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Redefining Waste and Responsibility: A Study on Fashion in Excess

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ABSTRACT :

This research explores the issue of overproduction in the Indian fashion industry and its growing environmental impact. With India being a major hub for both textile production and consumption, the rise of fast fashion has led to large-scale manufacturing due to demand for low-cost, trend-based clothing. As a result, textile waste in India has significantly increased, with a large portion either downcycled or ending up in landfills. Using a mixed-methods approach, the study investigates key causes of overproduction such as poor planning, limited technology use, and lack of coordination and examines how this contributes to environmental degradation. Primary data is collected through surveys and interviews focusing on consumer behavior, while secondary sources highlight current industry practices and emerging solutions like through findings from original research sources and schemes. The study mainly focuses on urban consumers to understand the behavioral patterns, the cause of demand driving overproduction and explore ways to encourage more sustainable consumption.

Keywords: overproduction, fast fashion, textile waste, consumer behavior, environmental impact, circular economy.

Introduction

In recent years, the fashion industry has become a symbol of overproduction, overconsumption, and environmental degradation especially in countries like India, where the sector is both culturally significant and economically vital. India leads in both the production and consumption of textile and apparel. Availability of raw materials and skilled workforce makes it a significant contributor to both the domestic and global textile supply chain. Given this, India has a vast quantity of textile waste. Due to fast fashion, the demand has increased which leads to high manufacturing rate that often prioritize low costs and high turnover over quality, sustainability, and ethics. As a result, millions of garments are discarded each year, many unworn, unrecycled, or dumped in landfills causing environmental degradation. This waste can be classified across three waste streams: pre-consumer, domestic post-consumer and imported waste. Pre-consumer waste is generated during and post-manufacturing across Cut-Make-Trim (CMT) units, fabric mills and spinning, domestic post-consumer includes garments/ textiles discarded by domestic consumers. Waste includes second-hand clothing and mutilated rags imported to India.

According to The Wealth in Waste report, approximately 7793 ktons, or 8.5% of global textile waste, is accumulated in India every year. 59% of this waste finds its way back into the textile industry through reuse and recycling but only a fraction of this makes it back into the global supply chain due to quality and visibility challenges. The remaining 41% is downcycled (19%), incinerated (5%) or ends up in a landfill (17%). Recycling Textile waste can be the answer to the increasing amount of waste generated in India. We need to understand waste characteristics in order to develop a circular economy to bring back textile waste into the global supply chain.

Research Objective

- To find out the main reasons for overproduction in the fashion industry.
- To link how frequently and how much urban consumers buy clothes with their knowledge of fashion's environmental damage.

Literature Review

The research paper "The Social and Environmental Impact of Fast Fashion" (January 2025) by Subharthi Das, Santu Karmakar, Timi Olubiyi Ph.D., and Santosh Kumar Behera analyzes how fast fashion is harmful for the environment and society. Due to cheap and rapid production, this leads to exploitation of labour, waste, pollution, and resource depletion. Students, mostly from the urban areas, are major consumers, influenced by social media. This study focus on a shift to ethical, sustainable practices through technologies like 3D printing, smart textiles, and blockchain, creating an awareness and responsible consumer behavior.

The *Wealth in Waste* report, released in July 2022 by Fashion for Good under the Sorting for Circularity India Project, explores India's textile waste crisis, with the country generating around 7.8 million tonnes annually from both factories and households. Despite a strong culture of reuse, about 41% of this waste is still landfilled or burned. The report emphasizes circularity recycling textiles and improving waste collection and sorting as key to

addressing the issue. Pilot programs using digital tools and automated sorting showed promise in efficiently connecting waste to recyclers. Overall, the report suggests that with the right systems, India can transform fashion waste into a valuable resource and lead in circular fashion.

The article "Fashion and textile waste management in the circular economy: A systematic review" by Md Shamsuzzaman et al. (published online on 25th March 2025) explores how the fashion industry is struggling with the massive challenge of waste. It looks at current waste generation and management in textiles, showing how these impact the environment and why sustainable solutions are now essential. The authors point out that more manufacturers are adopting circular economy (CE) strategies to cut damage, reduce costs, and improve their brand image. By involving stakeholders at all levels, the article shows how innovation and teamwork can help shape a more sustainable future for fashion.

The article "Problems of Garment Textile Industry in Bhilwara" by IJERT (International Journal of Engineering Research & Technology, Vol. 11, Issue 07, July 2022) The article shows the important role the garment sector has in India's economy. It explains how the industry helps in production, job creation and earning money from other countries. At the same time, it also talks about the problems like production steps and mistakes in clothes. The main aim of the paper is to study the issues faced by the garment industries in Bhilwara and list them according to how much they affect the making process and the final product. By looking at these problems, the study gives a better understanding of how improving work quality can make both local textile hub and the larger garment sector stronger

The article "Sustainable Waste Management Strategies in the Fashion Industry Sector" by Geetha Dissanayake and Pammi Sinha (published in The International Journal of Environmental, Cultural, Economic & Social Sustainability, Vol. 8, Issue 1, 2012) examines how textile waste both pre-consumer and post-consumer—has become a pressing environmental problem. The authors note that rising post-consumer waste, fueled further by fast-fashion culture, has pushed industry and academia to look beyond simple disposal and toward circular strategies. Their paper analyses three practical approaches recycling, reusing, and refashioning—and argues these can reduce environmental harm while offering operational and reputational benefits for firms. By highlighting the types of textile waste and mapping possible interventions, the study provides an early but still relevant roadmap for embedding circularity into fashion supply chains.

Research Methodology

This study adopts a mixed-methods approach, combining both primary and secondary data to understand the influence of overproduction in the fashion industry and its environmental impact. Primary data includes surveys through google forms, while secondary data was gathered from research papers & reports.

