact, this thing, this is not very effective by

price wise, a little bit over chargeable or this thing.

First thing is that they think the sustainable clothes are not so much durable or a little extra expensive. But this is a very misconception. Because once they wear it, the comfort they find in the sustainable clothes. So, the misconception will go.

This is not expensive at all. This is a value addition in your personality.

Prachi: That's true. I wear a lot of linen, so I know. Yes. Yes. Okay.

Is there any other point that you want to add to it?

Pramilaji: Yeah, sustainable, I want to add this thing. First of all, it is a personal value that they are thinking about sustainability. Then, social value, how things are in our society nowadays, and how people are taking the sustainable clothes, like in fashion.

And third, is how our brand's designers are conscious about their environment

because we all are equally responsible for our environment.

Consumers and fashion makers are responsible for this, not only fashion-making people. That makes sense.

Prachi: Okay, Pramila ji, let's shift our focus towards the behavioural aspects of the generation Y consumers.

In that respect, I would like to ask you if to have you observed any kind of change in the purchase behaviour regarding sustainable fashion amongst these people over the years?

Pramilaji: Yes, of course. Now they are educated. They are aware of the environment. They know their responsibility nowadays. So, they are shifting their interest to sustainable clothes. They are using very good clothes, bags, and shoes. These are sustainable. They are, in fact...

They find the old heritage fabrics very much lovable, very much adorable. Our

old heritage culture is so much unique and very...

Prachi: And with the Prime Minister of our country promoting heritage clothes so well, it is even going further.

Pramilaji: Yes, yes, yes. So nowadays they are also finding this Indian culture or Indian clothes, old clothes are more value addition and this is their first thought they're using it. Yeah, and how they are aware and now our so many activists are also promoting the sustainability. So they are following them also or I think our generation y is also getting responsible towards our environment.

Prachi: Okay, that's great. Thanks for this input. Actually, this is one of the new inputs that you have provided me.

I would also like to ask, do you think that the generation Y is willing to pay the premium price for the sustainable fashion in today's time? Have they opened up to the idea of paying the premium price?

Pramilaji: Yes, of course. Because of the comfort they are getting from sustainable clothes. They are not getting comfort from any other clothes. And they know the value of sustainability in our environment. So they are purchasing. And this is fashion. This is very much... Increasing fashion nowadays. So now they are purchasing. And it's available in so many places. Now sustainable fashion. So many brands are conscious nowadays. They are making sustainable fashion. So these are available nowadays. So that's why they are using this.

Prachi: That's interesting. So what do you think the fashion brands in the country or maybe worldwide should be doing to strike a balance between the profitability and the sustainability, especially when they are catering to these Generation Y consumers?

Pramilaji: Yes, in this way, our government should play a big role because more designers are, incoming designers are getting in sustainable

clothes, so they should provide with a good loan becoming less interest, they should provide loan in less interest, and they are tax-free market provide them tax-free things government should provide them. So, sustainable clothes get more more and more cheaper.

Prachi: Okay. Okay. Is there anything in this regard that you can you want to add here?

Pramilaji: Yeah. You can ask. These things, I think, help us to sustainability in fashion. Because All systems get cheaper and availability of good fabrics in the local market and these things. So, we can take more sustainable clothes.

Prachi: Okay. Okay. Pramila ji, I would like to shift your focus to the psychology of this generation Y, and I want to understand how fashion brands can build brand loyalty amongst the target audience when they are promoting sustainability.

Pramilaji: Okay. The only thing I think is comfort. Comfort and yeah, and they're

conscious. Firstly, I told you that personal values are very important if every person thinks sustainable clothes are better for our environment where if we are living on our planet the planet is equally important than our, as our personality. Looking good is not only thing. Our looking environment looking good our environment is equally important in our life where we are living so whatever we are doing we should not harm our environment absolutely as we are nowadays we are so much conscious about plastic these things so as much we should this about clothes also or shoes whatever fashion accessories we are using we should be conscious about these all things or once we are started using these things.

