



A STUDY ON THE CONSUMER PERCEPTION TOWARDS SUSTAINABLE FASHION

Shrinidhi¹, Dr. Srikanth P²

¹MBA Student

²Professor

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ABSTRACT

This research is aimed at knowing the perception of consumers about sustainable fashion and its impact on consumer purchasing behavior. Fashion in the modern world is becoming very rapid and at the same time, it is giving rise to numerous environmental and social issues. Owing to this, sustainable fashion is gaining significance. This study will be used to investigate the awareness, attitudes and purchase intention of consumers of sustainable fashion products. This paper is founded on the primary data which was gathered through administration of a structured questionnaire on 316 respondents. The research mainly focuses on students and young consumers. Simple statistical analysis tools such as percentage analysis and correlation were used to analyze the data. The results indicate that the majority of consumers are knowledgeable about sustainable fashion and have a favorable attitude towards it. Nevertheless, awareness and actual buying behavior have a gap. The research also established that other factors such as price, brand trust and awareness are also significant in consumer decisions. Sustainable fashion also appears to be quite expensive to a large percentage of consumers but, a few individuals are willing to pay more to receive an environmentally friendly product. The research concludes that sustainable fashion is likely to be successful in future, but the companies should focus on price, knowledge and trust to increase actual buying.

KEYWORDS: Sustainable Fashion, Consumer Perception, Awareness, Purchase Intention, Buying Behavior, Price Sensitivity, Brand Trust, Environmental Impact

INTRODUCTION

Fashion industry is one of the quickest growing industries of the world and at the same time, it is one of the worst industries to the environment. The emergence of fast fashion has transformed the way people purchase and wear clothes in the course of the years. Fast fashion is concerned with manufacturing fashionable outfits at minimal charges and in the shortest time possible. Although this has rendered fashion more affordable and accessible, it has also posed significant environmental issues like excessive waste, pollution, and excessive use of natural resources. Parvin Kemi et al. (2023) state that the rate of fast fashion production and disposal has greatly impacted the environment by increasing pressure on it. Consequently, a shift towards more responsible and sustainable methods of fashion production and consumption has become a necessity.

Sustainable fashion has come in as a way out of these environmental and ethical challenges. It means a clothing design and production, which causes the least harm to the environment and proper treatment of the workers. It involves the use of environmentally friendly materials like organic cotton and recycled fabrics, minimizing the use of water and energy, and ensuring ethical labor practices throughout the supply chain (Zhang, 2025; Morais et al., 2025). Sustainable fashion also deals with durability of use of clothes whereby it is encouraged that individuals should reuse, repair and recycle clothes as opposed to discarding them at a very frequent rate.

Besides environmental advantage, sustainable fashion also promotes a notion of being in a circular economy. This implies that products are made to be re-used and recycled instead of being wasted after use once. This movement is on a trend of growing in popularity with activities such as second-hand clothes, renting fashion, and upcycling. The methods do not only minimize waste but also generate new economic opportunities in the fashion industry (Zhang, 2025). This change demonstrates that sustainability is not merely a fad but a transformation of the fashion industry that lasts and is long-term.

Sustainable fashion is gaining significance in the Indian environment because the textile and apparel sector is very big. One of the top producers of textiles in the world is India and this massive production has its share in causing environmental problems like water pollution and waste production. Research conducted by Alam et al. (2023) and Felicita et al. (2023) underscores the fact that the Indian textile industry has a considerable effect on the environment and thus there is a need to implement a sustainable approach. Simultaneously, the multicultural population of India and the development of a middle-income population presents opportunities and challenges to sustainable fashion adoption.



The role of consumer perception in the success of sustainable fashion is very significant. It is the way consumers reason, emotional and responsive to sustainable clothing. Although there are sustainability products in the market, their effectiveness will depend on whether people will purchase them. Consumer perception is influenced by various factors, including environmental awareness, personal beliefs, cultural values, and social influence (Sahu et al., 2025; Escourido-Calvo et al., 2025). Social media has been an influential instrument in creating these perceptions in the past few years through creation of awareness and consumer decisions. However, there is a major challenge in the form of the “attitude–behavior gap.” This implies that despite the claim by most consumers that they are concerned about the environment and that they are advocates of sustainable fashion, they fail to buy sustainable products. Busalim et al. (2022) elaborate that this gap is due to the fact that positive attitudes do not necessarily translate into actual behavior. The convenience, habit, or absence of strong motivation to change behavior has led many consumers to continue to purchase fast fashion.