Research Design

Primary Data

For this study, a structured questionnaire was circulated in NIFT Daman and in metropolitan city such as Mumbai to collect primary data. Google Forms was used as the medium. Closed-ended questions and Likert scale–based questions were included in the questionnaire. For this study 154 samples collected.

Secondary Data

For this study we have gathered information from various original research resources such as research papers & reports which explained the amount of waste generated due to overproduction.

Area of Study

This study focuses on urban and metropolitan areas of India, where access to fast fashion outlets is extensive and consumption rates are higher due to exposure to global trends and retail accessibility. Urban areas tend to have trend-based, impulsive shopping behaviors, unlike rural areas, where access is limited and shopping is more conservative and need-based.

Population of Study

The population of study majorly includes college students, who are among the most influential consumers of fast fashion. It also focuses on other mid and elderly age groups who tend to shop. Studying this group offers valuable insight into the behavioral drivers behind overproduction and the potential for shifting toward more responsible consumption.

Demographic Data Analysis

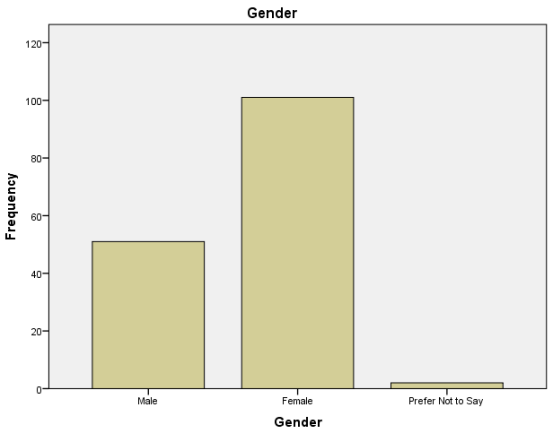
1) Gender vise data

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Male	51	33.1	33.1	33.1
	Female	101	65.6	65.6	98.7
	Prefer Not to Say	2	1.3	1.3	100.0
	Total	154	100.0	100.0	

(Table No. 1.1- Gender vise of data)



(Chart No. 1.1- Gender vise of data)

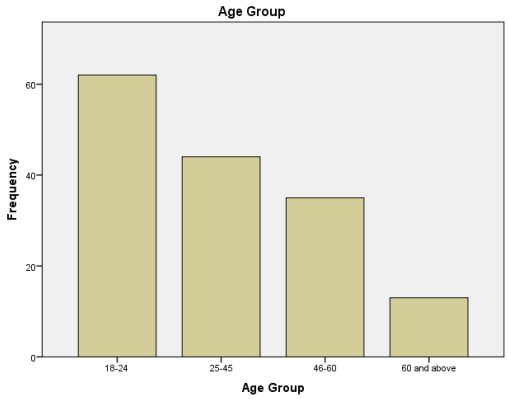
The gender breakdown of the 154 study participants is shown in Table 1. The largest percentage of respondents were female 101 out of 154 or 65.6%. Males represented 33.1% of the responses 51 out of 154. A very small percentage 1.2% or 2 responses chose "Prefer Not to Say" for gender.

2) Age Group vise data

Age Group

		Frequency	Percent	Valid ercent	Cumulative Percent
Valid	18-24	62	40.3	40.3	40.3
	25-45	44	28.6	28.6	68.8
	46-60	35	22.7	22.7	91.6
	60 and above	13	8.4	8.4	100.0
	Total	154	100.0	100.0	

(Table No.1.2- Age Group vise of data)



(Chart No. 1.2- Age Group vise of data)

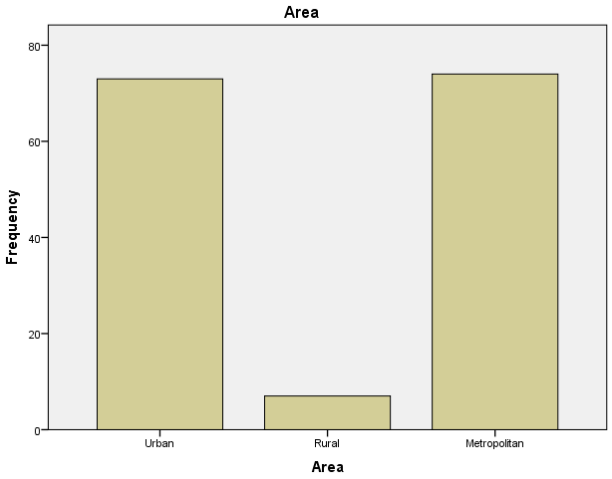
In the age distribution table for the 154 participant study population, 62 participants i.e. 40.3% fell into the 18 to 24 age range, the next-largest age group represented by 44 participants i.e. 28.6%, was between 25 and 45 years old; 35 participants i.e. 22.7% were aged between 46 and 60 years, and lastly, there were 13 participants i.e. 8.4% aged 60 years and above, who represented the smallest of the four age groups that were included in the study.

3) Area vise data

Area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	73	47.4	47.4	47.4
	Rural	7	4.5	4.5	51.9
	Metropolitan	74	48.1	48.1	100.0
	Total	154	100.0	100.0	

(Table No. 1.3- Area vise of data)



(Chart No. 1.3- Area vise of data)

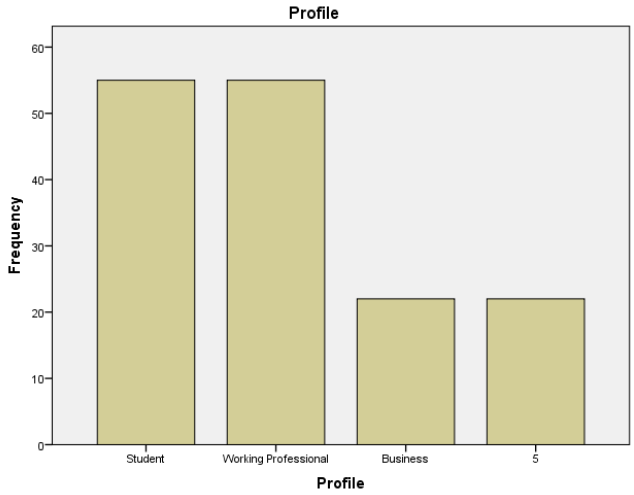
The 154 participants' residential areas are represented in the table. Almost half of them, 48.1% (74 individuals), lived in Metropolitan Regions, while the Urban Region was similar, with around 47.4% (73 people). The remaining members of the sample were distributed across Rural Areas with only 4.5% (seven people).

