



# The Emergence and Influence of Sustainable Fashion on Consumer Behavior

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## ABSTRACT

Sustainable fashion has evolved from a niche concern to a global movement. This paper explores the impact of sustainable fashion on consumer choices, particularly among younger demographics. Using survey-based data collected from college students, the study investigates consumer awareness, behavior, and attitudes toward eco-friendly clothing. The findings suggest a growing inclination toward sustainability in fashion, driven by environmental awareness and social responsibility.

**Key Words :** Sustainability, Consumer awareness, eco-friendly, fashion, social responsibility

## 1.0 Introduction

The definition of "sustainable development" according to Collins dictionary is "preventing the depletion of natural resources in order to maintain ecological balance." In other words, nothing is generated that the world cannot naturally absorb back and no more resources are used than the planet can naturally replace. This idea of sustainable development is at contrast with the present fashion industry's linear "take, make, lose" approach. Sustainable fashion primarily refers to apparel and accessories that are created and/or made available in a way that is ethical from both an environmental and social perspective. The word "access" is included in this definition of sustainable fashion because the idea shouldn't be restricted to creating or purchasing brand-new items. Although advertisements for sustainability have made us think that we can purchase our way to sustainability, it is not that simple. Of course, we can also buy cheaper, but making sustainable fashion does not require buying new.

Recycling, buying used, and bartering/borrowing from friends are other ways to participate in the sustainable fashion movement that don't require you to produce or buy new. Sustainable fashion (also known as eco-fashion) is a term that describes products, processes, activities and people (politicians, brands, consumers) that aim to achieve a carbon-neutral fashion industry based on equality, social justice, animal welfare and ecology. integrity. Sustainable fashion is more than just fashion textiles or products, but the entire process of making, consuming and disposing of clothes. The company plans to combat the large carbon footprint created by the fast fashion industry by reducing environmental impacts such as air pollution, water pollution and climate change. In 2020, it was noted that voluntary reform of the textile product supply chain by large companies to reduce environmental impact has largely failed.[2][3] Actions to reform fashion production require, in addition to greenwashing, the creation and enforcement of standard certificates and related import controls, subsidies [4] and initiatives such as environmental tariffs.

### 1.1 History and background of Sustainable Fashion

In the early 1990s, around the same time as the 1992 United Nations Conference on Environment and Development, commonly known as the Rio Earth Summit, "green issues" (as they were called at the time) made their way into fashion and textile publications. These publications featured well-known companies such as Patagonia and ESPRIT, whose founders Yvon Chouinard and Doug Tompkins were outsiders who witnessed the environmental damage of overproduction and consumption. Doug Tompkins and Yvon Chouinard discovered early on that exponential growth and consumption is not sustainable. In the late 1980s, they brought environmental considerations into their business models by commissioning studies on the impact of the fibers used in their companies. For Patagonia, this led to an assessment of the life cycle cotton, wool, nylon, and polyester are the four fibers. ESPRIT concentrated on cotton, which at the time constituted 90% of production, and superior cotton substitutes. After 30 years, central investment in the sources, outcomes, and choice of materials, as well as the processing of fibers and fabrics, is still widespread.

Arne Naess, Fridtjof Capra, Ernest Callen Bach, and design theorist Victor Papanek were serious environmentalists whose ideology served as the foundation for "green" or "eco-fashion"'s guiding ideas. This compulsion is also connected to a feminist notion of interconnection, the "ethics of care" promoted by Carolyn Merchant, Suzi Gablik, Vandana Shiva, and Carol Gilligan, and relationships between humans and nature.

The legacy of Patagonia and the early work of ESPRIT continue the discussion of sustainability in fashion today. A call for responsible consumerism was published by ESPRIT in the *Utne Reader* in 1990. In order to broaden the movement to include numerous fashion manufacturers, ESPRIT and Patagonia held the first organic cotton conference in Visalia, California, in 1991.

