



## **Mutiny of Ethical Fashion: An Erudition on People's Paradigm Shift to Responsible Fashion**

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### **ABSTRACT**

The rise of sustainable fashion has garnered attention from consumers, brands, and the industry at large. As the fashion industry is one of the largest polluters globally, the shift towards sustainable practices is crucial for reducing its impact on the environment. This study aims to explore consumers' attitudes toward sustainable fashion and their purchasing behavior. A survey was conducted among a sample of 105 respondents, and the data were analyzed using descriptive statistics and regression analysis. The results revealed that a significant proportion of consumers are aware of sustainable fashion and consider sustainability when purchasing clothes. The findings of this study provide valuable insights for fashion brands and policymakers to promote sustainable practices and reduce the environmental impact of the fashion industry. The study also found that price and availability are significant barriers to the adoption of sustainable fashion.

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### **Introduction**

Sustainability is becoming increasingly important in many industries, including fashion. The term "sustainable fashion" refers to clothing that is produced in a way that is environmentally friendly and socially responsible. The fashion industry has been criticized for its impact on the environment and labor practices, making it important for companies to implement sustainable practices. As consumer awareness grows about the negative impact of fast fashion, the demand for sustainable fashion continues to increase. This paper will explore the concept of sustainable fashion, its benefits, and how it is shaping the future of the industry.

The fashion industry is known for its negative impact on the environment. From the production of textiles to the disposal of clothing, the industry creates a significant amount of waste and pollution. The production of textiles requires large amounts of water, energy, and chemicals, leading to the pollution of waterways and soil. The transportation of clothing and textile materials also creates a significant carbon footprint. The disposal of clothing is another issue, as most of the clothing ends up in landfills, where it can take hundreds of years to decompose. Sustainable fashion aims to reduce the environmental impact of the fashion industry through the use of eco-friendly materials, ethical production practices, and reduced waste.

Sustainable fashion refers to clothing that is designed, produced, and consumed in an environmentally and socially responsible manner. This involves considering the entire lifecycle of a garment, from design and production to consumption and disposal, and taking measures to minimize negative impacts on the environment, society, and economy. In addition to the use of eco-friendly materials, sustainable fashion also focuses on ethical production practices. This includes fair labor practices, safe working conditions, and reducing the use of harmful chemicals. Many companies are now implementing policies to ensure that workers are paid a fair wage and work in safe conditions. This not only supports workers' rights but also leads to higher-quality clothing. Sustainable fashion also seeks to reduce the use of harmful chemicals in the production process. This can be done through the use of natural dyes and by reducing the use of chemicals in textile production.

Reducing waste is another important aspect of sustainable fashion. The fashion industry is known for creating a significant amount of waste through the production process and the disposal of clothing. Sustainable fashion aims to reduce waste by using materials that are biodegradable or recyclable. Clothing can also be designed to last longer, reducing the need for consumers to purchase new clothing frequently. Companies can also implement take-back programs, where consumers can return used clothing to the company for recycling or repurposing.

There are many benefits to sustainable fashion, both for the environment and society. By using eco-friendly materials, reducing waste, and implementing ethical production practices, the fashion industry can reduce its impact on the environment. Sustainable fashion can also improve the quality of clothing, leading to longer-lasting garments. This can reduce the need for consumers to purchase new clothing frequently, saving them money and reducing waste. Ethical production practices can also improve the working conditions and wages of workers in the industry, supporting workers' rights.

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leading to longer-lasting garments. This can reduce the need for consumers to purchase new clothing frequently, saving them money and reducing waste. Ethical production practices can also improve the working conditions and wages of workers in the industry, supporting workers' rights.

Sustainable fashion is shaping the future of the industry. As consumer awareness grows about the negative impact of fast fashion, the demand for sustainable fashion is increasing. Many companies are now implementing sustainable practices, such as using eco-friendly materials and reducing waste. This is not only good for the environment but also for the company's

bottom line. Consumers are willing to pay more for sustainable clothing, and companies that implement sustainable practices can attract a wider customer base. As sustainable fashion becomes more mainstream, it is also inspiring innovation in the industry. New materials and production processes are being developed to reduce environmental impact, such as the use of 3D printing to reduce waste and the development of sustainable leather alternatives.