4) Profile vise data

Profile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	55	35.7	35.7	35.7
	Working Professional	55	35.7	35.7	71.4
	Business	22	14.3	14.3	85.7
	Unemployed	22	14.3	14.3	100.0
	Total	154	100.0	100.0	

(Table No. 1.4- Profile vise of data)



(Chart No. 1.4- Profile vise of data)

The table displays data collected from 154 participants' professional statuses. The largest percentages of participants in the table are Students and Working Professionals, both at 35.7% of the total sample size 55 participants each. Business Professional make up 14.3% of the total sample 22 participants, and Unemployed makes up 14.3% of the total sample 22 participants.

Data analysis & Interpretation

1) Correlation Between Area and Most Frequently Shopped Categories.

Count

		What type of categories do you shop for the most?		Total
		Clothing	Accessories	
Area	Urban	62	11	73
	Rural	7	0	7
	Metropolitan	62	12	74
Total		131	23	154

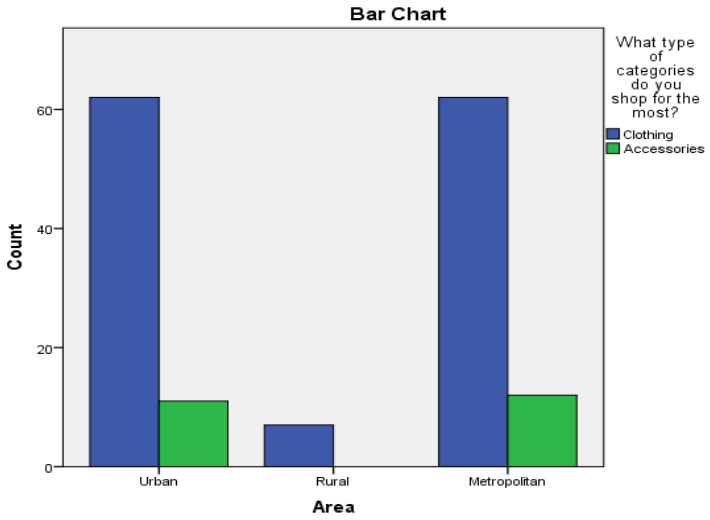
(Table No. 2.1.a - Area and Types of categories shop for the most)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.326[a]	2	.515
Likelihood Ratio	2.359	2	.307
Linear-by-Linear Association	.038	1	.844
N of Valid Cases	154		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.05.

(Table No. 2.1.b - Area and Types of categories shop for the most)

Data indicates that clothing is the dominant category purchased across all areas. In urban areas, n = 73, 62 (85%) shop primarily for clothing, while 11 (15%) favor accessories. In rural areas, n = 7, all 7 respondents, or 100%, shop only for clothes, with 0% favoring accessories. In metropolitan areas, n = 74, 62 respondents, or 84%, preferred to buy their clothes, and 12, or 16%, preferred accessories. In sum, 131 out of 154 respondents, or 85%, shop for clothes, and 23, or 15%, shop for accessories, which means a strong and consistent preference for clothes irrespective of area. Chi-square ($\chi^2 = 1.326$, $p = 0.515$) shows no significant association between area and shopping category; hence, people in urban, rural, and metropolitan regions behave similarly in terms of what they purchase most.



(Chart No. 2.1- Area and Types of categories shop for the most)

2) Correlation Between Profile and Average Monthly Fashion Purchases.

Count

		On average, how many fashion items (clothing, footwear, accessories, etc.) do you purchase in a month?				Total
		Less than 2	2-3	3-5	more than 10	
Profile	Student	19	23	9	4	55
	Working Professional	26	20	7	2	55
	Business	11	6	4	1	22
	5	12	4	5	1	22
Total		68	53	25	8	154

(Table No. 2.2.a.- Profile and Average Monthly Fashion Purchases)

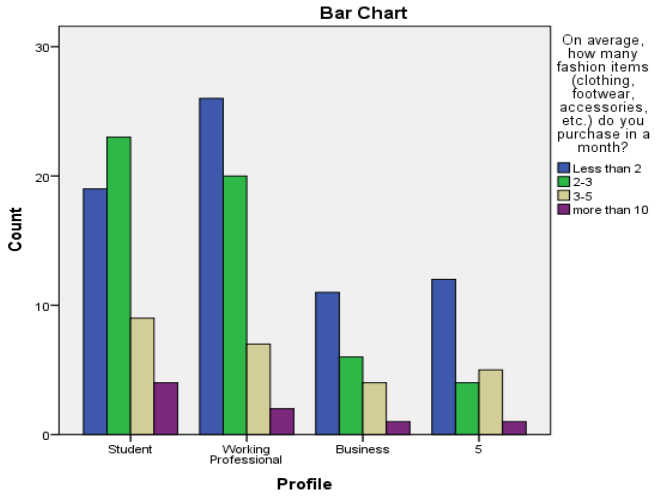
The crosstabulation indicates that the monthly fashion purchase behavior is consistent across all respondent profiles. Most of the students, working professionals, business respondents, and others generally purchase either less than 2 items or 2–3 items per month, with very few purchasing more than 5 or 10 items. The chi-square test also reveals that the result of $\chi^2 = 6.717$ and $p = 0.667$ (>0.05 p value) signifies no significant association between a

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.717[a]	9	.667
Likelihood Ratio	7.033	9	.634
Linear-by-Linear Association	.681	1	.409
N of Valid Cases	154		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 1.14.

respondent's profile and his/her monthly frequency of purchase for fashion. This means purchasing habits are fairly similar across most groups.