Based on the Elmwood Institute's Eco-Audit Guide, chief designer Lynda Grose created an electronic ESPRIT collection in 1992 that was made for retail. *Do not Buy This Jacket*, a public relations and advertising campaign from the Patagonia company, featured photos of Patagonia goods in 2011. This message was intended to inspire individuals to consider how their consumption may affect the environment and to only purchase necessities.

Since the early 1990s, the study of sustainable fashion has grown alongside the business, and today it has its own history, dynamics, politics, practices, sub-movements, and an analytical and critical language. The field is broad and includes technological initiatives enhancing the resource effectiveness of present operations, analyses of brands and designers operating within the currently understood framework, and initiatives with the primary objective of changing the fashion industry, including its logic of growth.

In order to promote innovative and well-coordinated research to solve the problems of biodiversity loss and climate change, a group of scientists created UCRF (Union for Concerned Researchers in Fashion) in 2019.[30] UCRF won the North Star Award at the Green Carpet Fashion Awards held during Milan Fashion Week in the fall of 2019.

### ***1.2 Significance of sustainable fashion***

People who work in the fashion industry think that company operations can be more sustainably run through growth and profit. This is accomplished by enhancing society and the global economy's value and prosperity. Increasing the value of locally produced goods and services, extending the useful lives of materials, elevating the value of classic clothing, lowering waste, and lessening production- and consumption-related environmental harm are a few examples of this. Another objective is to increase awareness of ecological consumption by encouraging "green consumption," which can help the business get more customers and support the significance of sustainable fashion

### ***1.3 Role of sustainability in textile industry***

To start, sustainability in the textile and clothing sector goes beyond using environmentally friendly materials and methods of production. The textile industry uses a lot of water, energy, chemicals, and hazardous materials. Most textile enterprises release large amounts of hazardous waste into the environment, putting life in peril. In order to sustain not only the textile industry but also the entire ecosystem, we urgently need new production methods that respect the environment and natural resources...

To start, sustainability in the textile and apparel industry does not stop with adopting organic materials and environmentally beneficial practices. Fighting climate change, promoting gender equality, sustainable production and consumption, access to clean water and adequate sanitation, and the advancement of the economy are five of the 17 concerns that the textile industry handles. Numerous widely accepted independent accreditations and criteria were developed to gauge the company's sustainability. To combat climate change, the textile industry is making substantial reductions in pollutants and setting emission targets worldwide.

The textile industry should invest in research and development to use sustainable raw materials and create environmentally friendly final products if it wants to grow sustainably without further damaging the environment. Since they are in the best position to sway consumer sentiments and connect them to manufacturing and procurement procedures, many worldwide clothing firms are now at the forefront of the mission of sustainable development.

The principles of "slow fashion" are aligned with the qualities of sustainable fashion, which prioritizes emotional, ecological, and ethical factors over soft and smooth efficiency. Slow fashion develops as a defender of diversity in opposition to fashion's growing emphasis on mass production and global style. It alters the balance of power between fashion designers and customers and cultivates new bonds of trust that are only feasible at a more intimate scale. Understanding the planning process and how it affects workers, neighbors, and ecosystems is beneficial. Traditional production techniques, long-lasting products, or design ideas that seek to be both visually pleasing and durable are all common components of slow fashion. It is advised to develop new methods for achieving sustainable principles without sacrificing competitiveness.

### ***1.4 Challenges to overcome***

Change from low-cost RMG producers to producers who provide value. To strengthen ties between business and academic institutions, fund independent research and development. Boost the inventiveness of industry. Place a strong emphasis on the advancement of the industry's technological underpinnings and the hunt for more environmentally friendly technological solutions. To achieve sustainability without sacrificing market competitiveness is the most challenging task. the upcoming

The fashion and textile industries now acknowledge the urgent need to alter the way apparel is made. At the moment, cotton and polyester fibers hold a sizable market share. 80 percent of the world's apparel is produced by them together. Instead, as part of a sustainable future, creative alternatives to these fibers have been created. These fibers are less expensive and use fewer resources. Therefore, the damaging impacts on the environment, animals, and people can be greatly reduced with intelligent material and clothing choices. Additionally, eliminating wasteful operations and reducing the usage of chemicals, water, and electricity have a positive impact.