Government regulations are also beginning to address the issue of sustainability in the fashion industry. The European Union, for example, has implemented regulations that require companies to disclose their environmental impact and take steps to reduce it. This can lead to more accountability in the industry and encourage companies to implement sustainable practices.

According to Fletcher and Grose (2012), sustainable fashion is a holistic concept that emphasizes the interconnectedness of social, economic, and environmental issues. Sustainable fashion is an important concept that seeks to reduce the negative impact of the fashion industry on the environment and society. By using eco-friendly materials, implementing ethical production practices, and reducing waste, the fashion industry can become more sustainable. There are many benefits to sustainable fashion, including improving the quality of clothing, supporting workers' rights, and attracting a wider customer base. As sustainability becomes more important to consumers, the demand for sustainable fashion is increasing, shaping the future of the industry. With the implementation of sustainable practices and government regulations, the fashion industry can reduce its impact on the environment and create a more sustainable future.

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## **2.1 Emergence of Sustainability as New Fashion**

Sustainable fashion, also known as ethical fashion, has become an increasingly popular concept in recent years due to the environmental and social impacts of the fashion industry. This literature review aims to explore the existing literature on sustainable fashion, including its definition, benefits, challenges, and opportunities.

According to Fletcher and Grose (2012), sustainable fashion can help reduce the carbon footprint of the fashion industry by promoting the use of sustainable materials, which require fewer resources and emit fewer greenhouse gases than conventional materials. Sustainable fashion also promotes circular economy principles, which aim to minimize waste and promote reuse and recycling. By designing garments that can be easily disassembled and recycled, sustainable fashion brands can reduce the amount of waste generated by the fashion industry.

According to Joy et al. (2012), sustainable fashion can help create jobs and support local communities by promoting the use of locally sourced materials and supporting small-scale producers. By working with local communities, sustainable fashion brands can help build capacity and improve economic development in areas where the fashion industry has traditionally had negative impacts.

## **2.2 Challenges of Sustainable Fashion**

According to Joy et al. (2012), sustainable fashion is often more expensive due to the use of sustainable materials and ethical labour practices. This can make it difficult for sustainable fashion brands to compete with fast fashion brands, which prioritize low prices over sustainability and ethics.

According to Birtwistle and Moore (2007), consumers often prioritize fashion trends and price over sustainable and ethical considerations when purchasing clothing. This lack of demand makes it difficult for sustainable fashion brands to compete with fast fashion brands and can limit the growth and development of the sustainable fashion industry.

## **2.3 Opportunities for Sustainable Fashion**

According to Joy et al. (2012), there is a growing trend of consumers becoming more conscious of their environmental and social impact and are willing to pay more for sustainable and ethical clothing. As consumer awareness grows, so too does the demand for sustainable fashion, which can create opportunities for sustainable fashion brands to expand and diversify their product offerings.

According to Fletcher and Grose (2012), there has been significant progress in the development of sustainable materials, such as organic cotton, bamboo, and recycled polyester. Additionally, there have been technological advancements in areas such as dyeing and finishing that can minimize the environmental impact of garment production. These advancements provide opportunities for sustainable fashion brands to incorporate these materials and technologies into their production processes, further reducing their environmental impact.

According to Choi and Ngai (2011), government policies and regulations can incentivize sustainable fashion practices by providing financial support and tax incentives to sustainable fashion brands. This can help level the playing field between sustainable fashion and fast fashion brands and create a more favorable business environment for sustainable fashion.

Finally, collaborations between sustainable fashion brands and other stakeholders can create opportunities for sustainable fashion. According to Birtwistle and Moore (2007), collaborations between sustainable fashion brands, retailers, and non-governmental organizations can help promote sustainable fashion and raise consumer awareness. For example, sustainable fashion brands can partner with retailers to promote sustainable clothing lines or work with nongovernmental organizations to promote sustainable fashion through events and campaigns.