(Table No. 2.2.b.- Profile and Average Monthly Fashion Purchases)



(Chart No. 2.2- Profile with Average Monthly Fashion Purchases)

3) Correlation Between Gender and Average Monthly Budget for These Products.

Count

		What is your average monthly budget for these products? (based on previous question)				Total
		Less than Rs.1000	Rs.1000- Rs.3000	Rs.3001- Rs5000	More than Rs.10000	
Gender	Male	6	23	12	10	51
	Female	25	54	19	3	101
	Prefer Not to Say	0	1	1	0	2
Total		31	78	32	13	154

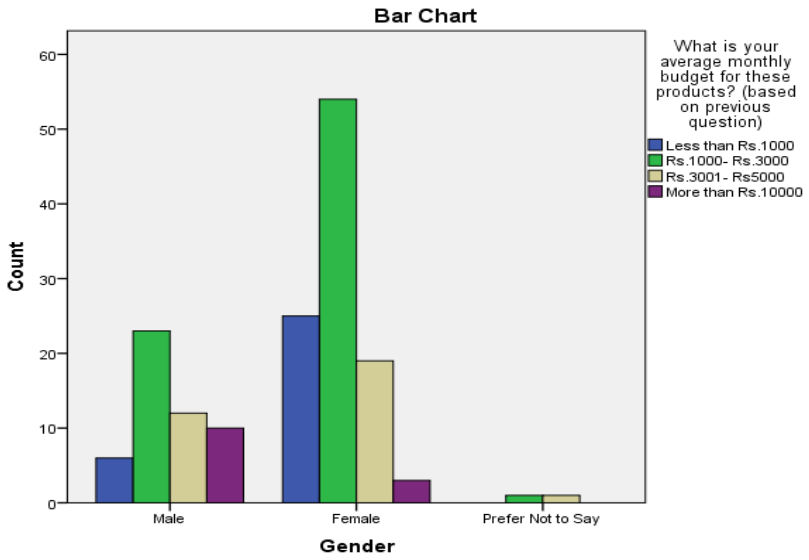
(Table No. 2.3.a Gender and Average Monthly Budget for These Products)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.195[a]	6	.013
Likelihood Ratio	15.916	6	.014
Linear-by-Linear Association	11.962	1	.001
N of Valid Cases	154		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .17.

(Table No. 2.3.b Gender and Average Monthly Budget for These Products)

This crosstabulation shows that there is noticeable gender-based differences in monthly fashion budgets. While for males, most fall in the range of ₹ 1000–₹ 3000, a greater share of ≈19.6% also falls in the range of above ₹ 10,000. In females, this is more concentrated around ₹ 1000–₹ 3000, with very few ≈3% falling in the above ₹ 10,000 range. Overall, half of all respondents fall in the ₹ 1000-₹ 3000 categories. The $\chi 2$ value of 16.195, $p = 0.013 (<0.05$ p value) shows a significant association between gender and monthly fashion spending, which therefore implies that gender does impact budgetary preference.



(Chart No. 2.3- Gender and Average Monthly Budget for These Products)

4) **Correlation Between Gender and Preference for Quantity Over Quality in Fashion.**

Count

		I prefer quantity over quality when it comes to fashion.					Total
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	
Gender	Male	5	12	5	20	9	51
	Female	10	17	18	36	20	101
	Prefer Not to Say	0	0	2	0	0	2
Total		15	29	25	56	29	154

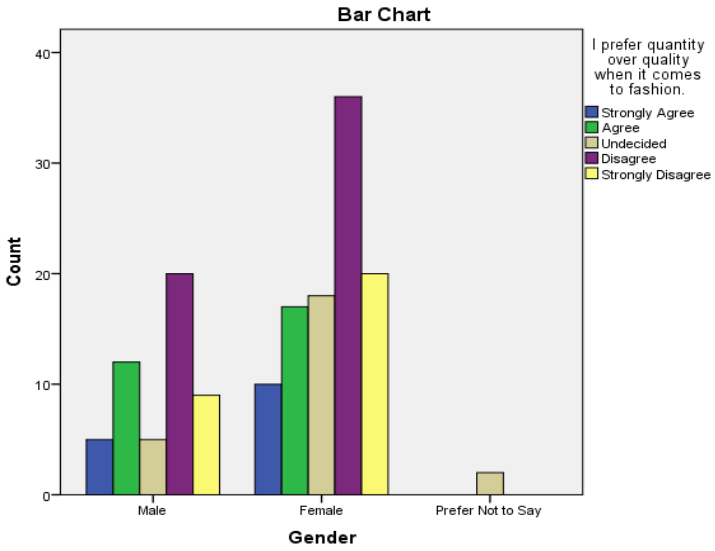
(Table No. 2.4.a- Gender and Preference for Quantity Over Quality in Fashion)

This table indicates that both males and females believe in quality as opposed to just quantity when it concerns fashion. Within males, about 57% disagree with choosing quantity, and similarly, around 55% of females also like quality. The "prefer not to say" group remains mostly undecided. Overall, 55.2% of all respondents lean towards quality, while only 28.6% agree with choosing quantity. The chi-square of 12.808, p = 0.119 (>0.05 p value) showed no significant statistical relationship between gender and this preference, suggesting that gender does not affect choosing between quality and quantity in fashion.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.808[a]	8	.119
Likelihood Ratio	9.933	8	.270
Linear-by-Linear Association	.038	1	.845
N of Valid Cases	154		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .19.

(Table No. 2.4.b.- Gender and Preference for Quantity Over Quality in Fashion)



(Chart No. 2.4.b.- Gender and Preference for Quantity Over Quality in Fashion)

5) Correlation Between Age Group and Frequency of Fashion Purchase.