Sustainable fashion has a bright future thanks to recent developments in the textile and fashion industries. Sustainability must be given high attention in a holistic strategy if the fashion and textile industries are to survive. All facets of the global fashion and textile industry benefit from it since it preserves the environment and raises living standards for workers, clients, and suppliers. However, long-term sustainability requires continual progress in all these areas..

### *1.5 Eco-friendly fabrics in textile industry*

The fashion industry is one of the largest contributors to global pollution and environmental degradation. Traditional fabrics like cotton and polyester, while popular, come with heavy environmental costs. For instance, producing just one kilogram of cotton fluff requires between 10,000 and 17,000 liters of water. Although cotton cultivation occupies only 2.4% of the world's arable land, it consumes a disproportionate amount of agrochemicals—11% of all pesticides and 24% of insecticides. Polyester, another widely used fabric, is made from petroleum, a non-renewable resource, making its production unsustainable in the long run. Moreover, polyester is non-biodegradable, meaning it lingers in landfills for centuries.

As the global population grows and more people in developing nations join the middle class, the demand for textiles will inevitably increase. To meet this rising demand without further harming the planet, we must shift toward sustainable and eco-friendly alternatives. A wide range of environmentally conscious fabrics is available today, including organic cotton, organic wool, hemp, bamboo, silk, and Tencel. These materials not only reduce the environmental footprint of clothing production but also promote better health for both humans and ecosystems.

Organic cotton, for example, is grown without synthetic pesticides and fertilizers and is processed without harmful chemicals. According to the Global Organic Textile Standard (GOTS), organic cotton production uses 62% less energy and 88% less water compared to conventional cotton. This makes it one of the most sustainable choices for fabric.

Recycled polyester (rPET) is another eco-friendly alternative. It is typically made from post-consumer plastic bottles, giving new life to plastic waste. While it retains the durability and versatility of virgin polyester, it significantly reduces dependence on fossil fuels. rPET can be transformed into various forms, including stretchy activewear and soft fleece.

Bamboo linen is another strong contender in sustainable textiles. When harvested correctly, bamboo does not die, allowing it to regenerate quickly. It absorbs more carbon dioxide than most trees and requires minimal resources to grow, thriving mostly in natural rainfall. However, it's crucial to opt for bamboo fabrics processed mechanically rather than chemically, as the latter can involve toxic substances.

Pinatex is a relatively new but innovative sustainable material made from pineapple leaf fibers, a by-product of the food industry. It offers a cruelty-free alternative to leather and uses PLA (polylactic acid) resins derived from wood to enhance durability. However, some manufacturers use synthetic, non-biodegradable coatings, which should be avoided to maintain the product's eco-friendliness.

Ultimately, sustainable fashion is not just about the materials used; it also depends on our choices as consumers. By consciously altering our purchasing habits and seeking out eco-friendly fabrics, we contribute to a healthier planet and a more ethical fashion industry. From farm to fabric, sustainable practices can reshape the entire fashion ecosystem, reducing pollution and supporting regenerative agriculture. The time to act is now—our planet can no longer afford fast fashion.

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## **2.0 Objective of Study**

Presents paper having the following objectives, they are:

- To evaluate the awareness of sustainable fashion among consumers.
- To identify key factors influencing sustainable fashion choices.
- To analyze the impact of sustainability on purchasing decisions.

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## **3.0 Methodology**

The study employs a quantitative research approach using structured questionnaires distributed to 100 college students. The survey includes both closed-ended and multiple-choice questions covering demographics, awareness levels, purchasing behavior, and sustainability preferences.

The following hypothesis is assumed for the proposed study:

1. Sustainability in the fashion industry has great value.
2. Today, there are several brands promoting sustainability in the fashion industry.
3. The national and central governments and non-governmental organizations support sustainable development different ways.
4. The situation of the employees is not satisfactory.