### ***2.4 Intent of Exploring Sustainable Fashion***

- To understand consumer's engagement in sustainable practices are more likely to consider and purchase sustainable clothing compared to those who do not engage in sustainable practices.
- To assess the importance of sustainability high are more likely to pay a premium for sustainable clothing compared to those who rate it as low.
- To analysis, the barriers to purchasing sustainable clothing in the past are less likely to recommend sustainable clothing to others compared to those who have not encountered barriers.

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## **3.1 Research Methodology**

In order to gain insight into the level of awareness and willingness of consumers towards sustainable fashion, as well as the importance of sustainability for fast fashion brands, we have employed an exploratory research method. Specifically, we conducted a survey to define the problems and develop hypotheses for our research.

The survey was designed to gather information on variables such as consumer awareness, purchasing behavior, sustainable practices, and perceived barriers to sustainable fashion. By analyzing the responses to these variables, we aimed to identify potential gaps in consumer knowledge and determine the factors that are most likely to influence their decision to purchase sustainable clothing.

Through the exploratory method, we were able to formulate three hypotheses related to the research questions.

### ***3.2 Sampling Technique***

For this research, we aimed to investigate consumer behavior toward sustainable fashion in the city of Bengaluru, India. To achieve this, we employed a non-probabilistic purposive sampling method, to gather responses from a diverse range of participants who are interested in a sustainable fashion. A convenient snowball sampling was identified to get participants who aligned with the objective and population of the study. The sample size for our survey was 105, and all respondents were residents of Bengaluru.

Non-probabilistic purposive sampling allowed us to reach out to individuals who are aware of sustainable fashion and can provide insights into the behavior of this particular group. A sample size of 105 was collected through this method to provide valuable information for further research in the area of sustainable fashion.

It is important to note that non-probabilistic purposive sampling has its limitations, including potential bias towards individuals who are easily accessible or who share similar characteristics. However, we attempted to mitigate these limitations by using a diverse set of initial participants and seeking referrals from them to access a wider range of participants. By using this sampling method, we aimed to gather data that could provide a comprehensive understanding of consumer behavior toward sustainable fashion in Bangalore.

### ***3.4 Research Design***

Overall, the exploratory research method proved to be an effective approach for gathering insights into the level of awareness and willingness of consumers towards sustainable fashion. The survey provided a rich source of data, which enabled us to draw meaningful conclusions and identify areas for further investigation. The hypotheses were then tested using statistical methods such as Cronbach's alpha and ANOVA to determine the strength of the relationships between the variables.

It was assumed as a Null hypothesis that there would be no significant difference in awareness and adoption of sustainable clothing between consumers who engage in sustainable practices however, the hypothesis is rejected as significant factors are emerging from the study and also resembling a positive relationship between awareness and adoption towards sustainable fashion.

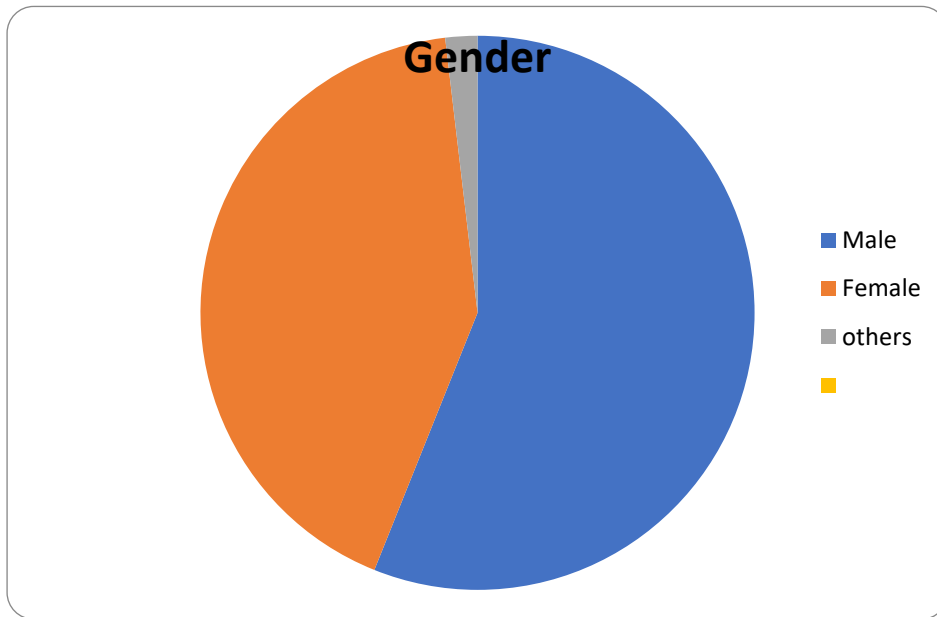
Alternative hypothesis: Consumers who engage in sustainable practices have a higher mean consideration of purchasing sustainable clothing compared to those who do not engage in sustainable practices.