Count

		How often do you shop for fashion products?				Total
		Weekly	Monthly	Quarterly	5	
Age Group	18-24	5	26	21	10	62
	25-45	2	15	15	12	44
	46-60	0	6	6	23	35
	60 and above	1	1	4	7	13
Total		8	48	46	52	154

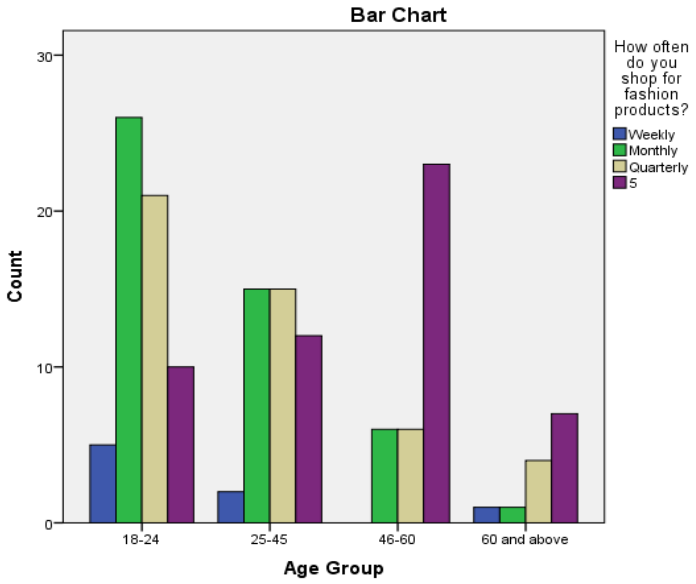
(Table No. 2.5.a. Age Group and Frequency of Fashion Purchases)

The table illustrates sharp differences in shopping frequency among different age groups. Younger respondents (18–24) shop the most, with the majority buying monthly or quarterly. The 25–45 group presents a moderate frequency, while the 46–60 group shops the least, with nearly two-thirds purchasing only five times a year. The 60+ group also shops infrequently, mostly five times a year. In total, from 154 respondents, most people shop monthly, quarterly, or about five times a year, while very few shop on a weekly basis. The χ^2 result 30.817, $p = 0.000$ (<0.05 p value) shows a significant association between age and shopping frequency; thus, it may be concluded that age is a strong factor in determining how often one goes shopping.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.817[a]	9	.000
Likelihood Ratio	32.873	9	.000
Linear-by-Linear Association	22.655	1	.000
N of Valid Cases	154		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .68.

(Table No. 2.5.b. Age Group and Frequency of Fashion Purchases)



(Chart No. 2.5 - Age Group and Frequency of Fashion Purchases)

Correlation Between Age Group and Tendency to Stop Wearing Clothes After a Few Uses

Count

		I stop wearing clothes after a few uses because I get bored of them.					Total
		Almost Always True	Usually True	Occasionally True	Usually Not True	Rarely True	
Age Group	18-24	3	12	22	12	13	62
	25-45	3	8	9	14	10	44
	46-60	1	4	9	9	12	35
	60 and above	0	1	3	4	5	13
Total		7	25	43	39	40	154

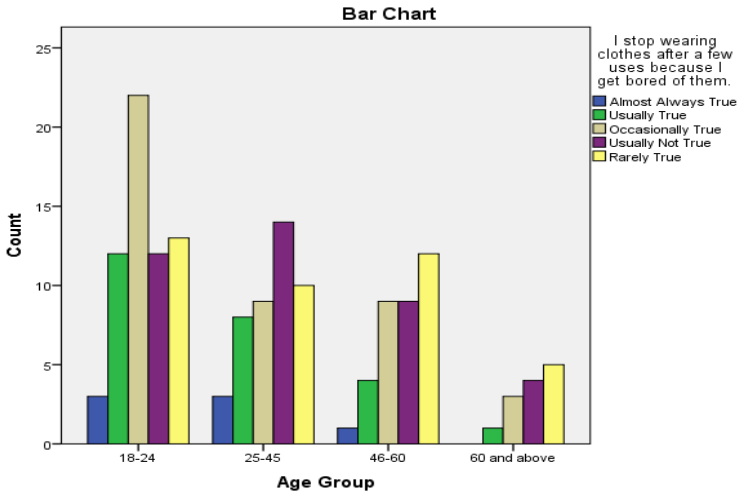
(Table No. 2.6.a. Age Group and Tendency to Stop Wearing Clothes After a Few Uses)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.445[a]	12	.664
Likelihood Ratio	10.052	12	.611
Linear-by-Linear Association	5.483	1	.019
N of Valid Cases	154		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .59.

(Table No. 2.6.b. Age Group and Tendency to Stop Wearing Clothes After a Few Uses)

The table reveals mild differences by age in how quickly people stop wearing clothes after a few uses. Younger respondents (18-24) are a bit more bored, as many say it is occasionally or usually true. The 25-45 group leans more toward "usually not true," while the 46-60 and 60+ groups show the strongest tendency to keep clothes longer, with many selecting "rarely true." Altogether, most respondents fall across the middle categories, showing mixed but balanced habits. The chi-square value $\chi^2 = 9.445$, $p = 0.664$ (>0.05 p value) shows no statistically significant association between age and boredom with clothes, which means that age does not meaningfully affect whether people stop wearing clothes after a few uses.



(Chart No. 2.6. Age Group and Tendency to Stop Wearing Clothes After a Few Uses)

6) Correlation Between Profile and Preference for Quantity Over Quality in Fashion.