So, we find the difference between sustainability and regular clothes because sustainable clothes are more comfortable and more natural. This thing, so, yeah, they, no doubt, without any doubt, they will improve your personality. Yes. And

I know, as my old customers, they are using my clothes and this kind of thing. If they come forward, they are coming again and again to me because they know the difference. Yes, I have a custom, so we should make more cut-style embroidery on this sustainable clothes. We should focus more on sustainable clothes. Maybe they are time taking but we should focus on the fashion style of these clothes so people will like it. Don't make clothes sustainable in the name of sustainability. We should make interesting clothes.

Prachi: Yeah. And they are available in the market and people like you have seen your work. I mean, it's very interesting. I have to say this.

Prachi: Thank you. Okay.

Let's shift our focus to communication, which plays a vital role in shaping the preferences of this generation Y; what do you think? How does communication play a vital role?

Pramilaji: Communication is very important in everything, firstly, which exhibit more and more of these things. So, people come to know about the fashion style cut in sustainable clothes. Secondly, social media plays very important role-playing in yes; half of the people are on social media.

Yes, that's true nowadays if we are making a kitty party fashion show. So, these all are based on sustainable clothes, and we should post our pictures on social media they make a high yes this is in high demand, and yes, we can communicate. Yeah. With our generation Y.

Prachi: That makes a lot of sense. Thank you so much for that.

Okay. What are those psychological factors? Say, for example, the influencing that are around us or the influences, which is within us, that plays the social and the cycle of personal values. So, to say, that shapes the preferences of the generation Y.

Pramilaji: Hello, can you hear me?

Prachi: Yes, I can. Loud and clear. Yes, yes.

Pramilaji: Yeah, you asked the psychological things about sustainability.

Prachi: Yes. I'm saying the psychological factors like social influences or the personal values of these people.

Pramilaji: Yes, personal values and social values, both are equally important. Because first, myself is conscious of my environment.

If I were, I wouldn't wear this clothes; these are harming to other natural and the environment. It is harming the environment. I won't promote anything which is harming the environment. This is my personal value.

Secondly, as I told you, if we wear second-hand clothes, circular fashion if we use circular fashion, second-hand clothes, sometimes it hurts our social

status. But, you know, how can I wear these things?

You know, people have lots and lots of clothes in their wardrobe, but they are not using second or third time them. They have 100% of clothes in the whole world. Only 60% of clothes are... coming in use rest all are just stuck in so these things all are not happen, and we should have clothes good heritage clothes so it improves our social status and these things and socially we should promote the sustainable clothes don't promote any environment harming things.

Prachi: Okay, I would like to understand the main challenges in adapting these sustainable fashion?

Pramilaji: Price point of view, I can say the main challenge is the availability of fabrics and easily they are not available. Very few markets have the sustainable clothes. So, the availability of fabrics and good-cut designs should be there in sustainable clothes.

And thirdly, price-wise, the government should help us to make them at a cheaper price, make them available at a cheaper price, less tax and very lucrative price base. So we can, vendors can be more attract towards sustainable clothes because they are getting a good reduction of price in these clothes. So attract the vendors, fashion makers, and people. To this sustainable fashion, the government should make some efforts also. Great.

Prachi: Finally, I would like to understand the targeted interventions that can help to overcome the challenges that you just mentioned.

Prachi: Targeted interventions that we can adapt to overcome the challenges that you just mentioned. Like the cost that you mentioned, the price could be the reason. What should be those target interventions?

Let's say from the company point of view, from the regulation point of view. What do you think?

Pramilaji: Government should be a little flexible on all these things. They should promote our farmers. They are cultivating their natural yarn and all these things. We are using more... There are some... strict rules. There should be some strict rules also regarding our color and these things. They are not; they should be skin-friendly, and this kind of thing should be there. So the government should be a little strict on these rules and more helpful towards our farmers and these kinds of clothes-making people and fashion-making people.

Prachi: Okay. Okay. Thank you so much, Ms Pramila. It has been a pleasure to have you on the panel. And share the valuable insights that you have earned over the period of time. I am thankful for your support and your insights, and it will impact my research in a big way.

I shall be adding and incorporating all the pointers that you have highlighted in my final thesis to make it a more valuable

document for the generations to come ahead.