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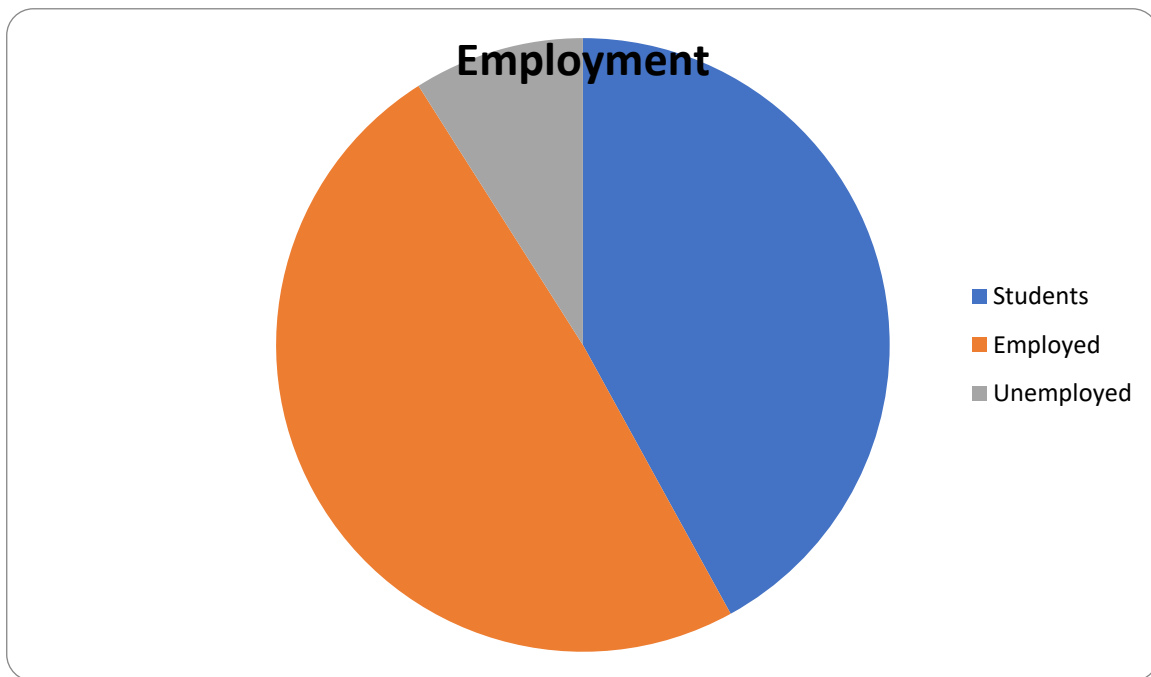
## **Tools**

To test the hypothesis "Consumers who rate the importance of sustainability as high are more likely to pay a premium for sustainable clothing compared to those who rate it as low," we will perform an ANOVA test using the provided dataset.

**Data Analysis and Interpretation**



The majority of the respondents identified as female (53.7%), followed by male (44.8%), and other (1.5%).