One of the biggest reasons of such a gap is the problem of price. Sustainable clothing is also said to be costlier than normal clothing and this is why many people particularly the young people and students are less inclined to purchase sustainable clothing. Price sensitivity is one of the crucial factors influencing purchase decision making in India as such studies as Bansal (2024) show. Even after consumers have been educated on the benefits of sustainable fashion, they may choose to purchase cheap due to their low financial capacity.

The other critical barrier is scarcity and inaccessibility. Compared to fast fashion products, sustainable fashion products are not very accessible particularly in cities and in the rural regions. Nagadeepa et al. (2024) state that the absence of availability and the insufficient assortment of sustainable clothes reduces the interest and purchase intention of consumers. Consumers are likely to be satisfied with easy to get alternatives when they are unable to get enough alternatives.

Growth of inadequate awareness and trust is also a significant problem. A lot of consumers lack full comprehension of the meaning of sustainable fashion and how to select truly sustainable items. In other cases, brands may claim to be sustainable when in reality they are not and therefore may cause confusion and lack of trust among consumers. Morais et al. (2025) point out that ineffective transparency and greenwashing reduces the trust of consumers on sustainability of a brand. This explains why there was a need to innovate on communication, education and labeling.

On a positive side, consumers are motivated towards sustainable fashion in a number of ways. Environmental awareness, personal agency, and optimism to effect change are extremely influential on behavior (Kesarwani et al., 2024; Shamsi et al., 2023). When consumers feel that their choice can help save the environment then they are more likely to adopt sustainable products. Social influence, especially the peer pressure of friends, family and influencers also affect sustainable consumption.

Sustainable fashion is one of the significant steps to the future of more responsible and environmental fashion. Its growth however, is pegged on the perceptions and acceptance of the consumers. Although awareness is on the rise, high costs, inaccessibility as well as lack of confidence are still present. Thus, consumer perception is a phenomenon that should be investigated in more detail to get to know these problems and find efficient solutions. The study will aim at identifying the elements which influence the consumer perception of sustainable fashion, and will provide viable recommendations to the business and policymakers on how sustainable consumption can be promoted in a more impactful way.

LITERATURE REVIEW

Consumer behavior towards sustainable fashion has started to change in the recent years and especially among the younger generations. As it was noted by Talesara et al. (2025), Generation Z consumers are very conscious of the sustainability concerns and tend to have a favorable attitude towards sustainable fashion. This positive attitude however does not necessarily translate into purchase behavior. The reasons why many consumers are reluctant are affordability, lack of fashionable styles and the uncertainty that brands are really sustainable. Likewise, Awasthi et al. (2023) indicated that the consumer perception in India is slowly changing as more people become environmentally conscious, more exposed to the media, and as more information becomes accessible, causing them to change their perception of fashion.

Further, Tryphena et al. (2023) pointed out that the environmental knowledge and personal beliefs play a far much more influential role in consumer decisions. When consumers feel that they have a power to alter the situation and that their own actions matter, then they will develop a positive intention towards sustainable fashion. Nevertheless, according to Deepak et al. (2023), such an intention does not necessarily translate into actual purchase behaviour. Convenience, habits, and lifestyle factors still make many consumers choose fast fashion, and it is a clear indication of the existence of an attitude-behavior gap in the Indian market.

The other critical factor which has been brought out in the literature is the role of price and past behavior. Pardeshi et al. (2024) discovered that individuals with a history of engaging in sustainable practices are more likely to remain the same in the future. Nevertheless, price sensitivity is another significant implication on their ultimate decision. Consistent with this, Bansal (2024) also found that the price-sensitivity of Indian consumers is very high, and despite their knowledge of sustainable fashion, they tend to



make their purchases in lower-cost options. This demonstrates that affordability is a significant aspect in consumer perception and purchase intention.