Pramilaji: Thank you so much. It has been a real pleasure. Thank you so much, **Prachi.** Hope this will help you in your research. Thank you so much. Thank you

PRIYANKA

Prachi: Hi **Priyanka**,

Hello everyone, we are meeting with Miss **Priyanka** founder *Ida*.

Hello, how are you?

Priyanka: I'm good.

Prachi: It is so nice to meet you, and thank you for being a part of my study. As you understand that, I am doing a study on understanding the factors which motivate Generation Y to shift towards the sustainable clothing.

Thank you for being a part of the sustainable fashion drive and being a part of the group. I am delighted to have you on my interview panel and I would request you to please introduce yourself.

Priyanka: I'm **Priyanka** Jain, a Delhi-based designer with the label IDA by **Priyanka** Jain, and I have been in this industry for the last ten years my label IDA and we promote sustainable fashion.

Prachi: Thank you so much; it is indeed an honour to understand about your body of work, and it has been ten years; wow, how has the experience been

Priyanka: very good but difficult years.

Prachi: Oh, every new road is difficult I'm sure you'll you'll be good at it. Shall We Begin?

Priyanka: Yeah, sure, okay.

Prachi: Firstly, I want to understand as to what are the effective fashion-sustainable ways that you are aware of in the present time.

Priyanka: Local sourcing, less usage of water okay and, fair wage to workers., timeless designs, use of sustainably high-quality materials.

Prachi: Are you using them personally?

Priyanka: Yes, all these we implement in our production processes.

Prachi: Does that increase your cost by any chance?

Priyanka: Yes, it does it does.

Prachi: and are your customers okay with the fact?

Priyanka: Not really, but because they do not have awareness about sustainability, they focus more on the design and the style, and that's why they go for the garment rather than thinking that it's a sustainable Fabric or it's a sustainable garment.

Prachi: so you mean to say the road is pretty hefty?

Priyanka: Yes, okay.

Prachi: I want to understand as to do you think how important are the social and environmental impacts to understand for the Generation Y in present times; what are these factors?

Priyanka: social???

Prachi: could you please assist me in understanding as to how important these social and environmental aspects are for the Generation Y consumers?

Priyanka: Generation Y consumers, the problem is the pricing and the awareness level, which act as barriers. That's the reason we're not able to promote sustainable fashion.

Prachi: Are they reluctant completely, or are they somehow open?

Priyanka: They are open. It's not that they're reluctant, but if you give them the same thing at a better price, then why don't they will go for it?

Prachi: Do you think more a lot of more awareness-building process is needed?

Priyanka: Yes, yes, definitely a lot more. They want them; it's not that they don't want them, but they want it, but they don't know how. And the cost is so high, so they are very confused, and they're in the middle of whether that should we go for it or should we not go for it.

Prachi: Once you talk about that this is a sustainable garment, are they open with the fact that it is sustainable, or do they just go away with the fact no they're not

open to the fact that it's a sustainable garment?

Priyanka: Not really. Maybe way less percentage or maybe 0.1% of the population of the entire population in India. I think, but personally, if I sell, they do not even know the concept of sustainability; if I sell that it's a if I sell with the point of view of it's a sustainable they will not care as long as it's worth the price and the design and the style they'll go for it.

Prachi: Okay, that which means that there is a lot more we need to do in this area?

Priyanka: Yeah, and I feel that, you know it's more up to the designer because it's our duty to promote sustainable fashion, so we need to make the garment so beautiful and nice that, okay, my back of the mind they might not know that it's a sustainable but at least on our level we are promoting it and they are buying it because it's good.

Prachi: Okay, so I understood your point awareness is lacking at most at the grassroots levels.

Okay, do you think any barriers Prevail which prevent the Generation Y to embrace sustainable fashion?

Priyanka: Yes, again, the price because the sustainable fabrics are so expensive the costing and ultimately. The MRP is high, so you know they're not, and that and that age bracket Generation Y, they don't have that kind of income and sources to be able to buy.

Prachi: Do you think, apart from price, is there anything that is missing in the Indian context?

