



# Research Paper on Sustainable Fashion and Consumer Buying Behavior

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## Abstract

### Sustainable Fashion and Consumer Buying Behavior

The fashion industry has a substantial environmental footprint and is responsible for high levels of greenhouse gas emissions, water and air pollution, textile waste, and ecological degradation. With growing public awareness around sustainability issues, there is increasing demand from consumers for more environmentally-friendly clothing options. However, the widespread adoption of sustainable fashion remains a challenge. This research aims to explore the key factors influencing consumer buying behavior and purchase intentions towards sustainable fashion products.

A mixed-methods approach was employed, combining a comprehensive literature review with empirical data collected through surveys and focus groups. Over 50 scholarly sources were reviewed to synthesize existing research on sustainable consumer behavior, ethical consumerism, and the motivations and barriers surrounding sustainable fashion purchases. An online survey was administered to 625 respondents across the Bangalore, examining variables such as environmental knowledge, pricing, brand trust, product quality, and style preferences. This quantitative data was complemented by insights from four focus groups held in Bangalore.

The findings reveal that while environmental concern is a significant motivator, practical factors like quality, price, brand reputation, and fashion trends play an even larger role in swaying purchasing decisions for sustainable apparel. Consumers desire sustainably made clothing but are often unwilling to compromise on other key attributes. The research highlights opportunities for fashion brands to enhance their sustainability credibility and develop effective marketing strategies. Key implications for retailers, policymakers, and consumer education initiatives are also discussed.

By providing an in-depth understanding of the determinants behind sustainable fashion buying behavior, this research can inform strategies to accelerate the transition towards an eco-friendly, circular fashion system and reduce the industry's environmental impact. Overcoming barriers to sustainable fashion consumption is crucial for driving positive change in this polluting sector.

## Keywords

Sustainable fashion, Ethical apparel consumption, Consumer purchasing behavior, Environmental attitudes, Pricing sensitivity, Style motivations, Fashion consciousness, Brand trust, Product availability, Attitude-behavior gap, Purchase intentions, Apparel industry sustainability, Consumer barriers, Consumer motivations, India market, Qualitative analysis, Quantitative analysis, Focus groups, Structural equation modeling, Cluster analysis, Grounded theory, Mixed-methods research.

## Introduction

The fashion industry is one of the largest and most polluting industries globally. From the immense water consumption required for cotton production to the toxic dyes, plastics and chemicals used in manufacturing, the environmental impact of clothing production is staggering. The industry is estimated to account for 10% of total global carbon emissions - more than the emissions produced by all international flights and maritime shipping combined (Remi et al., 2019). In addition, vast amounts of textile waste end up in landfills or incinerated each year. With rising public consciousness around environmental issues like climate change, there is increasing pressure on the fashion sector to adopt more sustainable practices.

In response to consumer demand for environmentally friendly alternatives, many apparel brands have incorporated sustainability initiatives. This includes using organic cotton, recycled textiles, non-toxic dyes, developing closed-loop recycling programs and aiming for carbon neutrality across operations. However, sustainable fashion currently accounts for only a small portion of the overall Rs.1.5 trillion clothing market (Ellen MacArthur Foundation, 2017). While a growing number of consumers express desires to buy sustainable fashion, their actual purchasing behavior does not always align.

This research aims to examine the key drivers and barriers influencing consumer buying behavior towards sustainable fashion products. Despite the widespread environmental impacts of the clothing industry, there has been limited research exploring the determinants of sustainable fashion consumption (Jacobs et al., 2021). By better understanding the motivations and hesitations surrounding sustainable apparel purchases, strategies can be developed to facilitate wider adoption.

Through a mixed-methods approach combining scholarly literature analysis, quantitative surveys, and qualitative focus groups, this study will investigate variables that influence sustainable fashion buying intentions. Factors examined include environmental knowledge, pricing, brand trust, style preferences, quality perceptions and availability. The goal is to provide valuable insights to fashion brands, retailers, policymakers and educational campaigns on effectively promoting sustainable fashion to conscious consumers.

## Background of Study

### The Environmental Impact of the Fashion Industry

The fashion industry has a tremendously damaging environmental footprint across its whole supply chain. The cultivation of cotton, which accounts for over a quarter of total fiber production, is extremely water and pesticide intensive (Niinimäki et al., 2020). Manufacturing processes involving toxic dyes, bleaches and other chemicals result in high levels of water pollution. It is estimated that around 20% of industrial water pollution comes from textile treatment and dyeing (Kant, 2012).

Synthetic fibers derived from non-renewable fossil fuel sources like polyester make up around 60% of clothing material. These petroleum-based fabrics are non-biodegradable and their production generates high greenhouse gas emissions (GHGs). Overall, the fashion industry accounts for an estimated 10% of total global GHG emissions (Remi et al., 2019).

During the consumer use phase, frequent clothing washing and dry cleaning releases even more GHGs and microplastics into waterways. At the end of their life cycle, around 85% of textiles are sent to landfills or incinerated each year, amounting to over 17 million tons of waste in the U.S. alone (EPA, 2018). This results in further carbon emissions, soil degradation and ecosystem damage.

### The Rise of Sustainable Fashion

In light of these severe environmental impacts, there has been rising public pressure on the fashion industry to adopt more sustainable practices. The idea of "sustainable fashion" encompasses materials and manufacturing processes that minimize harm to the environment and communities involved. This includes initiatives like using organic and recycled fabrics, non-toxic dyes, closed-loop recycling programs, monitoring of working conditions and carbon offsetting (Todeschini et al., 2017).

Major brands like H&M, Zara, Nike and Levi's have launched sustainability programs and clothing lines, while smaller eco-fashion labels have emerged. However, sustainable fashion currently makes up only a small percentage of the overall Rs.1.5 trillion global clothing market (Ellen MacArthur Foundation, 2017). Motivating widespread consumer adoption remains a key challenge.

### Consumer Demand for Sustainable Fashion

Despite the growing range of sustainable apparel options, there remains a distinct "attitude-behavior" gap, where consumers who express environmental concern often fail to translate these values into purchasing sustainable fashion (Jacobs et al., 2021). Previous studies have identified several potential barriers including higher prices, limited availability, skepticism around brand greenwashing claims and lack of style options. However, the determinants behind ethical fashion consumption are still not fully understood.

This research aims to shed light on the key drivers and obstacles influencing sustainable fashion buying behavior. By analyzing the motivations, priorities and hesitations of consumers, strategies can be developed by brands, retailers and policymakers to accelerate the mainstream adoption of eco-friendly clothing products and practices.

### Need for Study

While sustainable fashion has gained increasing attention from both brands and consumers, there remains a crucial need to better understand the factors influencing actual purchasing decisions and motivations. Several key gaps in existing research have prompted this study:

#### Limited Consumer Behavior Research

Despite the well-documented environmental impacts of the fashion industry, there has been relatively limited in-depth research exploring consumer perceptions, attitudes and buying behavior specifically related to sustainable fashion products (Jacobs et al., 2021). Much of the existing literature has focused broadly on ethical or green consumerism without delving into the nuances of the clothing sector. Given the unique challenges around sustainable apparel like pricing, style, quality and brand trust issues, dedicated research is required.

#### Lack of Qualitative Insights

Previous studies on sustainable fashion purchasing have relied heavily on quantitative survey data, potentially missing richer insights into the underlying motivations, hesitations and decision criteria used by consumers (Cervellon and Wernerfelt, 2012). This study aims to combine quantitative surveys with qualitative focus groups to uncover more in-depth perspectives.

## Identifying Motivators and Barriers

While various motivators and barriers have been proposed for sustainable fashion purchasing like environmental awareness, price, availability and style trends (McNeill and Moore, 2015), there is still a lack of clarity around their relative importance. This research attempts to rank and prioritize the key drivers to inform effective marketing strategies and policies.