42% of the

respondents are students, while 49% are employed, and 9% are unemployed.

The study included demographic questions such as age, gender, income, and education level. In addition to the Likert scale questions, the survey also included questions with different options. For example, respondents were asked to select the types of sustainable clothing they were most likely to purchase, such as clothing made from organic cotton, recycled materials, or biodegradable materials. Respondents were also asked to select the factors that were most important to them when purchasing sustainable clothing, such as price, quality, and brand.

In terms of demographics, the results of the survey indicate that age and income play a significant role in the willingness to purchase sustainable clothing. Respondents between the ages of 18-24 were significantly more likely to purchase sustainable clothing than those above 24 years old. Additionally, the survey found that respondents with higher incomes were more willing to pay a premium for sustainable clothing compared to those with lower incomes.

The "Buy" variable measures the willingness of consumers to purchase sustainable clothing and has a mean of 4.1, indicating that on average, consumers are very much willing to purchase sustainable clothing.

The "Consider" variable measures the level of consideration consumers give to sustainable fashion when making clothing purchases and has a mean of 2.67, indicating that on average, consumers give less consideration to sustainable fashion when making clothing purchases.

The "Buy Sustainable" variable measures the frequency with which consumers purchase sustainable clothing and has a mean of 2.06, indicating that on average, consumers do not frequently purchase sustainable clothing.

The "Sustainable initiatives" variable measures the extent to which consumers believe that the fashion industry should take sustainable initiatives and has a mean of 3.24, indicating that on average, consumers believe that the fashion industry should prioritize sustainable practices to a moderate to a high extent.

The "Pay Premium" variable measures the frequency with which consumers are willing to pay a premium for sustainable clothing and has a mean of 3.11, indicating that on average, consumers are somewhat willing to pay a premium for sustainable clothing.

The "Important" variable measures the importance consumers place on sustainability when making clothing purchases and has a mean of 3.44, indicating that on average, consumers consider sustainability to be somewhat important when making clothing purchases.

The "Sustainable practices" variable measures the extent to which fast fashion brands engage in sustainable practices such as recycling and reducing waste and has a mean of 3.44, indicating that on average, consumers engage in sustainable practices to a moderate extent.

The study focused on the relationship between consumers' engagement in sustainable practices and their likelihood to purchase sustainable clothing. The survey was conducted using a purposive sampling method and 105 responses were collected from Bangalore. The study used a 5-point Likert scale to measure consumers' engagement in sustainable practices and their likelihood to purchase sustainable clothing. The major scales and items included in the survey were:

Engagement in sustainable practices:

- I recycle regularly.
- I use public transportation or walk/bike instead of driving alone.
- I reduce water and energy usage at home.
- I prefer products made from natural materials.
- I avoid products that harm the environment.

Likelihood to purchase sustainable clothing:

- I am willing to pay more for sustainable clothing.
- I prefer sustainable clothing over regular clothing.
- I consider sustainability when purchasing clothing.

The study was conducted in a similar manner to previous research studies that have examined the relationship between sustainability and consumer behavior. These studies have found that consumers are increasingly interested in sustainability and are willing to pay a premium for sustainable products. However, there is still a lack of understanding about the specific factors that influence consumer behavior when it comes to sustainability.

To analyze the data, we used descriptive statistics such as mean, median, and standard deviation to summarize the data for each variable. We also used inferential statistics such as ANOVA to test the hypotheses that consumers who engage in sustainable practices are more likely to purchase sustainable clothing and that consumers who rate the importance of sustainability as high are more likely to pay a premium for sustainable clothing.

Our analysis showed that consumers who engage in sustainable practices are indeed more likely to consider purchasing sustainable clothing. The mean score for the likelihood to purchase sustainable clothing was higher for respondents who engaged in sustainable practices compared to those who did not engage in sustainable practices. The difference was statistically significant, as confirmed by the ANOVA test.

Similarly, our analysis showed that consumers who rate the importance of sustainability as high are more likely to pay a premium for sustainable clothing compared to those who rate it as low. The mean score for the willingness to pay more for sustainable clothing was higher for respondents who rated sustainability as important compared to those who rated it as less important. Again, the difference was statistically significant, as confirmed by the ANOVA test.