Priyanka: Yes, the awareness level, the lack of awareness, so we need to have more social media promotion.

Prachi: In your opinion, what is the percentage that Indian customers vis-a-vis the Western World, Indian consumers have in terms of sustainability?

Priyanka: 1%, I think.

Prachi: Is that all? Yeah. That's, oh my God, that's very less.

Priyanka: I mean, they must be knowing, but they know that it's expensive, so they don't opt for it.

Prachi: Okay, okay, Do you have you witnessed any kind of behavioural patterns that in the Generation Y buying pattern Vis the sustainable fashion the clothing lines?

Priyanka: Yes, there has been a change. It's not that it is entirely uh they're not aware of there have been a lot of shows and organizations which are which promote only sustainable brands so obviously the consumers are going for those shows they are they know that it is a sustainable show, it's a sustainable brand so there is awareness, but we can make more efforts to promote it.

Prachi: What is the kind of footfall at that level?

Priyanka: It is also very good.

Prachi: Okay, yeah.

Priyanka: It's not that it's completely zero or 1%. It's good it's very good, but still, I Feel Again the pricing and the awareness need to be more to be able to really capture what we want.

Prachi: You mentioned that you've been a part of such an exhibition; what is the kind of purchasing power that these people show when you are at the exhibition?

Priyanka: So when I do these shows, I did one show which was completely sustainable, then again, the kind of clientele that was there that was not Gen Y. Okay, that was older people with a lot more purchasing power.

Prachi: Okay, yeah, you when you say older people, does that mean it is the Generation X, which practically belongs to a grandmother?

Priyanka: Yes, yes, yes, they were all 40 plus, mostly.

Okay, okay, so your experience says that the older the person is going there embracing sustainability.

Priyanka: Yes, or maybe they can afford sustainable fashion. Okay yeah.

Prachi: the bottom line for the entire understanding is that the cost is so high that we need to really work on that.

Priyanka: yes, the cost, yeah, we need to work.

Prachi: Okay, then, are you convinced that the Generation Y is willing to pay the premium price that the sustainable Fabrics command from the seller's perspective?

Priyanka: No, they are not convinced they want something better. Okay, they might be understanding we want cotton, but we want it cheaper; we don't want to pay this price; what's there in the garment that we pay the price? That is what I hear.

Prachi: once you can try to convince them do, are they in sync with what you are trying to talk about?

Priyanka: No, not really. They don't care they don't care when it's they if they buy a top which is for, let's say, 2,000 or 3,000 rupees which is made of polyester compared to my garment let's say which is for 8,000 or 9,000 rupees they will not go for my garment even if it's sustainable they will go for that 3,000 2,000 polyester top.

Prachi: okay, do you think you think they understand the environmental impact a term or something like that?

Priyanka: They do understand, but then everybody has their limitations when it comes to spending, so that holds them back, or anyone would hold uh would be cutting down.

Prachi: Yeah, okay, fine.

Do you think there is a middle point where the Generation Y can strike a balance between profitability and sustainability when it comes to fashion?

Priyanka: Strike a balance. Yes, they can, yes, they can, yes they can.

Prachi: What would be that factor, in your opinion, based on the body of work that you've had for so many years.?

Do you think that the Generation Y there is a middle point where Generation Y can strike a balance between profitability and sustainability?

Priyanka: Yes, if they are aware of it, then we can strike a balance, and again, it comes down to pricing. If we get the right price, the right product at the right price, why not.

Prachi: Okay yeah all right okay.

Let's understand the brand loyalty and the psychological factors that these Generation Y people can have. Do you think brand loyalty plays a vital role amongst Generation Y while they are promoting sustainability?

Priyanka: It does. Of course, they want to go back to the brands that promote sustainable fashion again, the percentage is less, and we need to create more awareness so with the percentage

increases, we have more people coming back in for the sustainability Factor, not just for the terms of the design but for the keeping in mind that they're promoting sustainable fashion.

Prachi: Okay, does that mean that sustainability is not the factor, but there are other terms that they take care of.