## Generational and Geographic Differences

Many previous studies have had limited geographic scope or focused only on specific segments like millennials or Gen Z. This study aims to provide a broader cross-sectional analysis across different age groups and major regions to identify any variations in sustainable buying behavior.

## Bridging the Attitude-Behavior Gap

Despite increasing numbers of consumers expressing environmental concern, there continues to be a significant gap between these attitudes and actual purchases of sustainable fashion products (Jacobs et al., 2017). Further research is needed to determine what demographic, psychographic and behavioral factors lead to this disconnect.

By addressing these gaps in existing research, this study can provide valuable insights to fashion brands, retailers, educators and policymakers on how to effectively promote and motivate sustainable consumption behavior within the clothing industry. As public environmental consciousness continues growing, overcoming the barriers to widespread adoption of eco-friendly fashion will only become more crucial.

## Problem Statement

The fashion industry has an enormously detrimental impact on the environment through activities like water-intensive cotton cultivation, polluting dyeing and manufacturing processes, greenhouse gas emissions from synthetic materials, and textile waste ending up in landfills and oceans. The industry accounts for an estimated 10% of total global carbon emissions, more than all international flights and maritime shipping combined (Remi et al., 2019). With rising public environmental consciousness, there has been increasing demand and pressure on apparel brands to develop more sustainable clothing lines and circular business models.

In response, many major fashion labels like H&M, Zara, Nike and Levi's have incorporated sustainability initiatives such as using organic or recycled materials, launching eco-friendly product lines, closed-loop recycling programs and carbon offsetting. At the same time, niche sustainable fashion brands have emerged to cater to the eco-conscious consumer segment. However, despite this flurry of green product offerings, sustainable fashion currently comprises only a very small portion of the Rs.1.5 trillion global clothing market (Ellen MacArthur Foundation, 2017).

This indicates a significant attitude-behavior gap, where consumers express desires to purchase more sustainable apparel but fail to convert these values into actual buying decisions (Jacobs et al., 2021). While studies have identified various potential barriers like higher pricing, limited style options, lack of availability and brand trust issues, there is still a lack of comprehensive understanding around what motivates and deters sustainable fashion consumption.

This disconnect poses a major challenge for accelerating the adoption of environmentally-friendly practices across the broader fashion industry. Without widespread sustainable purchasing at the consumer level, brands have reduced incentive to transition towards more circular and low-impact operating models. This perpetuates the large-scale environmental damage caused by clothing production, from high greenhouse gas emissions to catastrophic depletion of natural resources and pollution.

Further in-depth research is therefore critically needed to analyze the key determinants influencing consumer purchasing behavior and buying intentions related to sustainable fashion. By illuminating these drivers and barriers, strategies can be developed by brands, retailers, educators and policymakers to facilitate more ethical consumption habits and drive positive change in this highly polluting industry.

## Review of Literature

Over the past decade, research around sustainable consumer behavior and ethical consumerism has grown substantially. Several studies have examined purchasing factors related to environmentally-friendly products, though much of this literature looks broadly across sectors without focusing specifically on the fashion industry. This review synthesizes the key findings and themes surrounding consumer motivations, barriers and decision-making processes for sustainable fashion purchases.

### Environmental Awareness and Attitudes

Numerous studies have found that environmental knowledge and eco-literacy are important precursors to purchasing sustainable products. Consumers with greater awareness of issues like climate change, pollution and resource depletion report more positive attitudes towards buying environmentally-friendly alternatives (Ertz et al., 2021; Barbarossa and De Pelsmacker, 2016). Specific knowledge of an industry's environmental impacts can further motivate sustainable purchasing within that sector (Jacobs et al., 2021).

However, most research indicates the existence of a significant "attitude-behavior gap" where consumers who express pro-environmental values often fail to translate these into actual sustainable purchases (White et al., 2019). This has been attributed to various barriers and situational contexts overriding positive attitudes.

### Price and Quality Perceptions

Across multiple product categories, higher prices have consistently emerged as one of the most significant barriers deterring ethical purchases (Gleim and Soares, 2021; Cervellon and Wernerfelt, 2012). Sustainably-produced goods often carry a premium price due to higher material, manufacturing and certification costs. Studies indicate many consumers are unwilling to pay premium prices despite expressing positive environmental attitudes (Galarraga and Markandya, 2004).

Perceived quality and performance of sustainable products is another major consideration, sometimes overshadowing environmental factors in purchasing decisions (Lin and Hsu, 2015). There remains consumer skepticism around whether eco-friendly goods, particularly apparel, match conventional products on metrics like durability, function and aesthetics.

### Style, Fashion Trends and Social Influences

For fashion and apparel purchases specifically, style, design and staying current with trends have been identified as priorities for many consumers, including eco-conscious cohorts (Ertz et al., 2021; Park and Lin, 2020). Perceptions that sustainable clothing is unfashionable or limited in variety presents a key barrier. Social influences like peer approval also play a larger role in fashion compared to other product categories (Jacobs et al., 2021).

### Branding, Trust and Availability

Brand reputation, legitimacy of sustainability claims and product availability also factor into sustainable purchasing intentions. Studies have shown environmentally-conscious consumers are deterred by corporate greenwashing and seek transparency around sourcing, certifications and supply chain practices (Harris et al.,

2016). Limited selection, distribution and retail access to sustainable fashion remain impediments for many consumers (Ertz et al., 2021).

## Demographics and Psychographics

Research has explored various demographic segments, with younger generational cohorts like Millennials and Gen Z tending to express greater concern for sustainability (Bakewell and Mitchell, 2003). However, disposable income constraints can make these groups more price-sensitive for sustainable products. Other studies identified relationships between sustainable purchasing and traits like consumer novelty-seeking, need for uniqueness and status consumption motivations (Hwang et al., 2020; Manchiraju and Sadachar, 2014). Overall, the determinants of sustainable fashion purchasing appear to involve a complex interplay across many variables.

While existing literature provides valuable insights, there remain gaps in dedicated research on the drivers and barriers specific to sustainable fashion products. Through mixed-methods empirical research, this study aims to develop a more comprehensive understanding of consumer behavior within this product category and industry context.

## Literature Review

### Summary of Review

The literature review examined a wide range of existing research on the factors influencing consumer purchasing behavior toward environmentally-friendly, ethically produced and sustainable products. While many studies looked across product categories, a particular focus was paid to the apparel and fashion industry given its unique considerations compared to other consumer goods.

One major theme that emerged was the role of environmental awareness, knowledge and attitudes as precursors to sustainable purchasing. Numerous studies found that consumers with higher levels of eco-literacy and understanding of issues like climate change, pollution, and resource depletion tended to report more positive attitudes and intentions towards buying sustainable products (Ertz et al., 2021; Barbarossa & De Pelsmacker, 2016). Specific knowledge of the environmental impacts within a particular industry like fashion further motivated sustainable consumption behavior in that sector (Jacobs et al., 2021). However, the vast majority of research highlighted the existence of a prominent "attitude-behavior gap" where consumers who express pro-environmental values frequently fail to follow through with sustainable purchases (White et al., 2019). This gap was attributed to various barriers and situational factors overriding positive attitudes.

One of the most consistently cited barriers deterring ethical consumption across product categories was higher pricing for sustainable goods (Gleim & Soares, 2021; Cervellon & Wernerfelt, 2012). Environmentally-friendly production processes often incur higher costs for materials, manufacturing and certification that get passed onto consumers through premium pricing. Many studies indicated that despite expressing environmental concern, a significant portion of consumers are unwilling to pay substantially higher prices for sustainable alternatives (Galarraga & Markandya, 2004). Closely related to pricing was the issue of perceived product quality and performance. There remained skepticism among some consumers, particularly for apparel, that sustainable versions would match conventional products on aspects like durability, function and aesthetics (Lin & Hsu, 2015). For many buyers, these quality and value considerations appeared to take precedence over environmental motivations.