Count

		I prefer quantity over quality when it comes to fashion.					Total
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	
Profile	Student	4	14	10	18	9	55
	Working Professional	5	8	9	22	11	55
	Business	5	3	1	9	4	22
	5	1	4	5	7	5	22
Total		15	29	25	56	29	154

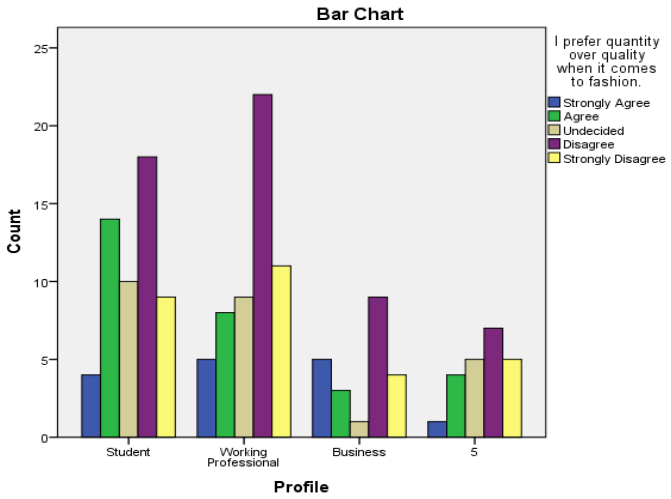
(Table No. 2.7.a. Profile and Preference for Quantity Over Quality in Fashion)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.527[a]	12	.570
Likelihood Ratio	10.288	12	.591
Linear-by-Linear Association	.298	1	.585
N of Valid Cases	154		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 2.14.

(Table No. 2.7.b. Profile and Preference for Quantity Over Quality in Fashion)

From the table, it can be observed that all professional groups prefer quality to quantity in fashion. The majority of students, working professionals, business respondents, and others strongly disagree with the idea of choosing quantity. This "other" group has the strongest quality preference. Overall, 55.2% of the total disagree or strongly disagree, while only 28.6% agree or strongly agree. Confirmation of no significant association of profession and preference was through the chi-square result: 10.527, p = 0.570 (>0.05 p value) indicating that the job profile of a person does not influence choosing between quality or quantity in fashion.



(Chart No. 2.7 - Profile and Preference for Quantity Over Quality in Fashion)

7) **Correlation Between Area and Consideration of Environmental Impact in Fashion Purchases.**

Count

		I consider environmental impact before purchasing fashion items.					Total
		Always	Often	Sometimes	Rarely	Never	
Area	Urban	4	17	33	13	6	73
	Rural	0	2	4	1	0	7
	Metropolitan	13	9	29	14	9	74
Total		17	28	66	28	15	154

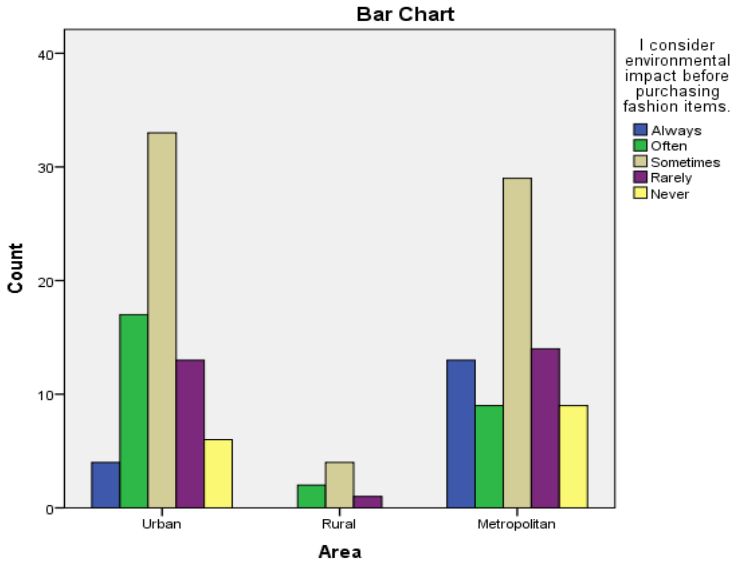
(Table No. 2.8.a. Area and Consideration of Environmental Impact in Fashion Purchases)

The table shows quite similar patterns in how often respondents consider the environmental impact of their purchases of fashion across urban, rural, and metropolitan areas. Most people in all three areas reported thinking about it "sometimes," though the metropolitan respondents report slightly higher levels of "always" considering it than others. Overall, only 11% always consider the environmental impact, while the greatest share (42.9%) does so sometimes. Chi-square $\chi^2 = 10.658$, $p = 0.222$ (>0.05) showed no significant association between area and environmental consideration, which may suggest that living in a particular place does not affect the level of concern for environmental impact.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.658[a]	8	.222
Likelihood Ratio	12.145	8	.145
Linear-by-Linear Association	.050		.823
N of Valid Cases	154		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .68.

(Table No. 2.8.b. Area and Consideration of Environmental Impact in Fashion Purchases)



(Chart No.2.8. Area and Consideration of Environmental Impact in Fashion Purchases)

8) **Correlation Between Gender and Awareness of Environmental Harm from Overproduction.**

Count

		I am aware that overproduction harms the environment.					Total
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	
Gender	Male	13	20	15	2	1	51
	Female	41	47	13	0	0	101
	Prefer Not to Say	1	0	0	1	0	2
Total		55	67	28	3	1	154

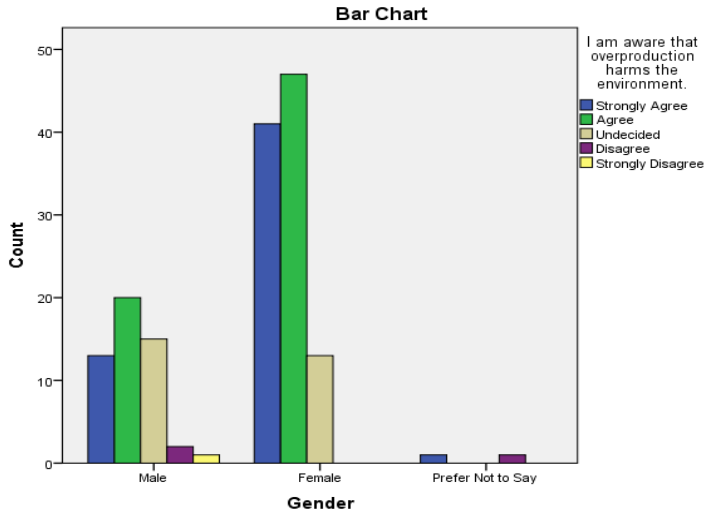
(Table No. 2.9.a* Gender and Awareness of Environmental Harm from Overproduction*)