Sustainable consumption is also a very powerful force that is being fuelled by environmental issues. Poorani et al. (2025) note that such problems as pollution and climate change are making consumers more responsible in their buying behaviors. Meanwhile, Paul (2021) emphasized that ethical production and sustainable manufacturing practices can have a positive impact on the consumer opinion. The success of such practices however lies in their communication to the consumers since various demographic groups do not react the same way depending on their awareness and understanding of such practices.

Although the awareness is on the rise, not every consumer is involved in sustainable consumption. According to Saha et al. (2019), most young consumers know about green fashion, but do not necessarily do it. There are those who are too passive despite realizing the advantages of being sustainable. In this same tone, Baladharshini (2025) observed that recycling like upcycling and reuse of clothing can reduce environmental damage, but the process is not popular due to its costly nature, and people do not know much about the process and its advantages. This is a clear pointer that it is impossible to act through behavioral change simply by being aware of it.

Lastly, the emotional, social, and practical factors are combined to affect consumer behavior towards sustainable fashion. Rajput et al. (2025) suggest that emotional values and situational factors have a significant impact on consumer attitudes, although product availability and benefits to the environment also play a role. In addition, Khan et al. (2024) also highlighted the importance of social influence and electronic word-of-mouth as drivers of sustainable decisions. It was also found that fashion preferences and the readiness to spend have an impact on younger consumers (Nagadeepa et al., 2024), as they are more aware but not the least aware. In general, according to the results of Shamsi et al. (2023), the combination of such factors as environmental awareness, personal gains, social standards, and consumer attitudes have an impact on the consumer behavior, yet turning these attitudes into a real action is one of the main difficulties.

Research Gaps

Sustainable fashion and its related topics have already been discussed in numerous studies; in particular, the fact that individuals are becoming more conscious of environmental concerns and that they are positive about wearing eco-friendly clothes. Nevertheless, there is still a single issue which is not completely comprehended. Although the individuals claim to be in support of sustainable fashion, they do not necessarily purchase them in practice. This disjuncture between the perceptions and actual actions of the people has not been clearly articulated, particularly among the young consumers and students in India.

In addition, majority of the works have considered a single or two variables such as price or awareness. However, in the real world, numerous factors collectively come into play to influence consumer decision, including price, brand trust, quality, social influence, and individual preferences. No single research has enough studies that combine all these factors in a single study. Due to this, it is hard to comprehend the whole picture of consumer perception.

This study helps to fill this gap by focusing on consumer perception towards sustainable fashion and how it affects their buying behavior. It attempts to know not only what the consumers think, but also why they can buy or not buy sustainable products. This research provides a better understanding of consumer behavior by examining the awareness, perception, price sensitivity, and trust simultaneously, and that would help in bridging the gap between intention and actual action.

HYPOTHESES OF THE STUDY

HYPOTHESIS 1

H0 (Null Hypothesis): The purchase intention of consumers does not depend significantly on the consumer awareness of sustainable fashion.

H1 (Alternative Hypothesis): There is a strong correlation between the purchase intention and consumer awareness of sustainable fashion.

HYPOTHESIS 2

H0(Null Hypothesis): Price perception of sustainable fashion is not significantly associated with willingness to pay.

H1 (Alternative Hypothesis): There is a significant relationship between price perception of sustainable fashion and willingness to pay.

HYPOTHESIS 3

H0 (Null Hypothesis): There is no significant relationship between the purchase intent of sustainable fashion brands and its actual purchase.



H 1 (Alternative Hypothesis): There is a significant relationship between the preference towards the sustainable fashion brands and the actual purchase.

RESEARCH OBJECTIVES

- To test the level of awareness and knowledge of the consumers regarding sustainable fashion practices.
- To examine consumer perception of environmental and ethical issues of sustainable fashion.
- To determine the factors affecting purchase intention of sustainable fashion products.
- To determine how the price sensitivity and brand trust influence sustainable fashion purchasing behavior.
- To explore the gap between the knowledge of consumers and the actual purchasing behavior of sustainable fashion.

RESEARCH METHODOLOGY

In this part, the researcher explains the method used to carry out the study regarding consumer perception with regards to sustainable fashion. It explains the method of collection of the data, the kind of research design employed and the method of analysis. This assists in having a clear and systematic way of understanding the study.