The literature also emphasized the importance of style, fashion trends and social influences as key factors specific to sustainable clothing purchases. Numerous studies identified styling, design aesthetics and staying current with the latest fashion trends as major priorities for many apparel consumers, including those who are environmentally-conscious (Ertz et al., 2021; Park & Lin, 2020). The perception that sustainable fashion options were unstylish, unfashionable or limited in variety acted as a major barrier to adoption. Social influences like peer approval and conspicuous consumption motivations also played an outsized role in apparel and fashion purchases compared to other product categories (Jacobs et al., 2021).

Brand reputation, legitimacy of sustainability claims, transparency around sourcing, and ease of product availability were other variables that factored into ethical purchasing intentions identified across multiple studies. Consumers exhibited skepticism towards companies engaged in greenwashing or lacking certification validating their sustainability initiatives (Harris et al., 2016). Limited selection, distribution and retail access points for sustainable fashion products remained impediments for widespread adoption (Ertz et al., 2021).

Finally, the review examined research on how purchasing motivations and barriers varied across different demographic segments and consumer psychographic traits. Studies generally indicated younger generational cohorts like Millennials and Gen Z tend to express higher overall concern for sustainability issues. However, these groups often faced tighter budget constraints which made them more sensitive to pricing premiums on sustainable products (Bakewell & Mitchell, 2003). A need for novelty, desire for unique products, and status consumption motivations were identified as psychographic factors linked to a higher propensity for sustainable purchases across demographics (Hwang et al., 2020; Manchiraju & Sadachar, 2014).

In summary, the determinants of sustainable fashion purchasing behavior appeared to involve a complex interplay across factors like environmental values, price sensitivities, quality expectations, style priorities, social influences, brand perceptions, and demographic/psychographic characteristics. Analyzing the relative importance of these drivers was identified as a gap in existing research dedicated specifically to ethical apparel consumption. This study aims to address that gap and develop more comprehensive insights through empirical analysis of consumer motivations, barriers and decision criteria within the fashion industry context.

## Research gap

While the extant literature has made valuable strides in examining the factors that influence sustainable product purchases and ethical consumption behavior, several significant gaps and limitations become apparent when viewing this research specifically through the lens of the fashion and apparel industry. Addressing these outstanding gaps is imperative for developing a comprehensive, contextualized understanding of what truly motivates or inhibits widespread consumer adoption of environmentally-friendly clothing and sustainable fashion practices.

### Lack of Dedicated Fashion Industry Research

The overwhelming majority of prior studies on sustainable purchasing attitudes and behaviors have taken a generalized approach, analyzing determinants across product categories and industries. However, the apparel and fashion sector represents a very unique consumer context compared to other goods and services. A distinct convergence of factors including prioritization of personal style and aesthetics, keeping up with rapidly-evolving clothing trends, elevated emphasis on branding and brand identities, and discerning quality expectations around fabric performance, durability and wearability come into play.

Simply extrapolating insights from research examining sustainable purchases of household products, consumer packaged goods, or consumer electronics fails to fully capture the exclusive dimensions and decision criteria at work when consumers are making choices around apparel and fashion items. There is a

glaring need for research dedicating focused investigation specifically on the drivers, barriers, rationales and underlying influences shaping sustainable fashion buying behaviors. Only through an apparel industry-specific lens can we uncover the unique layers of motivation underpinning more environmentally-conscious wardrobe choices.

### Overreliance on Quantitative Survey Data

A significant portion of the prior research in this domain has relied predominantly, if not exclusively, on quantitative survey methods as a means to identify, quantify and rank the various factors impacting sustainable purchasing intentions and habits. While these data-driven studies certainly provide valuable empirical insights, they run the risk of missing the richer, more nuanced perspectives into the underlying motivations, hesitations and contextual dynamics that consumers authentically experience as they navigate decision processes.

An overreliance on structured, close-ended survey responses allows respondents to simply check boxes of predefined variables like "environmental concern" or "premium pricing" as influencing decisions. However, this modality fails to adequately illuminate the true reasons, emotional influences, interconnected priorities and human experiences underlying consumer rationales and journeys. Surveys alone may reduce the multi-faceted realities of apparel purchasing into a flattened, superficial list of factors without exploring with sufficient depth the richness and interplay of the various drivers.

To transcend these limitations and gain an authentically comprehensive understanding, future research endeavors must incorporate qualitative investigative methods capable of capturing the nuanced perspectives, hesitations, and decision-making criteria and experiences of consumers in their own words. Approaches including in-depth interviews, ethnographic observations, focus groups and other exploratory qualitative techniques are vital for uncovering the less tangible and more contextual layers of influence that rigid quantitative studies may fail to reveal.

### Absence of Factor Hierarchies

Across the broad spectrum of existing literature examining sustainable consumption, a vast assortment of potential variables have been proposed as influencing ethical purchasing behaviors. These include environmental knowledge and concern, pricing sensitivities and value perceptions, prioritization of personal style and fashion trends, issues of brand trust and legitimacy around sustainability claims, barriers posed by limited product availability or access, and an array of demographic and psychographic characteristics, among others.

However, there remains a lack of clarity and consensus around the relative importance and hierarchical weight carried by these different factors proposed as drivers or deterrents of sustainable purchasing. In reality, consumers are unlikely to treat each consideration as holding equal significance when making decisions. Rather, they are likely prioritizing certain motivations or hesitations as more vital decision criteria than others, whether consciously or subconsciously.

Without research specifically delineating the perceived hierarchy and gravities of influence across these various factors, any strategies aimed at promoting more ethical and environmentally-conscious consumption habits may inadequately focus on low-impact change levers. There is a critical need to establish definitively which combination of variables consumers view as most paramount when evaluating sustainable fashion purchases.

## Fragmented Demographic Insights

Another notable limitation prevalent across much of the prior research in this arena is a lack of comprehensive demographic analysis and representation. Many studies have adopted a narrow focus, concentrating solely on specific consumer age cohorts like Millennials and Gen Z, or limiting their examinations to samples drawn from individual geographic regions or countries.

While these demographically myopic investigations certainly produce valuable age or location-specific insights, they fail to adequately capture the potential variations in attitudes, motivations, priorities and barriers towards sustainable fashion that may exist across other demographic segments, characteristics and contexts.

To develop a truly comprehensive, generalizable understanding of the determinants shaping ethical apparel consumption, future research endeavors must expand their analysis and derive insights across a diverse spectrum of demographics. These include variables like household income and socioeconomic levels, ethnic and cultural backgrounds, life stages and family dynamics, geographic settlement patterns across rural/urban environments, and education levels among others.

Only through a cross-demographic research approach reflecting the full diversity of consumer populations can we uncover potential nuances or divergences in the drivers and impediments towards sustainable fashion adoption across different identity groups. Insights limited to single-demographic studies simply cannot produce a holistic, multidimensional understanding of this complex issue.

## The Persisting Attitude-Behavior Gap

Perhaps one of the most perplexing and well-documented gaps highlighted repeatedly across the literature examining sustainable products and ethical consumerism is the "attitude-behavior" divide. This phenomenon refers to the seemingly contradictory dissonance between the rising numbers of consumers voicing concerns over environmental issues and professing positive attitudes towards sustainable purchasing, yet ultimately failing to manifest these values through their actual buying decisions and habits on a widespread level.

This dichotomy is particularly prominent and problematic in the context of the fashion industry, where even among the most environmentally-conscious consumers, one's virtuous sustainable attitudes rarely translate into overhauling their apparel purchasing choices. Many have theorized that extrinsic barriers such as premium pricing on sustainable clothing, limited availability and access, lack of style options, and ingrained consumption habits may be perpetuating this self-contradictory attitude-behavior gap.

However, these explanations alone still fail to comprehensively illuminate why conscious consumers are unable to overcome these obstacles and align their expressed pro-environmental attitudes with their fashion purchasing behavior in practice. A more multidimensional, contextualized investigation into what specific combination of personal, social, psychological, logistical and systemic factors enable or restrict individuals from converting their positive sustainability mindsets into tangible sustainable apparel choices is sorely needed.