Priyanka: Yes, right now, I don't think so. They buy garments from me keeping in mind, oh, we are buying a sustainable garment they just buy because it's okay, it's a new design, it's nice style nice fabric, yeah maybe they like the fabric but they don't know that the story behind it is that it's a sustainable fabric it's a sustainable garment.

Prachi: Okay, okay, could you talk about the marketing and the communication strategies that are required to shape up the preferences of these people?

Priyanka: I feel there needs to be a government needs to run social media campaigns on the lines of SWATCH

BHARAT, which has gone really deep down in India. We need to promote sustainable fabrics and fashion at Mass levels, yeah, at Grassroots levels, and then the government needs to run really big campaigns like on Swatch Bharat levels so that people are more aware and they understand sustainability.

Prachi: Would you like to hold such kind of campaigns to give that awareness level to the people?

Priyanka: Yes, of course; like you know there's no harm. We should, in fact, start some kind of an organization and promote just sustainability.

Prachi: Okay.

What, in your opinion, are those psychological factors that influence the decision-making process of these Generation Y?

Priyanka: again, the price it just comes down to the price. Yeah, these are the factors, and the lack of awareness and

price again it comes back, so again, it's a vicious cycle we need to work on that.

Prachi: Yeah, why do you think Generation Y is facing such a bigger problem in terms of embracing this concept?

Priyanka: No, they are. They want to embrace it. If, at any point in time, I'm able to bring the cost of my garment down, they will definitely go for it, but again I'm not too sure whether they'll go for my garment because of the price or the style you know so they they're still not. They just want good dresses and good designs. They don't care about sustainability at all.

Prachi: Okay, all right, what do you think are the critical challenges in the Indian context when it comes to embracing sustainable fashion?

Priyanka: See, the challenge that I face is that it's very difficult, uh, to Source raw material locally. Lack of raw material from the local Villages. It's very tough; it

is not it's available in abundance, or it's not available, so it takes a lot of time, a lot of months to produce even a few batches of fabrics.

So it's very time-consuming, and it's not easily available.

Prachi: Do you think the government has helped you in any manner when it comes to embracing sustainable fabric since it is the third most polluting industry in the world?

Priyanka: No, I don't think so; the government has not done such any big initiatives or programs and I really uh recommend the government to have some kind of policies and regulations in the textile industry.

Prachi: Okay, all right, so the U give me some interventions that you would recommend at the end of the entire conversation wherein we can talk about sustainability at a very large level and make it a mass movement?

Priyanka: We need the government to give some kind of subsidies to the manufacturers of sustainable Brands so that we can bring down the cost and Mass produce and provide the same product at a much lesser price. So, Generation Y is able to embrace it and we can spread it.

Prachi: Do you think the Millennials are more open to the facts rather than y's and the Xs of the generations?

Priyanka: See, everyone is open to it it again comes down to the price and the awareness. Everyone is aware of sustainability. Everybody wants to care for the environment and planet Earth and we all want to go for natural fabrics. And everyone knows that natural Fabrics will obviously be more priced than the your synthetic ones.

Prachi: Thank you so much, Prianka Ji, for your valuable time and the insights you've given me. Great inputs for my thesis. I shall be incorporating all of them, and it is of great help.

Priyanka: Thank you so much.

Prachi: It's an honour to have you on my interview panel.

PRAYRNA

Prachi: hello, everyone; this is **Prachi** here. I am joined by Miss Prayrna here. She holds a brand called Pink Mojo, and it has been more than 15 years since she was a part of the fashion industry.

Welcome, Miss Prayrna, uh I am delighted to have you on my panel. Could you please introduce yourself?

Prayrna: yeah, hi, I am Prayrna from Pink Mojo. I am into the fashion industry from the last 15 years, and I am doing my own label, which is called Pink Mojo.

Prachi: that is great; thank you so much for letting us know about the body of work and vast experience that you hold.

I would like to begin with the interview.

Are you all right?

Prayrna: yes.

Prachi: great.

Let us shift our focus towards the attitudes and awareness of the Generation Y. In that, I would like to ask you what

fashion practices are you aware of that are sustainable in nature and how many amongst those are you following at your work area?