The table presents gender differences in awareness about the environmental harm caused by overproduction. Among males, most strongly agree or agree, but quite a considerable share remains undecided. By contrast, females present much higher awareness: the majority strongly agree or agree, and none disagree at all. Overall, most of the respondents acknowledge the impact of overproduction on the environment, with very few disagreeing. This implies that there is a significant association between gender and awareness levels. Thus, the chi-square value of 37.759 p = 0.000 further confirms that gender influences awareness levels: females being the most aware, followed by males.

(Table No. 2.9.b* Gender and Awareness of Environmental Harm from Overproduction*)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.759[a]	8	.000
Likelihood Ratio	21.525	8	.006
Linear-by-Linear Association	7.564	1	.006
N of Valid Cases	154		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .01.



(Chart No. 2.9* Gender and Awareness of Environmental Harm from Overproduction*)

10) Correlation Between Age Group and Willingness to Reduce Shopping Frequency for Environmental Protection.

Count

		I am willing to reduce the frequency of my shopping to protect the environment.					Total
		Definitely	Probably	Possibly	Probably Not	Definitely Not	
Age Group	18-24	22	23	11	5	1	62
	25-45	20	14	6	3	1	44
	46-60	20	5	8	1	1	35
	60 and above	9	1	2	0	1	13
Total		71	43	27	9	4	154

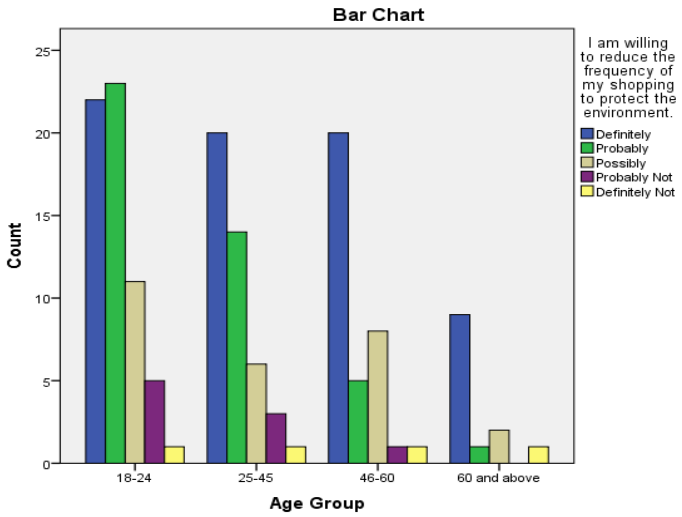
(Table No. 2.10.a Age Group and Willingness to Reduce Shopping Frequency for Environmental Protection)

The table shows that, across all age groups, there is strong willingness to reduce shopping frequency in order to protect the environment. Willingness is high among the youngest group (18–24), increases further with age, and then is most committed within the 46–60 and 60+ groups. In terms of the total sample, 46.1% of all respondents would "definitely" reduce shopping, while 27.9% would "probably" do so, while only a small minority were unwilling. The chi-square result $\chi^2 = 14.727$, $p = 0.257$ (>0.05) indicates no significant association between age and willingness, meaning people across all age groups show similarly high motivation to shop less for environmental reasons.

(Table No. 2.10.b Age Group and Willingness to Reduce Shopping Frequency for Environmental Protection)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.727[a]	12	.257
Likelihood Ratio	16.085	12	.187
Linear-by-Linear Association	1.778	1	.182
N of Valid Cases	154		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .34.



(Chart No. 2.10. Age Group and Willingness to Reduce Shopping Frequency for Environmental Protection)

11) Correlation Between Profile and Consumer Behavior Encouraging Overproduction Through Frequent Low-Cost Purchases.

Count

		Consumers encourage overproduction by frequently buying low-cost, trend-based clothing.				Total
		Strongly Agree	Agree	Undecided	Disagree	
Profile	Student	16	28	10	1	55
	Working Professional	17	26	8	4	55
	Business	5	15	2	0	22
	5	6	12	4	0	22
Total		44	81	24	5	154

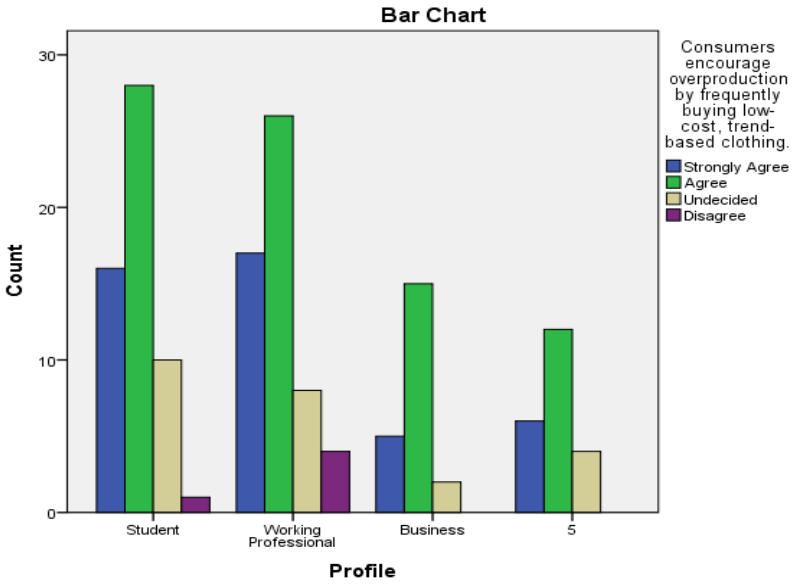
(Table No. 2.11.a. Profile and Consumer Behavior Encouraging Overproduction Through Frequent Low-Cost Purchases)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.231[a]	9	.613
Likelihood Ratio	8.033	9	.531
Linear-by-Linear Association	.053	1	.817
N of Valid Cases	154		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .71.