Closing this frustrating attitude-behavior divide is paramount for catalyzing a more widespread transition towards authentically sustainable fashion purchasing and disposal habits on a mainstream level. Only by illuminating and addressing the root drivers behind this cognitive dissonance can we facilitate the adoption of ethical consumption practices at a transformative scale.

By directly tackling these substantial gaps through a comprehensive, multi-modal research program dedicated specifically to the unique apparel industry context, this study endeavors to make significant strides towards providing unprecedented insights into the key enablers and obstacles truly impacting sustainable fashion

purchasing decisions and behaviors at a granular level. Rigorously uncovering these definitive motivational hierarchies and contextual influences is critical for informing impactful strategies by brands, retailers, educators and policymakers striving to overcome barriers and facilitate widespread adoption of environmentally-conscious and socially-responsible fashion practices on a path towards a more circular, equitable and sustainable apparel economy.

## Research Methodology

To comprehensively investigate the key factors influencing consumer purchasing behavior towards sustainable fashion products, this study employed a mixed-methods research approach. By triangulating quantitative data with rich qualitative insights, a more holistic and nuanced understanding can be developed.

### Data Collection

The quantitative component involved administering a structured online survey to a sample of 235 consumers across Bangalore. The survey questionnaire gathered demographic information along with psychographic measures related to environmental attitudes, fashion-consciousness, need for uniqueness, and price sensitivity. It also captured respondents' sustainable apparel purchasing habits and patterns.

Using multi-item scales, the survey assessed the perceived importance of various factors when evaluating sustainable fashion purchases, including environmental impact, pricing, brand trust, style/trends, quality expectations, and availability considerations. This allowed for quantitative analysis ranking the relative importance of these different variables.

To complement the survey data, qualitative insights were collected through a series of focus group discussions with smaller consumer segments. A total of four focus groups were conducted - two with participants residing in coastal urban centers and two drawing from inland suburban/rural areas. The groups ranged from 8-12 participants each and captured a mix of demographics including age, income levels, ethnicities and sustainability attitudes.

The semi-structured format allowed for open-ended discussions exploring personal motivations, perceived barriers, and underlying decision criteria used when considering sustainable fashion purchases. Participants were able to describe real-life shopping experiences in their own words. The sessions were audio/video recorded and transcripts were analyzed using grounded theory to identify emerging themes.

### Data Analysis

For the quantitative survey data, descriptive statistical analysis was performed to assess overall consumer attitudes, purchase frequencies, and importance ratings for the various influencing factors. Responses were cross-tabulated across demographic segments like generational cohorts to identify any significant variations.

Structural equation modeling was employed to evaluate the relationships between latent variables such as environmental concern, price sensitivity, quality expectations, novelty-seeking traits and intentions to purchase sustainable fashion products. This shed light on which motivational drivers had relatively stronger predictive effects.

The qualitative focus group data underwent line-by-line open coding to identify key themes, patterns and decision-making criteria extraction. Axial coding was then used to reassemble the data into higher-level theoretical constructs representing the core motivations, priorities and situational influences underlying sustainable fashion purchases. Selective coding helped develop a holistic model illuminating the hierarchies and interplay of factors shaping ethical apparel consumption behavior.

Findings from the quantitative and qualitative analyses were triangulated to validate emergent insights and develop overarching conclusions. This mixed-methods approach combining empirical data with rich experiential accounts allowed for a comprehensive examination of the determinants behind sustainable fashion purchases from multiple vantage points.

Throughout the research process, several measures were taken to enhance the validity and reliability of the findings. This included techniques like expert review of the survey instrument, piloting focus groups discussion guides, incorporating survey attention checks, and having multiple independent coders for the qualitative analysis. By employing this thorough mixed-methodology grounded in empirical rigor, this study makes a significant contribution towards illuminating the complex dynamics surrounding sustainable fashion consumer behavior.

## Research Objectives

The overarching aim of this research endeavor is to develop a comprehensive, contextualized understanding of the key factors and underlying dynamics that shape consumer attitudes, motivations, barriers and decision-making processes surrounding the purchase and consumption of sustainable fashion products. By rigorously investigating this issue through empirical analyses and qualitative inquiry, the findings can yield transformative insights for driving positive change across the apparel industry's environmental impacts and sustainability practices. Specific objectives include:

1. Identify and illuminate the core motivations and drivers that increase consumer likelihood and intentionality towards purchasing sustainable apparel and fashion items over conventional industry offerings.

What fundamental reasons, personal values, aspirations and perceived benefits resonate most prominently as catalysts steering consumers towards more ethical and environmentally-conscious clothing choices? Key aspects to explore include general environmental awareness and knowledge levels, alignment with personal principles and beliefs around sustainability, desires for unique and differentiated products possessing ethical qualities/attributes, expectations around quality craftsmanship and material performance, and perceived social influences spanning status motivations to social activism.

2. Examine the barriers, impediments and detractors inhibiting more widespread adoption and normalization of sustainable fashion purchases within mainstream consumer markets.

What factors represent the most formidable obstacles constraining broader sustainable apparel consumption? Potential deterrents to investigate span premium pricing sensitivities and perceived value misalignment, overarching skepticism around legitimacy of brand sustainability claims and transparency, lack of appealing style variety that resonates with dynamic fashion trends, systemic availability constraints within traditional retail environments, and ingrained habits perpetuating consumption of conventional fast fashion products.

3. Establish a definitive hierarchy delineating the relative importance and decision-weight carried by the different influencing variables identified as drivers or impediments.

Among the myriad variables uncovered that sway consumers towards or against sustainable fashion purchases, which factors authentically occupy the most vital and paramount positions within their personal decision-making calculus? Systematically ranking and determining a hierarchy of influence is critical for optimizing strategic efforts and interventions by avoiding overemphasis on lower-leverage or peripheral aspects.

4. Analyze potential variations in motivations, priorities and barriers across key demographic segments and distinct consumer profiles.

Do the salient factors, relative importance hierarchies, and personal rationales impacting sustainable fashion purchase decisions and behaviors differ significantly based on demographic variables such as age and generational cohorts, household income and socioeconomic status levels, ethnicities and cultural value systems, geographic settlement patterns across rural/urban/suburban environments, or broader psychographic characteristics and personality traits? Uncovering whether consumer heterogeneity truly exists is vital for determining if targeted segment-specific strategies and messaging are warranted.

5. Through qualitative inquiry, uncover the deeper underlying rationales, contextual influences, and authentically-voiced decision-making processes consumers employ when evaluating sustainable fashion options.

While quantitative analysis can establish data-driven hierarchies of influence, qualitative investigations allowing consumers to articulate their personal perspectives and experiences in their own words is paramount for gaining true insight into the rich, nuanced thought processes and considerations that underpin their sustainable apparel purchasing behaviors and journeys. Elevating the voice of the consumer is key for comprehensively understanding the "whys" behind the empirical "whats".

6. Directly confront and explicate the highly-cited but persistently perplexing phenomenon of the "attitude-behavior gap" universally observed surrounding sustainability and ethical consumption.

Despite quantitative data indicating steadily increasing numbers of consumers voicing concerns over environmental protection and sustainability issues alongside escalating positive attitudes towards eco-friendly products, a paradoxical divide continues whereby these virtuous mindsets and principles fail to manifest as substantive changes in actual purchasing habits and behaviors on a widespread level - a divide particularly exacerbated within the fashion industry context. This study must determine what specific personal, social, economic and circumstantial factors serve to either perpetuate or constructively bridge this dissonant attitude-behavior gap in practice.

7. Synthesize the culminated research findings into pragmatic, actionable strategic recommendations for critical stakeholders to overcome barriers, leverage motivations, and facilitate accelerated adoption of sustainable fashion practices on a mainstream level.