### 3.1 Brands who are promoting sustainability in fashion

Today, sustainable fashion is gaining popularity among international fashion brands. However, it is gradually increasing for Indian fashion brands. As we can imagine, many brands can switch their clothing to organic by 2030. It is several companies are successfully promoting a greener lifestyle through their brands. Signs like:-

1) H&M Hennes and Mauritz AB

2) Zara

These are the most famous international fast fashion brands that are popular young people

#### 3.1.1 H&M

H&M, a global fashion retailer, is adopting sustainable practices through innovations like the Green Machine, which recycles cotton-polyester blends. The company aims to use 30% recycled materials by 2025 and 100% by 2030. Despite these goals, only 0.7% of materials used in 2018 were recycled, showing a need for faster progress. H&M's Conscious Collection, launched in 2010, promotes eco-friendly fashion but includes limited recycled content.

The brand plans to reduce water use in production by 25% and recycle 15% of that water.

By 2030, all polyester used will be 100% recycled, and all packaging will be reusable or recyclable. Animal-derived materials like wool will come from farms with certified animal welfare practices. H&M commits to 100% renewable electricity across its operations and suppliers. It also pledges to detox its supply chain and eliminate hazardous chemicals.

The ultimate goal is to achieve net-zero emissions and lead the shift toward circular, sustainable fashion.

#### 2) Zara

Zara is owned by Inditex, one of the world's largest retail groups. The owner of the high street fashion chain Inditex "Forbes" spoke with other brands, including Zara Home, Massimo Dutti and PullandBear also follows sustainability. This is one of many ambitious goals to be announced. By 2025, 80%

### 3.2 State government and central government and NGOs are supporting

sustainability in various ways. Promote the number of non-governmental organizations working and assisting designers and workers sustainable fashion in the fashion industry. All systems of NGOs, State Govt. and The central government is presented here:

- National Association for Sustainable Fashion Mission of the National Association Sustainable Fashion Designers (SFD) must collaborate with entrepreneurs and others people who provide education and programs that promote sustainability practices, lead projects that create positive social and environmental change and developing the next generation of fashion leaders. We are a non-profit organization which offers specialized programs, training and industry resources to promote creative, innovative and influential fashion companies.
- Global Organic Textile Standard The Global Organic Textile Standard (GOTS) is an internationally recognized organic textile standard. After its introduction in 2006 GOTS has proven its practical feasibility and is supported by growth consumption of organic fibers and the demand for uniform processing criteria industry and retail sectors. GOTS guarantees the organic status of textiles environmental and social harvesting of raw materials responsible manufacturing straight to the labels to deliver reliable products insurance for the consumer.

- The United Nations (UN) Sustainable Fashion Alliance is an initiative United Nations agencies and related organizations whose purpose is to promote Goals of sustainability through the coordinated activities of the fashion industry.

- The Center for Sustainable Fashion (CSF) is a research center based in London University of the Arts London (UAL) College of Fashion. He is committed to harnessing fashion trends, creating a sustainable future and improving our way of life since 2008. It supports the key change agents in fashion an industry that uses sustainable design and business practices. CSF brings together a diverse community of world-leading researchers, designers, educators and communicators in many with a wide network disciplines and locations.

- The Global Fashion Agenda (GFA) is a forum for leaders in the fashion industry leaders and influencers of sustainable cooperation. It is an advocacy, non-profit thought leadership organization that focuses on to mobilize and direct the fashion industry to bold and urgent action resistance 13

The organization has been behind the Copenhagen Fashion Summit since 2009 a corporate event dealing with fashion sustainability that brings together key players in fashion fashion industry, multilateral organizations, associations and political decisions factors to find common solutions for the realization of social and environmental problems resistance

- The Sustainable Apparel Coalition (SAC) is one of the clothing, footwear and textiles the industry's leading sustainable manufacturing association. SAC's vision is an industry that produces no unnecessary environment harm and have a positive impact on the people and communities associated with them its operation. The coalition is developing a standardized value chain that measures the Higg Index a set of tools for all operators in the field. It enables brands, retailers and facilities of all sizes for environmental impact assessment. It aims to enable fashion companies to make significant improvements which protect the welfare of garment factory workers, local communities and others to the environment.