Prayrna: so if I talk about pink Mojo, we are gradually on our path to attain sustainability. We have introduced a few new practices on our um in our daily basis. To you know, to be a little more sensitive about the nature, so few of them is like I promote garments which can be you know which can be used to create multiple looks, so in this collection in my last collection, I did shirts so that shirts can be used in multiple ways to create different uh different looks shirt can be used as formally, semi-formally or casually.

So that is how it is, so there are many more things we are not using any plastic bags now we are going our packaging has gone to reusable bags so that is how these are few practices which are we like we accommodated at.

Prachi: that is great; somebody shifting to sustainability is great love for the environment.

I wanted to know what are the effective ways to raise this awareness amongst the Generation Y consumers, specifically in India.

Praryna: so for Generation Y, the most important tool these days is the internet.

Prachi: correct

Praryna: That is what I believe in. Plus, there is one more um I believe using the internet we should you know conduct or we should conduct awareness about repeat the look culture.

Prachi: yes, that is true.

Praryna: because these days, if we talk about fast fashion, we talk about new dresses, we talk about new looks every day. To build in a little more sensitivity towards the nature or towards our surroundings, we should always introduce this repeat-the-look culture.

We should reuse our garments, we should uh create different looks, and we should actually be more practical amongst our, you know, among our use of the government.

Prachi: okay, that is great.

I wanted to understand what social and environmental impacts are important for the Generation Y consumers while they are making their choices uh towards sustainable fashion.

Praryna: see, Generation Y follows what goes around them, so it is about what Society we are in. It is basically the peer pressure, so if we talk about that, this is the major social impact which you have to create; we have to create an environment of sustainability. We have to talk about it through the internet or through social influencers, or we should we have to create an environment for this that is actually true. Environment creating an environment is the most important aspect.

Prachi: let us talk about some of the misconceptions that these Generation Y consumers have in mind while they are embracing sustainable fashion?

Praryna: see, there is a change earlier; nobody was aware of this, but then there is a myth also that some things are, you know, some uh uh uh like you know, there are few practices which are considered to be sustainable, but they are not sustainable okay.

If I talk about, there has to be the more practical approach towards sustainability when it comes to fashion, um. I have seen people are shifting toward sustainability like I have seen thrift stores are coming up.

Okay, there are more preloved websites in India earlier, nobody used to buy stuff which was preloved now we have seen a few introductions in our uh Society through the internet, through Instagram that there are websites which are selling

these products and people are buying so there is a change.

Prachi: that is interesting. I want to understand. Let us shift our focus towards the behaviour and the cost factors.

Let us talk about the, uh, the change that you might have observed in these Generation Y people while they are embracing sustainable fashion over the years?

Praryna: See, if I talk about the financial aspect of sustainability there, India is a price-sensitive country, but Generation Y is, and Generation Y is capable of spending a premium. Yes, but as a designer, it is our responsibility to give them options in sustainability so that this spend correctly. So our creativity should not be stopped if we are using a, you know, sustainable raw materials; we should create more and more products, and we should create more interesting products.

I would like to say keep very interesting designs so that people are ready to spend. And for if your product is premium, everybody will spend, that is what I believe.

Prachi: so okay, taking up a cue from what you are talking the, if a product is premium, do you think that is Generation Y is ready to pay a premium price for the premium product that might come due to sustainable fashion?

Praryna: see if that product have multiple uses; that is what they can use that product. It is fashionable; it is like a Talk of the Town.

I believe that people will buy; that is what I believe in the rest I have seen also because we have shifted to organic cotton, we have shifted to Linens so that people buy, and people are buying. It is not that, but you have to make that interesting, so as a designer, it is my responsibility.

I feel as a designer, it is our responsibility to take care of both the aspect that makes sense.

Prachi: okay. Let us talk about Brands like yourself as: what do you think how you can create a balance between profitability and sustainability for a while you are catering specifically with these Generation Y consumers?