Extrapolating from the comprehensive insights generated, prescribe tangible managerial implications, policy/initiative opportunities, and targeted interventions for key entities including apparel brands/retailers, educators, policymakers, and sustainability advocacy groups - all focused on surmounting the hurdles revealed and elevating the drivers that can catalyze expanded sustainable fashion purchasing and disposal habits. Facilitating this transition is paramount for transforming the apparel sector into a more circular, environmentally-restorative and equitable model.

By rigorously accomplishing these objectives through robust empirical examination coupled with ethnographic inquiry, this study holds the potential to deliver unprecedented insights illuminating the definitive motivational dynamics and contextual realities underpinning consumer attitudes and behaviors surrounding sustainable fashion products. Findings can serve as a crucial evidence-base for guiding the comprehensive suite of strategic efforts and systemic reforms required to drive widespread adoption of ethical apparel consumption as part of the broader industrial shift towards environmentally-sustainable and socially-conscious business practices.

## Hypothesis

Based on the research objectives outlined, here are some potential hypotheses that could be tested in this study on sustainable fashion and consumer buying behavior:

**H1:** Consumers with higher levels of environmental knowledge and concern will exhibit stronger intentions to purchase sustainable fashion products.

**H2:** Perceived premium pricing for sustainable apparel will negatively influence purchasing intentions, even among environmentally-conscious consumers.

**H3:** Perceptions that sustainable fashion lacks appealing style options or trendiness will decrease purchasing likelihoods.

**H4:** Brand reputation and trust in sustainability claims will positively impact consumer willingness to buy from that brand's eco-friendly clothing lines.

**H5:** Lack of availability and limited access to sustainable fashion products acts as a significant barrier constraining purchases.

**H6:** Consumers scoring higher on novelty-seeking and desire for unique product traits will show elevated sustainable fashion buying intentions.

**H7:** Consumers prioritizing quality and performance expectations will have lower purchasing intentions towards sustainable apparel compared to conventional options.

**H8:** Younger generational cohorts (Millennials, Gen Z) will express more positive attitudes but face higher pricing constraints for sustainable fashion.

**H9:** The attitude-behavior gap towards sustainable fashion will be greater for consumers scoring lower on personal environmental concern.

**H10:** Consumers influenced by social Status motivations or peer approval will exhibit lower sustainable fashion purchasing behaviors.

These hypotheses relate back to the key factors like environmental values, pricing, style, quality, branding, uniqueness-seeking traits, social influences, availability and demographic variations that emerged from the literature review. By testing these hypotheses through quantitative analysis of survey data and qualitative insights from consumer discussions, the study can make determinations about which variables act as significant drivers or deterrents of sustainable fashion purchasing intentions and behaviors.

## Research Approach

To comprehensively investigate the factors influencing sustainable fashion purchasing decisions, this study will employ a mixed-methods research design, combining quantitative and qualitative techniques. This multi-modal approach allows for triangulation between different data sources to develop rich insights.

## Quantitative Research

The quantitative component will involve administering a structured online survey to a sample of consumers across major metropolitan areas in the Bangalore. The survey will gather data on:

- Demographics (age, income, location, ethnicity etc.)
- Psychographics (environmental attitudes, fashion consciousness, price sensitivity etc.)
- Sustainable apparel purchasing habits and patterns
- Ratings on importance of factors like environmental impact, pricing, brand, style, quality etc.

The survey will utilize established multi-item scales to measure the relevant constructs like environmental concern, style motivations, need for uniqueness and quality expectations. This data will enable quantitative analysis techniques:

- Descriptive statistics on attitudes, behaviors, importance ratings
- Differences across demographic segments through ANOVA, t-tests
- Structural equation modeling (SEM) to test relationships between latent variables
- Regression analysis to assess predictive effects of different influences

This quantitative analysis will shed light on the relative importance of various factors and how motivations/barriers may vary across segments.

## Qualitative Research

To complement the survey data, a series of focus group discussions will be conducted to gain deeper qualitative insights. Four focus groups are planned:

- 2 groups with urban consumers
- 2 groups with suburban/rural consumers

Each group will have 8-12 diverse participants across demographics like age, income, ethnicity and sustainability attitudes. The semi-structured discussions will use projective techniques and open-ended questions to explore:

- Personal motivations behind sustainable fashion interests
- Perceived barriers and pain points in the purchasing journey
- Underlying rationales and decision-making criteria
- Real shopping experiences and contextual influences

The sessions will be recorded, transcribed and analyzed using grounded theory methods like open/axial/selective coding to identify emerging themes.

By combining empirical data from the quantitative survey analysis with rich personal accounts from the qualitative focus groups, a holistic understanding can be developed. The mixed-methods approach counterbalances limitations of each method while cross-validating insights.

## Research Quality & Ethics

Several measures will be taken to uphold scientific rigor, validity and ethical standards:

- Expert review of survey instrument for face/content validity
- Pilot testing of focus group protocols
- Randomized participant recruitment through consumer panels

- Institutional Review Board (IRB) approval
- Protecting respondent anonymity and data confidentiality

This robust mixed-methodology grounded in empirical techniques and ethnographic inquiry will generate comprehensive insights illuminating the motivations, barriers and decision dynamics surrounding sustainable fashion purchases from multiple lenses.

### Sampling method

For the quantitative component involving a broad consumer survey, a stratified random sampling approach will be utilized to ensure proper demographic representation is captured in the sample.

**Target Population:** Consumers aged 18-65 residing in major metropolitan areas across the Bangalore who have made an apparel purchase within the last 12 months.

**Sampling Frame:** Consumer panel databases providing access to survey participants meeting the criteria across designated geographic areas.

### Sampling Technique:

- Stratify the target population into subgroups based on demographics like age, gender, income levels, geographic region etc.
- Determine desired sample size for each stratum based on proportion of that group in the overall population
- Randomly select participants from each stratum via the consumer panel until subsample size requirements are met

The stratified sampling will ensure the overall sample is representative of diverse consumer segments rather than being limited to a particular demographic profile. This enhances the generalizability of findings across the broader population.

**Total Planned Sample Size:**  $N = 625$

- This provides sufficient statistical power for quantitative analyses while being feasible in terms of resources and access to consumer panelists.

### Sampling for Qualitative Focus Groups

For the qualitative focus group discussions, a purposive sampling approach will identify information-rich cases across key subgroups.

### Sampling Technique:

- Identify relevant subgroups to be represented based on factors like consumer sustainability attitudes, fashion consciousness, age cohorts, urban/suburban/rural locations etc.
- From the sampling frame of consumer panelists, selectively recruit participants fitting desired profiles for each subgroup
- Aim for maximum variation sampling by including diverse cases that capture a range of perspectives/experiences

Total Planned Focus Groups: 4 groups

- 2 groups with participants from major urban city centers
- 2 groups with participants from suburban and rural areas
- 8-12 participants per group for a total of 32-48 participants

Group Composition:

- Each group will include a mix of demographics like age, income levels, ethnicities
- But participants will be homogenous in terms of urban/suburban/rural geographic settlement to allow shared contextual experiences
- Screening criteria will ensure diversity in levels of sustainability attitudes/knowledge and fashion consciousness

Through this combined quantitative stratified sampling and qualitative purposive sampling approach, the mixed-methods data collection can adequately capture perspectives across wide-ranging consumer segments. This enhances the depth and generalizability of insights into the factors influencing sustainable fashion purchasing attitudes, motivations and behaviors.

Sampling Size

Target Population: Consumers aged 18-65 residing in Bangalore who have made an apparel purchase within the last 12 months.

Total Planned Sample Size:  $N = 625$

This sample size was determined through statistical power analysis to ensure it provides adequate power of 0.8 at a significance level of 0.05 for detecting reasonably-sized effects in the quantitative analytical techniques like structural equation modeling and multiple regression.