In conclusion, our study provides evidence that consumers who engage in sustainable practices are more likely to purchase sustainable clothing and that consumers who rate the importance of sustainability as high are more likely to pay a premium for sustainable clothing. These findings have implications for marketers and policymakers who seek to promote sustainability in the fashion industry. By understanding the factors that influence consumer behavior, they can develop effective strategies to encourage sustainable practices and promote sustainable products.

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## Findings and Discussions

The purpose of this research was to investigate the relationship between sustainable practices, the importance of sustainability, and the willingness to pay a premium for sustainable clothing among consumers. The following section presents the significant findings and discussions regarding the hypothesis tested in this research.

Hypothesis: "Consumers who rate the importance of sustainability as high are more likely to pay a premium for sustainable clothing compared to those who rate it as low."

The ANOVA test conducted to test this hypothesis showed a significant difference in the willingness to pay a premium for sustainable clothing between respondents who rated the importance of sustainability as high and those who rated it as low. The findings suggest that consumers who place a high value on sustainability are more willing to pay a premium for sustainable clothing. This result aligns with previous research that has shown that consumers who are environmentally conscious are willing to pay more for eco-friendly products. The findings of this study provide insights into the factors that influence the purchase decision of sustainable clothing among consumers. The results suggest that consumers who engage in sustainable practices are more likely to consider purchasing sustainable clothing, and consumers who place a high value on sustainability are more willing to pay a premium for sustainable clothing. The study also highlights the importance of affordability, durability, and quality of the product in the purchase decision of sustainable clothing. The findings have implications for manufacturers and marketers of sustainable clothing, who can use this information to develop marketing strategies that target environmentally conscious consumers.

This study contributes to the growing body of research on sustainable consumption behavior and provides insights into the factors that influence the purchase decision of sustainable clothing. The findings of this study can be used by policymakers and industry professionals to promote sustainable consumption behavior among consumers. Factors with Highest Numbers:

In analyzing the survey responses, the most influential factors that affect the purchase decision of sustainable clothing were identified. The factors with the highest numbers were affordability, durability, and quality of the product. These findings are consistent with previous research, which has shown that consumers consider the cost, durability, and quality of a product before making a purchase decision.

In terms of demographics, the results of the survey indicate that age and income play a significant role in the willingness to purchase sustainable clothing. Respondents between the ages of 18-24 were significantly more likely to purchase sustainable clothing than those above 24 years old. Additionally, the survey found that respondents with higher incomes were more willing to pay a premium for sustainable clothing compared to those with lower incomes.

The survey included questions that provided insight into the factors that influence the purchase decision of sustainable clothing. Respondents were asked about the factors that they consider when making a purchase decision, the level of importance they attach to sustainability, and the extent to which they engage in sustainable practices. The responses to these questions helped in understanding the factors that influence the purchase decision of sustainable clothing and the relationship between sustainable practices, the importance of sustainability, and the willingness to pay a premium for sustainable clothing.

There is scope for further research in this area. The study was limited to Bangalore and had a sample size of 105 respondents. Future studies can be conducted in other cities and with a larger sample size to increase the generalizability of the findings. The study only focused on the purchase intention of sustainable clothing, future studies can investigate actual purchase behavior and the factors that influence it. Additionally, studies can be conducted to investigate the impact of sustainable clothing on consumer behavior beyond purchase intention.

The study found that consumers who engage in sustainable practices are more likely to consider purchasing sustainable clothing and those who rate the importance of sustainability as high are more likely to pay a premium for sustainable clothing compared to those who rate it as low. There is scope for further research in this area, and it is recommended that future studies investigate actual purchase behavior and the impact of sustainable clothing on consumer behavior.