The crosstabulation shows a high level of agreement in all consumer profiles that buying low-cost, trend-based clothing contributes to overproduction. Among students, 80% agree or strongly agree, while among working professionals and business owners, 78% and 91%, respectively. The remaining profile group is mixed, with around half agreeing and many undecideds. Generally, the chi-square test reflects no significant association between profile and opinion at $\chi^2 = 7.23$, $p = 0.613$ (>0.05) thus, views on fast-fashion–driven overproduction are similar among all groups.

(Table No. 2.11.b. Profile and Consumer Behavior Encouraging Overproduction Through Frequent Low-Cost Purchases)



(Chart No. 2.11. Profile and Consumer Behavior Encouraging Overproduction Through Frequent Low-Cost Purchases)

Findings Of the Research

1. In all sectors, respondents were seen to always go for clothes, with Urban 85%, Rural - 100%, Metropolitan 84%, while in total, 131 of 154 - 85% shopped for clothes.
2. All profiles are similar in that the monthly buying habit of purchasing less than 2 items-students 34.5%, professionals 47.3%, business 50%, others 54.5%-or 2-3 items-students 41.8%, professionals 36.4%, business 27.3%, others 18.2% per month-and very few over 5 or 10 items.
3. The monthly fashion budget shows a clear gender difference, 45.1% of males were spending ₹1000–₹3000 and 19.6% were spending above ₹10,000, while for females, the observations were 53.5% in the ₹1000–₹3000 range and only 3% above ₹10,000. In all, about 50.6% fall in the ₹1000–₹3000 bracket.
4. Both males and females clearly preferred quality over quantity, with approximately 57% of males and 55% of females disagreeing with choosing quantity; overall, 55.2% of the respondents preferred quality while only 28.6% favored quantity.
5. Shopping frequency varies strongly by age: 18-24-year-old people shop most frequently, 41.9% every month, while the group of 46-60 years shops the least, with 65.7% buying only five times a year. The same low frequency characterizes the group of 60+ years. In general, most of the respondents shop monthly, quarterly, or five times a year.
6. The younger group of respondents, aged 18–24 years, express slightly more boredom, as their tendency is often to choose "occasionally true" or "usually true." On the other hand, older groups, such as those aged between 46–60 and above 60 years, tend to hang on to their clothes longer, as many of them chose "rarely true." Generally, responses are mixed across all age groups.
7. Quality is more preferred than quantity in all professional groups. A majority of the students, working professionals, business respondents, and most especially the "other" group disagree with choosing quantity. In sum, 55.2% disagree or strongly disagree, while only 28.6% agree.
8. All the respondents, be it from urban, rural, or metropolitan areas, have similar habits: most of them consider the environmental impact only “sometimes” (42.9%), and just 11% “always”; metropolitan participants show a bit higher “always” response.
9. The awareness of overproduction being harmful to the environment varies according to gender: most males agree but many show indecision, while females show much stronger agreement, with none disagreeing. Overall, most of the respondents acknowledge the problem.
10. All age groups are very willing to reduce shopping for environmental protection, but the most committed age groups are between 46–60 and above 60 years. Altogether, 46.1% would “definitely” reduce shopping, while 27.9% would “probably” do so; only small minorities are unwilling.
11. Most consumer profiles agree that low-cost, trend-based clothing drives overproduction: students 80%, professionals 78%, business owners 91%.

Limitations

The study has certain limitations. Due to time constraints, we were unable to conduct interviews with production managers or other professionals involved in the production process, which could have provided deeper insights. The analysis is based solely on responses collected through Google Forms. The questionnaire was circulated mainly among NIFT Daman students and respondents from Mumbai, which may not fully represent a wider population.

Most participants were college students, with fewer middle-aged and older respondents. Also, although the required sample size was 208, only 154 responses were collected, which may affect the overall generalizability of the findings.

Conclusion

This study achieves its goals of identifying the major causes of overproduction in the Indian fashion industry and understanding how consumer buying frequency aligns with awareness regarding environmental harm. The study found that overproduction is mainly driven by fast-fashion demand, poor production planning, inaccurate forecasting, and a lack of technological integration within the industry. At the core of these issues, rapid trend cycles and pressure to keep shelves constantly filled drive brands to manufacture much more than the market actually demands. The second objective-to assess how frequently urban consumers purchase fashion products and relate this to their environmental awareness-shows a clear disconnect. While most respondents, across genders and professions, are in agreement that overproduction is harmful to the environment, their actual buying habits do not reflect this awareness. Younger consumers, especially those in the age group of 18-24 years, shop more frequently and contribute to a significant demand for fast fashion. Most of the respondents consider the environmental impact of their purchases "sometimes," which evidences awareness but not continuous action. At the same time, the willingness for reduction in shopping frequency is high across all age groups, thus showing potential for behavioral change if proper awareness and sustainable options are provided. It concludes that overproduction is neither solely an industry-level issue nor one of brands or consumers; it is both. Fast-fashion consumption patterns, along with systemic inefficiencies in manufacturing, combine to create huge textile waste that causes environmental damage. The way forward to meet this challenge rests in mindful shopping by consumers and strengthened forecasting with the adoption of circularity and improvement of production efficiency by brands. The bridge between awareness and action can be facilitated to make the Indian fashion industry progress towards a more sustainable and responsible future.

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