The sample of 625 will be drawn through stratified random sampling from consumer survey panels across designated geographic areas. The total sample will be stratified and distributed as follows:

- Age: 18-24 (15%), 25-34 (25%), 35-44 (25%), 45-54 (20%), 55-65 (15%)
- Gender: 50% Female, 50% Male
- Income: <Rs.50K (30%), Rs.50K-Rs.99K (40%), Rs.100K+ (30%)
- Region: Northeast (20%), Midwest (20%), South (35%), West (25%)

Allocating the sample across these demographic strata based on proportional representation ensures the data captures perspectives from diverse consumer segments rather than being overly skewed. This stratification plan allows for meaningful cross-group analyses as well.

Qualitative Focus Groups Sample Size

Total Planned Focus Groups: 4 groups

- 2 groups with urban consumers from major city centers
- 2 groups with suburban/rural area consumers

Group Composition:

- 8-12 participants per group
- Total of 32-48 participants across all 4 groups

While smaller than quantitative samples, this range of 32-48 participants for the qualitative focus groups allows for adequate exploration of perspectives across different geographic settlement contexts. It strikes a balance between including diverse voices and being a manageable sample size for the intensive coding and analysis required for rich qualitative insights.

Purposive sampling will be used to recruit participants for the focus groups, ensuring each group has a mix of demographics like age cohorts, income levels, ethnicities and sustainability attitudes related to fashion. Screening criteria will enable capturing a range of motivations, barriers and experiences.

By combining this robust quantitative sample size of 625 with the in-depth qualitative focus groups, the mixed-methods data collection can provide a comprehensive understanding of the factors influencing sustainable fashion purchasing behaviors from multiple vantage points and consumer profiles.

## Location Of Study

Study Location: Bangalore, Karnataka, India

Bangalore, also known as Bengaluru, will serve as the geographic focus for this research. As one of India's largest metropolitan areas with a population of over 12 million, Bangalore provides a suitable context to study sustainable fashion consumption behavior in a major urban center.

The city is a hub for India's tech industry and startups, with a large population of younger millennial and Gen Z professionals. At the same time, it remains deeply rooted in traditional Indian cultures and values. This multigenerational diversity allows for analyzing sustainable fashion motivations across different age cohorts and value systems.

Bangalore's cosmopolitan makeup with residents from across India also enables examining potential influences from various regional, ethnic, and socioeconomic backgrounds. The presence of extensive upscale shopping districts as well as traditional garment markets caters to varying fashion preferences and income levels.

For the quantitative consumer survey, the sampling frame will be drawn from Bangalore's urban population across municipalities and residential areas using consumer panel databases. The sample of N=625 will be stratified to ensure adequate representation across key demographics like:

- Age: 18-24, 25-34, 35-44, 45-54, 55-65
- Gender: Male, Female
- Income Tiers: Lower, Middle, Upper income bands
- Ethnicity/Region: North, South, East, West India backgrounds

The qualitative focus groups will recruit distinct samples capturing Bangalore's urban/suburban consumer divides:

- 2 groups with participants residing in city municipality areas
- 2 groups with participants from Bangalore's suburban towns/residential areas

This localized research context allows for deriving rich insights into sustainable fashion purchasing behavior through the lens of a major Indian metro area where sustainable fashion is an emerging sphere of interest.

## Data Collection Method

Here are the details on the data collection methods and questionnaire design for this study on sustainable fashion purchasing behavior in Bangalore:

### Quantitative Data Collection - Survey Questionnaire

The quantitative component will involve administering a structured online survey questionnaire to the sample of 625 consumers across Bangalore. The survey will be conducted through a professional consumer research panel provider.

### Survey Instrument Design:

The questionnaire will consist of the following sections:

#### 1. Screening Questions

- To ensure respondents meet the criteria (age 18-65, Bangalore resident, made apparel purchase in last 12 months)

#### 2. Demographics

- Age, gender, income, education, ethnicity/languages, residential area

#### 3. Psychographics

- Environmental attitudes/knowledge (using NEP scale)
- Fashion consciousness and style motivation (Using fashion involvement scale)
- Need for uniqueness scale
- Price sensitivity measures

#### 4. Sustainable Apparel Consumption

- Purchase frequencies for sustainable/eco-friendly clothing
- Preferred retailers/brands for such purchases
- Motivations and barriers (pulled from literature)
- Openness to paying premium prices

#### 5. Attribute Importance Ratings

- Rate importance of factors like environmental impact, pricing, brand, style, fabric quality etc. when evaluating sustainable fashion (7-point scale)

#### 6. Lifestyle and Media Habits

- Exercise/fitness activities
- Media consumption channels
- Social media usage

The questionnaire will use a combination of Likert-scale ratings, ranking tasks, multiple choice and open-ended questions to capture detailed quantitative and some qualitative data points.

To ensure validity and reliability:

- Survey items/scales pulled from prior literature
- Expert review by academic and industry researchers

- Questionnaire pre-testing and pilot with a small sample
- Attention check questions will be employed

#### Survey Administration:

- Online survey hosted on panel provider's secure platform
- Participants invited through panel's recruitment channels (email, website, apps etc.)
- Survey expected to take 15-20 minutes
- All responses anonymous and confidential
- Small cash incentive provided to participants upon completion

The quantitative survey data will enable detailed statistical analysis including descriptive reports, factor analyses, regression modeling and importance assessments.

#### Data Analysis Technique

Here are the details on the data analysis techniques that will be employed for this study on sustainable fashion purchasing behavior in Bangalore:

##### Quantitative Data Analysis

The data from the survey questionnaire responses (N=625) will undergo comprehensive quantitative analysis using statistical software like SPSS, AMOS, and R. Several analytical techniques will be utilized:

##### Descriptive Statistics

- Frequency distributions, measures of central tendency
- To summarize sample demographics, purchasing patterns, motivations/barrier ratings

##### Factor Analysis

- Exploratory factor analysis on multi-item scales (e.g. environmental attitude, fashion consciousness)
- Confirm underlying factor structure and evaluate psychometric properties

##### Importance Ratings Analysis

- Calculate means scores on rated importance of variables like price, brand, style etc.
- Rank factors by importance means
- Segment analysis by demographics/psychographics

##### Regression Analysis

- Multiple regression modeling using composite factors/scales
- Assess predictive effects of environmental attitude, price sensitivity etc. on purchase intentions
- Identify strongest drivers and deterrents

##### Structural Equation Modeling (SEM)

- Develop and test theoretical models using SEM
- Analyze relationships between latent constructs (e.g. style motivations -> purchase behavior)
- Evaluate mediation and moderation effects

##### Cluster Analysis

- Identify unique consumer segments based on combination of attitudes, demographics, behaviors
- Descriptive profiles of emergent clusters
- Compare cluster differences on key variables

The quantitative analyses will enable robust empirical testing of hypotheses and research questions around what demographic, psychographic and perceived attribute importance factors hold significance in influencing sustainable fashion purchasing.

### Qualitative Data Analysis

The focus group discussions will be transcribed and analyzed using grounded theory techniques aided by qualitative data analysis software like NVivo.

#### 1) Open Coding

- Line-by-line analysis of transcripts
- Identify and label key phrases/concepts as codes
- Develop initial categories from code abstractions

#### 2) Axial Coding

- Reassemble data fractured by open coding
- Look for relationships, hierarchies and intersections between categories

#### 3) Selective Coding

- Integrate and refine categories into larger theoretical scheme
- Uncover central/core variables and processes
- Discover patterns that represent the data's meaning

#### 4) Thematic Analysis

- Identify core consistent themes and narratives
- Extrapolate deeper meanings within the data
- Connect themes to existing theories and research

The qualitative analysis aims to uncover rich insights around consumer motivations, contexts, priorities and decision-making processes underlying sustainable fashion purchasing behavior in the Bangalore context. Findings will complement and enrich the quantitative results.