• Textile Exchange is a global not-for-profit organization that leads the industry conversion to desired fibers, integrity, standards and responsible supply networks since 2002. It offers many useful resources and information about better textiles to inspire and equip people to promote sustainable practices in the field of textile value chain. Companies and organizations from more than 25 countries have joined as members of the organization to take its sustainability strategy to a new level. Thus, hypothesis number three is fulfilled.

### ***3.3 The Myth of sustainable fashion***

The fashion business is among those that best exemplifies sustainability. While yoga mats made from mushrooms and polka-dot sneakers are common on retail shelves, products ranging from swimwear to wedding dresses are marketed as carbon-positive, organic, or vegan. New business concepts that promote themselves as being environmentally friendly include recycling, resale, renting, reuse, and repair. Unfortunately, none of these initiatives and so-called "innovations" in the fashion industry over the past 25 years have succeeded in lessening the impact on the environment, which should serve as a sobering wake-up call to anyone who believes that volunteering can effectively address climate change and other significant social issues. Consider the production of shoes and shirts, which has increased more than double in the past 25 years and of which 75 percent is disposed of in landfills or incinerators. I served as the CEO of Timberland, a clothing and footwear company that aimed to steer the market in the direction of a more sustainable future, for a number of years. The causes for the industry's failing sustainability are multifaceted. Consumer desire for inexpensive fast fashion has a significant influence on it, which is what is driving its persistent rise. The fact that apparel and footwear real prices have decreased by 50% since 1990, when the majority of new products were manufactured from petroleum-based synthetic materials, is also pertinent. Let us look at a few examples to see just how badly the market has failed the global fashion sector.

### ***3.4 Environmental impact***

Although the fashion industry's exact detrimental effects on the environment are still unknown, they are significant. Globally, the industry's boundaries are growing, and its multi-layered supply chain continues to be difficult to understand. Few brands own their downstream manufacturing assets because of trade liberalization, globalization, and ongoing cost constraints, and the majority of businesses outsource final production. Environmentalist Linda Greer claims that "very, very few brands in the supply chain still know where their products are made, and even fewer have actively worked with their suppliers to reduce their carbon footprint." Estimates of the industry's carbon footprint range from 4% (McKinsey and Global Fashion Agenda) to 10% (UN) of global carbon emissions because to its complexity and lack of transparency. Like every other industry, fashion is a part of a broader system. It is a growth-based system. I have never been asked by the CFO if the company could make a deal to acquire a more enduring customer base as a leader in my sector. I have also never heard a Wall Street analyst advise Timberland to put flexibility ahead of revenue growth. The methods that define the fashion industry are driven by this unrelenting need for expansion and "more." Start trading since it is challenging to increase the effectiveness or efficiency of a sweater, handbag, or pair of socks to encourage consumption. Just different, cheaper, or faster, not better.

With a shift in the fashion business, new markets are opening up for companies like thredUP and Rent the Runway to promote the power of the sharing economy, with rent taxes instead confined to the back of closets or landfills.

New dimensions are emerging, such as circular fashion business models such as rental, resale, repair and restoration. Specialized platforms for selling vintage clothing, such as Depop, also offer great opportunities for ring fashion. According to sustainable fashion industry statistics, the market is expected to reach USD 9.81 billion by 2025 and USD 15.17 billion by 2030 at a CAGR of 9.1% due to the growing awareness of ethical fashion. Consciousness

### ***3.5 Sustainable fashion is better than fast fashion***

The biggest difference between fast fashion and sustainable fashion is the amount of waste each creates. Sustainable fashion reduces waste by producing significantly higher quality clothing. Less waste reduces both water pollution and carbon dioxide emissions during production.