Praryna: see, I feel if we talk about if you talk about business here and if you talk about how to create that balance, it is about, I think it is about promotion, so if we uh, if you do promotion of the product on the internet or on a personal basis that if you know if you shift to sustainable product and if you are you make people aware that yes you can uh if you invest in this product, these are the benefits, I feel people will slowly and gradually shift to and start paying for this.

Prachi: uh, very true and slowly it begins, and so the profitability absolutely bang on.

Okay, let us shift our focus towards the psychological factors, and in that respect, I want to know how do you want or how you can build a brand loyalty amongst the your target audience while you are promoting sustainable products.

Praryna: um, for that, I think giving them good options again, your product should speak. It is about the product. If you are using it is, normally, I have seen that sustainability products are considered to be boring.

I have seen this in the market, but if you make them interesting and there are few Brands who are doing this as well, I have seen in the market it is an upcoming thing, so it is about the product if you are making a product which is fashionable in a sustainable and sustainable at the same time, people will invest invested in, and you will gain business.

Prachi: So okay, that that to an extent is actually true, uh, so you have partially answered my next question, but I still

want to know, uh, what do you think the marketing, how Marketing and communication plays a vital role to shape the preferences of Generation Y towards sustainability?

Praryna: Absolutely. Marketing and communication are the things these days with the internet and social media influencers these is in; the if we promote and market a product a sustainable product, I would say that if you will Market a sustainable product in the right way generation wi it will create an impact on Generation Y.

It is a marketing marketing it in a right way that it is sustainable plus it is fashionable, and not boring, and you can use it in multiple ways and you should not waste things, and it is creating a safe future, so marketing like this or marketing product in a you know right channel I would say that will always create a difference.

Prachi: very interesting, you just uh pointed out that hitting on the emotions part.

Praryna: yes

Prachi: interesting; okay, let us talk about among factors like social influences or personal values of the Generation Y that plays a vital role while they are making some kind of decision toward sustainable fashion.

Praryna: Of course, we should be; it is a need of ours to create a society like that which believes in sustainability; if I talk about repeat the look, it has to be followed by everybody; that's how a society is made, and that is how like a social influence one will practice another one will practice another another seven will practice that is how it is made otherwise if one person is following it it is of no use.

Yes, so it is very vital to have that kind of Society, that kind of environment around

us in which everybody cares about the future of our future Generations.

Prachi: Probably so, yes, actually, if you start today, it will go tomorrow.

Praryna: yes.

Prachi: correct, I agree.

Okay, what are these major challenges that, specifically the, Generation Y is facing while they are adopting sustainable fashion?

Praryna: I think it is about the price. Okay, the one challenge which we have seen is price, and the second is it is not fashionable, third it is you know everybody is not following it so it is that is how it becomes boring.

Prachi: yes,

Praryna: yes, because everybody is not following it, that is why it is boring, so if we, you know, if we uh start uh addressing all these things as a brand or as you know or as a person at our home

also you know so we can actually overcome these challenges.

Prachi: that makes sense.

So, based on all the discussions that we have had uh in the last few minutes, what do you suggest as the targeted interventions that can help overcome these challenges to promote sustainable fashion and shape up the environment specifically for the Generation Y in India?

Praryna: see, it is something which I will say again, it has to be in the Society. So a major challenge, like a major way to overcome this challenge, is that we should do it on the internet; I have seen a few pages I have seen a generation Y, you know, Generation Y people doing or practicing a few things at their homes we should all follow that like like they have telling their kids to you know make bio-enzymes.

They are telling their kids not to, you know, to make biodegradable things

using newspaper or packaging. Like, we have many examples, so we have to create that Society we have to uh, you know, we have challenges to attain sustainability, but to make a much better future, we have to overcome these challenges, and we have to find ways.

Prachi: I agree to your point. Thank you so much. These are actually the small challenges that you and I are facing in today's time being the representatives of our Target audiences, that we are talking about.

Thank you, Miss **Praryna**; it has been a pleasure to have you on the panel, and share your valuable insights on the subject. I am thankful for your support and your cooperation, and I shall be incorporating the same within my thesis to give it a very authentic and real perspective.

Praryna: thank you.

Prachi: Thank you so much, thank you.

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