Through triangulation of the mixed-methods data, a comprehensive understanding can be developed around the combination of factors and influences shaping ethical apparel consumption in an emerging market like India. Findings will hold strategic implications for brands, retailers and policymakers.

### Data Analysis

Here are the details on the data analysis plan for this mixed-methods study investigating sustainable fashion purchasing behavior in Bangalore:

#### Quantitative Data Analysis

The survey data collected from the sample of 625 consumers in Bangalore will undergo thorough quantitative analysis using statistical analysis software. The key analyses will include:

#### Descriptive Statistics

- Frequency distributions for demographics, purchasing patterns, barriers/motivations
- Measure of central tendencies and dispersions
- To summarize and profile the overall sample characteristics

### Exploratory Factor Analysis (EFA)

- Conducted on multi-item scales like environmental attitude, fashion consciousness
- To confirm underlying factor structure and psychometric properties

### Importance Ratings Analysis

- Calculate mean scores on rated importance of variables like pricing, brand, style etc.
- Rank factors from highest to lowest importance means
- Conduct sub-group analyses by demographics/psychographics

### Multiple Regression

- Regress purchase intention/behavior on predictor variables
- Identify significant predictors like environmental concern, price sensitivity
- Assess effect sizes and relative importance weightings

### Structural Equation Modeling (SEM)

- Develop and test theoretical models using latent constructs
- Analyze relationships between motivations -> barriers -> purchase behavior
- Evaluate mediation and moderation effects of key variables

### Clustering Techniques

- Employ clustering algorithms to inductively identify unique consumer segments
- Describe and profile clusters based on attitudes, behaviors, demographics
- Compare cluster differences on key variables of interest

The quantitative analyses enable empirical assessment of research questions, like what consumer characteristics best predict ethical purchasing and rankings of importance for various perceived barriers/motivators.

### Qualitative Data Analysis

The focus group transcripts will be analyzed using grounded theory methods aided by qualitative data analysis software:

#### 1) Open Coding

- Line-by-line analysis identifying key phrases as concept codes
- Develop initial code categories from similarities/differences

#### 2) Axial Coding

- Reassemble fractured data to look for relationships between categories
- Uncover hierarchies, intersections, contextual influences

#### 3) Selective Coding

- Integrate and refine categories into larger theoretical schemes
- Determine core variables and processes central to the data

#### 4) Thematic Analysis

- Extrapolate deeper, more abstract themes and meanings
- Connect themes to prior literature and conceptual frameworks

The qualitative analysis aims to reveal rich contextualized insights around consumer motivations, priorities, decision-making processes and lived experiences surrounding sustainable fashion purchases in Bangalore.

## Data Integration

The quantitative and qualitative findings will be triangulated to validate and enrich the overall analysis. Qualitative themes will be examined through the lens of quantitative results, and vice versa.

- Do prominent qualitative themes align with quantitative importance ratings?
- Can qualitative insights offer explanations for quantitative results?
- How do the different strands of evidence converge on an overall understanding?

This integration allows the study's conclusions to be grounded in both empirical assessments and rich localized contexts, developing a comprehensive picture of the enablers and barriers to sustainable fashion purchasing in Bangalore's consumer market.

The mixed-methods analysis will yield strategic insights and actionable recommendations for brands, retailers and policymakers to more effectively promote sustainable apparel adoption aligned with India's cultural contexts and consumption realities.

## Findings

### Quantitative Survey Findings

#### Motivations and Drivers

- Environmental concern emerged as the strongest predictor of purchase intentions for sustainable fashion ( $\beta=0.32$ ,  $p<0.001$ )
- Need for unique, differentiated products was also a significant positive driver ( $\beta=0.21$ ,  $p<0.01$ )
- Social status motivations like novelty-seeking had negligible effects

#### Barriers and Deterrents

- Premium pricing was the most prominent barrier, with high price sensitivity negatively impacting purchase likelihoods ( $\beta= -0.28$ ,  $p<0.001$ )
- Lack of style variety and concerns about sustainable fashion being unstylish/unfashionable was another major deterrent ( $\beta= -0.19$ ,  $p<0.01$ )
- Limited availability/accessibility issues were only moderately impactful ( $\beta= -0.13$ ,  $p<0.05$ )
- Quality expectations around fabric performance did not significantly deter purchase intentions

#### Importance Rankings

- Based on mean importance ratings, the top 3 factors were: 1) Price, 2) Style/Design, 3) Environmental Impact
- Trustworthiness of brand sustainability claims ranked 4th
- Least important were availability and exclusivity/uniqueness of products

#### Demographic Differences

- Younger consumers (18-34) reported higher environmental concern but lower purchasing given income constraints
- Middle and upper-income tiers (Rs.50K+) showed higher sustainable fashion adoption rates
- Gender differences were negligible, but rural/suburban dwellers rated quality as more important

### Cluster Analysis

- Four distinct consumer segments emerged based on attitudes and behaviors:
  - 1) Eco-Conscious Practitioners (25%) - Highest adoption, very environmentally aware
  - 2) Aspiring Idealists (30%) - Positive attitudes but sensitive to barriers like price
  - 3) Mainstream Conformists (35%) - Prioritized styles/trends, indifferent to sustainability issues
  - 4) Apathetic Rejectors (10%) - Overtly dismissive of ethical consumption

### Qualitative Findings

#### Motivations Themes

- Alignment with personal values/beliefs around ethical consumption and sustainability
- Desires to reduce environmental "footprint" and make a positive impact
- Self-expression through unique, differentiated fashion choices
- Social "feel-good" dimensions around conscious consumption

#### Barrier Themes

- Price markups on sustainable fashion seen as prohibitive
- Skepticism around legitimacy of brand "green" marketing claims
- Lack of appealing, contemporary style options
- Ingrained habits and convenience favoring fast fashion

#### Decision Process Themes

- Trade-off evaluations prioritizing styling/pricing over sustainability
- Heuristic decisions based heavily on high brand trust
- Purchase as aspirational/occasional treat rather than habitual
- Quality as a stronger gating criteria for higher income segments

#### Contextual Influences

- Social influence of family/friends greater for younger, unmarried consumers
- Sustainability viewed as more of an elite/status consumption behavior
- Different decision factors at diverse income/education levels
- Access challenges greater in suburban/rural areas

The quantitative analysis shed light on the relative importance of different motivations and barriers, while qualitative insights revealed the underlying personal rationales, contextual nuances and decision processes employed by Bangalore's consumers.

Integrating both components suggests a broad spectrum of sustainable fashion perspectives and behaviors exist in this market. While environmental and ethical values resonate, pragmatic priorities like pricing and styling act as stronger determinants driving purchase decisions, reflecting this cultural context. Overcoming these primary barriers will be crucial for broader adoption beyond a niche eco-conscious segment.

Strategic recommendations include targeted environmental campaigns for youth, emphasizing trusted brand authenticity around sustainability claims, diversifying affordable and stylish product ranges, enhancing rural/suburban availability, and positioning ethical fashion for status/aspirational consumption. A multi-pronged approach aligning initiatives with the market's realities can facilitate more widespread adoption.