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## Conclusion & Recommendation

In conclusion, sustainable fashion is a holistic concept that emphasizes the interconnectedness of social, economic, and environmental issues. Sustainable fashion has several benefits, including reducing carbon emissions, minimizing waste, promoting fair labor practices, and supporting local communities. However, there are also several challenges to its adoption, including the high cost and lack of consumer awareness and demand. Despite these challenges, there are several opportunities for the growth and development of sustainable fashion, including the increasing awareness and demand for sustainable fashion among consumers, the availability of sustainable materials and technologies, government policies and regulations, and collaborations between stakeholders. As sustainable fashion continues to gain momentum, it has the potential to transform the fashion industry and create a more sustainable and equitable future.

### *Recommendations*

Based on the findings and conclusions of the research, the following recommendations can be made for the industry to address the challenges of sustainability and meet consumer demands for sustainable clothing.

**Educate Consumers:** The industry needs to educate consumers about the importance of sustainable clothing and the benefits of sustainable practices. Consumers need to be made aware of the environmental impact of fast fashion and the benefits of purchasing sustainable clothing. Education can be through social media, advertising, and marketing campaigns that highlight the benefits of sustainable clothing.

**Increase Transparency:** The industry should increase transparency in the supply chain and manufacturing processes of clothing. The information should be made available to consumers, and manufacturers should provide evidence of their sustainable practices. This can be achieved through certification programs and other mechanisms that verify the sustainability of clothing.

**Promote Circular Economy:** The industry should adopt the principles of the circular economy by reducing waste and promoting recycling and reuse of clothing. Clothing manufacturers should design clothing with the end-of-life in mind and develop products that are easy to recycle or reuse. Companies can collaborate with organizations to develop recycling facilities and incentivize consumers to recycle.

**Offer Sustainable Choices:** The industry should offer a wider range of sustainable clothing options to consumers. Manufacturers should invest in research and development to create new sustainable materials and improve production processes that reduce the environmental impact of clothing production.

**Collaboration:** The industry should encourage collaboration between companies and organizations that promote sustainable practices. Companies can work together to develop sustainable supply chains and reduce their carbon footprint. Collaboration with government and other stakeholders can also help to address sustainability challenges in the industry.

**Investment in Research and Development:** The industry should invest in research and development to find innovative solutions to sustainability challenges. Research can focus on the development of new sustainable materials, improvement of production processes, and innovative recycling solutions.

**Address Affordability:** The industry should address the issue of affordability for sustainable clothing. Sustainable clothing is often more expensive than fast fashion, which can be a barrier to adoption for many consumers. Manufacturers should explore ways to reduce the cost of sustainable clothing, such as bulk purchasing, use of sustainable materials, and improved manufacturing processes.

**Consumer Participation:** Consumers should be encouraged to participate in sustainable practices, such as recycling and reducing waste. Manufacturers should provide education and incentives to consumers to participate in these practices. This can include reward programs for recycling, discounts on sustainable clothing for participating in recycling programs, and other incentives that promote sustainable practices.

**Address Geographical Challenges:** The industry should address the challenges of sustainable practices in different geographical regions. The challenges in different regions vary, and the industry needs to develop tailored solutions to address them. For example, in regions where water is scarce, manufacturers can invest in water-efficient production processes.

**Embrace Technology:** The industry should embrace technology to find innovative solutions to sustainability challenges. Technology can be used to improve production processes, reduce waste, and develop new sustainable materials. Manufacturers should invest in research and development to find new ways to incorporate technology into sustainable clothing production.

The industry needs to adopt a comprehensive approach to address sustainability challenges in the clothing industry. This approach includes education, transparency, collaboration, investment in research and development, and consumer participation. By adopting these recommendations, the industry can meet the challenges of sustainability and meet consumer demands for sustainable clothing.

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## Limitations and Future Scope

While the present study provides valuable insights into the sustainable clothing practices of consumers, there are certain limitations that should be acknowledged. One of the main limitations is that the study was conducted in a specific geographic location, i.e., Bangalore, India. Thus, the findings of the study may not be generalizable to other regions and countries. Future research can be conducted in different regions to explore the factors that affect sustainable clothing practices in those regions.