Research Design

For this study, a descriptive research design was used. Descriptive research aids in comprehending the views, consciousness and behavior of consumers at present. In this study, it assisted in examining the way in which consumers reason about sustainable fashion and the impact of their perception on their purchasing behavior.

Data Collection

Both primary and secondary data sources were used in the study.

Primary Data: Google Forms was used to collect primary data using a structured questionnaire. There were close-ended questions and 5-point Likert scale questions on the questionnaire. It majored on consumer awareness, perception, price sensitivity, brand trust, and purchasing behavior of sustainable fashion.

Secondary Data: The secondary data were obtained through research articles, journals, websites, articles and past studies on sustainable fashion and consumer behavior. This assisted in developing a good theoretical foundation of the study.

Sampling

- **Sample Size:** 316 respondents
- **Target Group:** Students and young consumers who are aware of fashion trends and sustainability concepts
- **Sampling Method:** Convenience sampling was used because it is easy and quick to collect data from available respondents
- **Sampling Area:** The study mainly focuses on urban consumers

Tools of Analysis

Data obtained was analyzed using Microsoft Excel and simple statistical tools.

It was done in the following ways:

- **Frequency Analysis** - to get the demographic information such as age, gender, etc.
- **Percentage Analysis** – to compare awareness and perception of consumers
- **Descriptive Analysis (Mean and Standard Deviation)** - to measure consumer reaction towards sustainable fashion.

These tools served to present the data in an easy and comprehensible manner.

Variables of the Study

- **Independent Variable-** Consumer perception (such as awareness, attitude, price perception and brand trust)
- **Dependent Variable-** Purchase intention and buying behavior of sustainable fashion products.

Limitations of the Study

- The research is founded on convenience sampling thus it might not reflect the entire consumers.
- The study mainly focuses on urban consumers
- The answers are not made on facts but rather opinions which may be biased.

Ethical Considerations

- The survey was self-administered.
- The respondents were explained the purpose of the study.
- Privacy and confidentiality of the respondents were maintained
- The data collected was used only for academic purposes

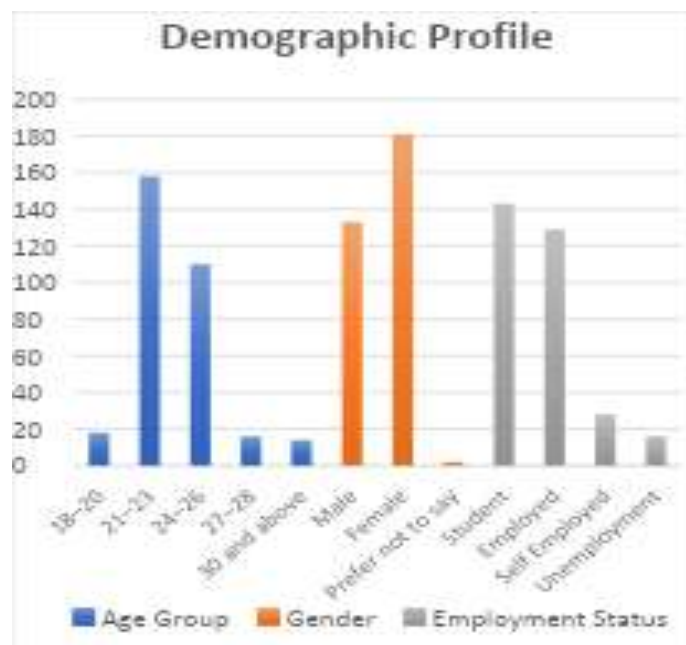
Summary

This research used a descriptive research design to study consumer perception towards sustainable fashion. Both primary and secondary data were used. The convenience sampling was used to sample 100 respondents. The frequency, percentage and descriptive analysis techniques were used in Excel to analyze the data and understand consumer behavior in a clear manner.