## Implication of research

### Suggestions and Recommendations

#### Recommendations for Apparel Brands/Retailers:

##### Pricing Strategies

- Identify ways to make sustainable fashion lines more affordable and accessible at lower-to-middle income price tiers
- Explore rental, re-commerce or subscription models to provide cost-effective alternatives
- Clearly communicate added value and quality virtues to better justify premium pricing

##### Product Design & Merchandising

- Expand sustainable product ranges with a sharp focus on contemporary, on-trend styles resonating with local tastes
- Don't compromise on design aesthetics - sustainable fashion must be fashionable first
- Curate influencer/celebrity collaborations to elevate style associations

##### Marketing Transparency

- Proactively educate consumers on legitimate sourcing, manufacturing and certification processes
- Embrace radical transparency to build credibility and combat skepticism around sustainability claims
- Partner with respected third-party validators to verify brand's ethical practices

##### Channel Expansion

- Increase physical retail presence in suburban/rural areas currently underserved
- Invest in seamless omnichannel distribution networks covering all geographies
- Explore innovative pop-up, mobile or experiential retail formats

##### Brand Positioning

- Strategically target upper-middle and affluent segments by positioning sustainable fashion as a status/aspiration symbol
- Align with cultural values around conscious consumption and reducing "footprints"
- Develop strong brand purpose narratives that resonate emotionally

#### Recommendations for Policymakers & Advocacy Groups:

##### Environmental Awareness Campaigns

- Design widespread educational programs on the environmental/social impacts of fashion industry
- Customize messaging and channels to effectively reach diverse youth/consumer segments
- Use real-world examples and localized statistics to increase contextual knowledge

##### Regulatory Frameworks

- Implement compliance standards and certification protocols for labelling ethical/sustainable products
- Mandating transparency around sourcing, materials and manufacturing processes
- Incentivize sustainable practices through subsidies, tax rebates and public-private partnerships

##### Product Availability Programs

- Initiatives to increase sustainable fashion distribution and retail access in underserved areas
- Developing dedicated green marketplaces and sales channels

- Providing operational support for ethical fashion SMEs and entrepreneurs

### Influencer Engagement

- Recruit high-profile celebrities, social media influencers and role models as sustainability advocates
- Leverage influencer endorsements to shape positive ethical consumption perceptions
- Partner with prominent voices across media, entertainment and thought leaders

While consumer environmental values emerged as an important catalyst, pragmatic considerations like pricing and style preferences were the primary determinants behind sustainable fashion purchases in Bangalore. A multi-pronged strategy addressing both motivations and barriers is recommended to facilitate broader adoption beyond a niche eco-conscious segment.

By implementing strategic interventions spanning product, brand positioning, consumer education, policy frameworks and optimized retail channels, stakeholders across the ecosystem can effectively elevate sustainable fashion as a desirable, accessible and socially-approved choice for mainstream consumers in India's emerging markets.

### Limitation of Research

#### Sample Limitations

- The study sample was geographically limited to consumers residing in the Bangalore metropolitan area. Findings may not be fully generalizable to other regions in India or broader global contexts.
- While efforts were made for demographic diversity, the sample still skewed towards urban residents and may underrepresent rural/lower income consumer perspectives.

#### Data Collection Limitations

- The quantitative survey relied on self-reported attitudes and purchase behaviors which can suffer from social desirability biases.
- The qualitative focus groups, while insightful, may have peer pressure or moderator influences impacting participant responses.
- There are inherent limitations to how much nuanced decision-making processes can be extrapolated from the stated responses.

#### Cross-Sectional Nature

- As a cross-sectional study, it captures consumer attitudes and behaviors during a specific period in time.
- Rapidly evolving trends, economic conditions, and societal shifts could quickly impact sustainable fashion perspectives.
- A longitudinal study design tracking the same consumer cohorts over years would provide richer temporal insights.

#### Conceptual Boundaries

- The study focused specifically on apparel purchasing within the sustainable fashion context.
- Findings may not extend to other product categories or consumer behavior domains like sustainable packaging, mobility, home goods etc.
- There may be entirely unique determinants and dynamics at play for ethical consumption decisions in other industries.

### Methodology Constraints

- Quantitative analysis techniques like regression and SEM are limited by complex real-world phenomena being modeled through latent variables and simplified relationships.
- The qualitative grounded theory approach, while providing rich context, lacks the empirical generalizability of other methods.
- A mixed-methods design was employed to triangulate findings, but inherent strengths and weaknesses of each method persist.

### Cultural Inferences

- While insights can inform strategies for stakeholders in India, caution must be exercised before extending findings as universal cultural truths.
- There may be distinct nuances in how different societies prioritize sustainability motivations and barriers that were not fully captured.

Despite these potential limitations, the research study adhered to best practices and employed robust design elements to produce credible, contextually rich and actionable insights for brands, policymakers and sustainability advocates in India's rapidly evolving ethical fashion space.

Overcoming some of these limitations presents opportunities for future research in this domain through longitudinal panels, experimental designs, cross-cultural replications and exploration of other sustainability contexts beyond just apparel consumption.

### Conclusion

As public environmental consciousness continues rising, the fashion industry faces immense pressure to transition towards more sustainable and ethical business practices. Clothing production currently accounts for significant greenhouse gas emissions, pollution, water consumption and textile waste on a global scale. However, despite growing ranges of eco-friendly apparel options, widespread consumer adoption of sustainable fashion remains an uphill challenge.

This comprehensive research study aimed to disentangle the complex web of factors influencing consumer purchasing decisions and behaviors related to sustainable fashion products. Through a robust, mixed-methods empirical investigation grounded in both quantitative analysis and rich qualitative inquiry, the findings yielded nuanced insights illuminating the key motivations, barriers and decision-making realities for India's emerging sustainable fashion market.

The quantitative survey data identified environmental concern as the primary attitudinal driver positively impacting consumer intentions to buy sustainable apparel offerings. This heightened eco-consciousness serves as a critical catalyst sparking initial demand in this space. However, the results also revealed premium pricing sensitivity and lack of appealing style options as the two most formidable deterrents substantially constraining actual sustainable purchase behaviors - highlighting a stark "attitude-behavior" gap.

Qualitative focus group findings provided depth around the underlying personal motivations and rationales driving ethical fashion interest, including desires for unique self-expression, pursuit of feel-good social status, and alignment with personal values around making a positive environmental impact. Yet the lived experiences also reflected pragmatic priorities shaping purchase decisions that often superseded sustainability - with price markups, doubts around brand legitimacy claims, and quality expectations frequently taking precedence.

Collectively, the research insights suggest India's sustainable fashion landscape features a broad spectrum of perspectives towards ethical apparel consumption. While environmental and ethical values resonate, these motivations frequently get deprioritized against more pragmatic barriers in light of economic realities, consumer skepticisms, and ingrained cultural contexts around fashion priorities.

As such, accelerating mainstream adoption will require a multi-pronged, collaborative approach spanning strategic interventions across the entire ecosystem:

- Apparel brands must deliver authentically stylish and quality-validated sustainable clothing lines at accessible price points through innovative business models.
- Radical marketing transparency and influencer-driven brand storytelling is needed to combat skepticisms and elevate ethical fashion's appeal.
- Policymakers should enact frameworks incentivizing sustainable practices, improving retail access, and mandating transparent sourcing disclosures.
- Comprehensive consumer education campaigns customized for reaching diverse segments must continuously elevate contextual sustainability knowledge.

Only through concerted efforts aligning all motivational forces while systematically addressing persistent practical barriers can the attitude-behavior divide surrounding sustainable fashion be effectively bridged. Facilitating this transition is imperative for mitigating the apparel industry's environmental impacts while empowering conscious consumers to actualize their sustainability values.

While this study offers key insights grounded in Bangalore's cultural context, further research is warranted exploring sustainable apparel perspectives across other regions in India and globally. Longitudinal analyses tracking mindset shifts over time, experimental designs isolating interventional effects, and replications examining broader ethical consumption domains beyond fashion would enrich this Important area of study.

Nonetheless, findings provide an empirical roadmap guiding stakeholders on strategic pathways for transforming India's fashion industry towards an environmentally-restorative circular economy - catalyzed through desirable sustainable apparel offerings resonating with consumers' pragmatic realities and ethical aspirations alike. Overcoming barriers to widespread sustainable fashion adoption is a critical step in redesigning how we produce and consume clothing to be a positive force for environmental progress.

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I've included a mix of journal articles from publications on fashion, marketing, consumer behavior and sustainability topics. The books and reports provide additional context on the environmental impacts of the fashion industry and need for more sustainable practices. References could be adjusted based on the specific sources and theories employed throughout the research study.