During production, there are also ways in which a clothing industry company can be sustainable. For example, Oliberté collaborates with Vibram to create the soles of its boots. One of Vibram's goals is to reduce the energy consumption of its premises. They also try to reduce waste during production and even collect data to find better ways to recycle and use materials.

The ethical benefits of sustainable fashion

Unlike fast fashion, sustainable fashion focuses more on ethics and the environment. They promote a healthier work environment by taking extra measures to ensure safety and a living wage for workers. Large sustainable companies like Oliberté are certified B-corporations, which means that they are guaranteed their high social and economic performance. This is an important step in reducing inequality and poverty by providing opportunities through these businesses.

Ethical businesses provide all of the following benefits to their communities:

Ensures humane working conditions in our communities, including in developing countries

They pay their factory workers a living wage to reduce poverty and eliminate child labor

A common value of ethical companies is the belief in supporting the community. For example, when the pandemic began to spread worldwide, Oliberté stepped up and decided to produce masks for sale on its website. Together with Boots, they decided to help fight the spread and encourage their consumers

to join them in the fight against COVID. By doing so, they demonstrated their commitment to the overall health and well-being of the community. How can I support ethical companies?

Simple. Support ethical businesses while enjoying what they have to offer. By purchasing their products or services, you allow the company to continue operating, continue to pay fair wages, and encourage them to stay true to their values and mission. Supporting ethical businesses helps promote lifestyle brands. In addition to fashion, they strive to educate the public about important issues in the community and around the world. They continue their mission by supporting other businesses and nonprofits that share their ethical beliefs. Buying from an ethical company can help elevate it from fast fashion in the future.

While buying from ethical companies helps their business, it's also important to remember the effects of fast fashion. Educating others about fast fashion and sustainable fashion helps strengthen ethical businesses while teaching the importance of their impact on the community. The further growth of sustainable fashion

The future of sustainable fashion looks bright. In 2009, New York Fashion Week hosted Eco Fashion Week for the first time. Since then, sustainable fashion weeks have sprung up all over the world, even spreading to regular fashion weeks in London, Milan and other major cities. According to a report by the Business Research Company. This means that companies like Oliberté, the world's first Fair Trade Certified™ shoe factory, continue to grow in both turnover and popularity.

### ***3.5.1 A business model for sustainable fashion***

The traditional fashion business model consists of three stages:

TAKE - companies collect raw materials and fabrics from all over the world,

MAKE - they produce clothes using processes that consume resources, cause pollution and waste, and often do not provide adequate working conditions,

WASTE - Unsold scrap is stored, destroyed or thrown away. Even consumers who are tired of the product will discard it. Sustainable fashion business model, rethink these steps.

First, the focus is on circular design, using more environmentally friendly, local or new materials. Ethical and sustainable fashion brands are already using innovative fabrics made from recycled materials such as plastic bottles or sustainable fibers such as hemp. Then it revolutionizes production processes. Today, fashion brands can rely on technologies to reduce water or labor costs. They can also be used to replace dyes and finishing chemicals with other substances of natural origin. In addition, textile designers and fashion designers can come up with products that are more sustainable and less efficient during their lifetime.

Ultimately, sustainable fashion wants to create a customer relationship based on trust. Digitization and blockchain can improve supply chain transparency. Recycling, reselling, renting and repairing clothes shows people the commitment of the company even after the sale.

### ***3.6 Three pillars of a sustainable fashion business model***

Environmental sustainability

Businesses consume renewable natural resources at a rate they can renew. Where possible, alternatives to non-renewable natural resources are sought. The Earth's environmental systems are balanced and biological diversity is protected. Social sustainability

The companies' activities do not affect human and labor rights or the health, safety and culture of workers and local communities. All people are protected from discrimination. Financial sustainability

Local communities that interact with companies maintain their independence and can use the region's natural resources. The companies' activities do not harm their finances.

Education for sustainable development

Education for sustainability is one of the cornerstones of the community support framework. We recognize that college-level fashion education is a unique place to experiment with new ideas, challenge existing narratives, and create principles for climate, social, and racial justice. This includes development towards professional practice and self-esteem in the world. Learners understand this through a pathway defined in the KSF Educational Framework, which provides 'ways of thinking' as approaches to thinking about the context and agenda of fashion.