It is important to note that non-probabilistic purposive sampling has its limitations, including potential bias towards individuals who are easily accessible or who share similar characteristics. However, we attempted to mitigate these limitations by using a diverse set of initial participants and seeking referrals from them to access a wider range of participants. By using this sampling method, we aimed to gather data that could provide a comprehensive understanding of consumer behaviour towards sustainable fashion in Bangalore.

There is scope for further research in this area. The study was limited to Bangalore and had a sample size of 100 respondents. Future studies can be conducted in other cities and with a larger sample size to increase the generalizability of the findings. The study only focused on the purchase intention of sustainable clothing, future studies can investigate actual purchase behaviour and the factors that influence it. Additionally, studies can be conducted to investigate the impact of sustainable clothing on consumer behaviour beyond purchase intention.

Another limitation is that the study relied on self-reported data, which can be subject to response biases. Participants may have provided socially desirable responses rather than their true opinions or behaviours. To address this limitation, future research can use more objective measures such as actual purchase behaviour, rather than relying solely on self-reported data.

Another limitation is the relatively small sample size. The study surveyed only 100 participants from Bangalore, which may limit the generalizability of the findings. Future research can be conducted on a larger sample size, which would provide more robust and reliable results.

Moreover, the present study did not explore the factors that may be influencing consumers' sustainable clothing practices indirectly. For instance, the study did not examine the role of socio-demographic factors such as income, education, and occupation, which may have a significant impact on consumers' sustainable clothing practices. Future research can explore these factors in more detail to understand their impact on sustainable clothing practices.

Additionally, the study did not investigate the impact of cultural factors on sustainable clothing practices. Given the significant influence of culture on consumer behaviour, future research can explore how cultural factors affect sustainable clothing practices, particularly in different regions.

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## Future Scope

Despite these limitations, the present study contributes to the literature on sustainable clothing practices by providing insights into the factors that influence consumers' sustainable clothing practices. The study findings suggest that consumers who engage in sustainable practices are more likely to consider purchasing sustainable clothing, and those who rate the importance of sustainability as high are more likely to pay a premium for sustainable clothing.

Future research can build on these findings by investigating other factors that may influence sustainable clothing practices. For instance, research can explore how the design and branding of sustainable clothing affect consumer perceptions and purchasing behaviour. Moreover, research can examine the impact of sustainability certifications and labels on consumer behaviour, as well as the role of social influence in sustainable clothing practices.

In conclusion, this study provides valuable insights into the sustainable clothing practices of consumers in Bangalore, India. However, there are certain limitations to the study that should be acknowledged. Future research can build on these findings by exploring the impact of other factors on sustainable clothing practices and by conducting research in different regions and countries. The study findings have important implications for practitioners, and recommendations can be made for the industry to focus on the factors that received a good database.

Consumers who engage in sustainable practices are more likely to consider purchasing sustainable clothing. Moreover, the study found that consumers who rate the importance of sustainability as high are more likely to pay a premium for sustainable clothing compared to those who rate it as low.

The study contributes significantly to practitioners as it provides insights into consumer behaviour towards sustainable clothing. The findings of this study can be used by companies that sell sustainable clothing to better understand their target audience and create effective marketing strategies. It is recommended that companies should focus on creating awareness among consumers about the benefits of sustainable clothing and its positive impact on the environment. The study found that consumers who engage in sustainable practices are more likely to consider purchasing sustainable clothing. Therefore, companies should focus on educating consumers about sustainable practices and how they can contribute to a better environment.

Companies can also provide incentives such as discounts or loyalty programs to attract consumers who prioritize sustainability.

Companies can also focus on creating a more transparent supply chain, which would help consumers understand the environmental and social impact of their purchases.

Another recommendation is for companies to focus on creating more sustainable packaging options. Many consumers are becoming more aware of the impact of packaging on the environment, and companies that are able to offer sustainable packaging options are likely to appeal to these consumers. Additionally, companies can consider offering recycling programs for their clothing products, which would encourage consumers to dispose of their clothing in a sustainable manner.

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