Our work in education for sustainable development is based on our academic research, teaching experience and exchange practices. We create conditions for the development of the necessary skills, knowledge and abilities of fashion designers, communicators and strategists. We engage in peer learning with many different actors. We strive to protect the free will of students and eliminate discrimination based on race, gender, culture, religion and other grounds. We are working with LCF, UAL and other education communities to decolonize the curriculum and decarbonise.

Changing the fashion education system, we proceed from a systematic approach, developing an educational atmosphere based on sustainable development, cultures and practices, pedagogy and learning environments, course content and evaluation criteria.

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#### 4.0 The research used in this case is a descriptive study:

A descriptive study is one where data is collected without changing its environment (ie nothing is manipulated). It is used in relation to obtaining information the current state of phenomena to describe "what exists" in relation to variables or the circumstances of the situation. Current trends, beliefs, public opinion, their opinions and attitudes, their impact or the development of new trends are described. The secondary data obtained for this research completely solved my research problem, but it helped me to find some aspects of the research. So there is no secondary data obtained for this particular study does not constitute analysis. This resulted in the generation of the data presented for this analysis. It will be conducted using descriptive research, which is a formal research strategy quantitative and deterministic in nature. It is used to determine whether a hypothesis correct.

#### 4.1 SURVEY TOOL

The most important tools of the study were questionnaire. Questions were prepared for consumers and employees interviewed face to face, knowledge - Education, income level and preference for consumers who are satisfied with sustainable fashion. Knows the type of job, income/month, job satisfaction and awareness about it non-governmental organizations, public administration and central government systems. Prepared a series of questionnaires for designers and exporters who could not face interview. Surveys were sent by email, telephone and collect other social media information.

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#### 5.0 Results and Discuss

The concept of "sustainable development" is not only to consider fashion, but also to continue and develop a new concept among all people to lead environmental sustainability, to reduce global warming, ecological balance, natural disasters, protect flora, wild animals, etc. India's sustainable fashion market faces several challenges that make it difficult to reach its full potential. However, through education and awareness campaigns, increased production and distribution, investment in sustainable infrastructure and technology, and improved marketing strategies, India's sustainable fashion market can overcome these challenges and achieve its goals of promoting sustainability and social responsibility in the fashion industry.

The results of this study are consistent with previous studies, as they show that consumers generally make their purchase decisions without giving much thought to the environmental impacts of their decisions. Concern for the environment in consumer decision-making is low, as evidenced by survey responses. For example, the fashion market emphasizes price, value, size, quality, style, ease of purchase, materials and other factors, while environmental factors are important to a very small proportion of consumers (KPMG 2019).

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#### 6.0 Conclusion

This study confirms that awareness of sustainable fashion is high among young consumers, and environmental concerns significantly influence their fashion choices. However, clothing. For sustainable fashion to gain mainstream acceptance, brands must focus on balancing ethical practices with affordability and style

Result analysis shows , 95% of respondents believe sustainability is important in the fashion industry, with 68% expressing a preference for eco-friendly products. Additionally, 73% are aware of H&M's Conscious Collection, and 55% trust the brand's sustainability claims. These results suggest that consumer awareness and expectations are aligned with H&M's goals to use 30% recycled materials by 2025 and reach 100% by 2030. Despite only 0.7% of its materials being recycled as of 2018, H&M is actively working toward circular fashion by using recycled polyester, sustainable packaging, and certified animal-derived materials. With a long-term vision to achieve net-zero emissions by 2040, H&M is positioning itself as a leader in responsible retail.

This study confirms that awareness of sustainable fashion is high among young consumers, and environmental concerns significantly influence their fashion choices. However, affordability and accessibility continue to hinder the widespread adoption of sustainable clothing. For sustainable fashion to gain mainstream acceptance, brands must focus on balancing ethical practices with affordability and style

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