DATA ANALYSIS AND INTERPRETATION

Demographic Profile

Variable	Category	Frequency	Percent (%)
Age	18–20	18	5.7%
	21–23	158	50.0%
	24–26	110	34.8%
	27–28	16	5.1%
	30 and above	14	4.4%
	Total	316	100.0%
Gender	Female	181	57.3%
	Male	133	42.1%
	Prefer not to say	2	0.6%
	Total	316	100.0%
Employment Status	Employed	129	40.8%
	Self Employed	28	8.9%
	Student	143	45.3%
	Unemployment	16	5.1%
	Total	316	100.0%



Interpretation

The age distribution shows that most of the respondents are in the 21-23 (50 percent), the next age group is 24-26 (34.8 percent). This shows that the sample mainly includes youth, which is more likely to be informed about the latest trends in the sustainable fashion.

In terms of gender, females (57.3%) slightly outnumber males (42.1%). This means a slightly higher female representation but overall, there is an acceptable gender balance in the sample.

About employment, the majority of the respondents are students (45.3%), then employment people (40.8%). This is a pointer of a mixture of respondents with different financial background and purchasing power.

On the whole, the demographic profile is a young and heterogeneous group, and the data can be used to analyze consumer attitude and behavior towards sustainable fashion.

Section B: Purchase Behaviour

Variable	Category	Frequency	Percent (%)
Frequency of Clothing Purchase	Very Frequently	49	15.5%
	Frequently	89	28.2%
	Occasionally	147	46.5%
	Rarely	31	9.8%
	Total	316	100.0%
Switched from Fast Fashion	Yes	113	35.8%
	No	55	17.4%
	Maybe	148	46.8%
	Total	316	100.0%
Purchased Sustainable Before	Yes	150	47.5%
	No	48	15.2%
	Not sure	118	37.3%
	Total	316	100.0%



Interpretation

The findings reveal that the majority of the respondents shop occasionally (46.5%), then frequent purchases (28.2) implying moderate buying habits.

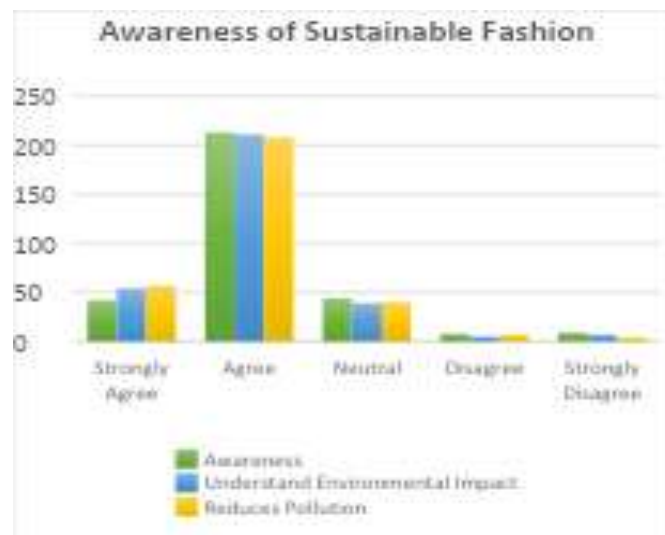
A considerable number of respondents (47.5) have bought sustainable fashion products, and many remain unconvinced (37.3) indicating partial adoption.

In terms of switching behavior, the majority of respondents responded with maybe (46.8%), which suggests they are indecisive about switching to sustainable alternatives of fast fashion.

Overall, the interest of consumers towards sustainable fashion is moderate, and the lack of frequent use remains high.

There were 34 questions in Section C: Awareness of Sustainable Fashion.

Variable	Category	Frequency	Percent (%)
Awareness	Strongly Agree	42	13.3%
	Agree	213	67.4%
	Neutral	44	13.9%
	Disagree	8	2.5%
	Strongly Disagree	9	2.8%
	Total	316	100.0%
Understand Environmental Impact	Strongly Agree	54	17.1%
	Agree	211	66.8%
	Neutral	39	12.3%
	Disagree	5	1.6%
	Strongly Disagree	7	2.2%
	Total	316	100.0%
Reduces Pollution	Strongly Agree	57	18.0%
	Agree	208	65.8%
	Neutral	40	12.7%
	Disagree	7	2.2%
	Strongly Disagree	4	1.3%
	Total	316	100.0%



Interpretation

The results show that most of the respondents have good basic knowledge regarding sustainable fashion with a large majority of them being aware of it (67.4% agree).

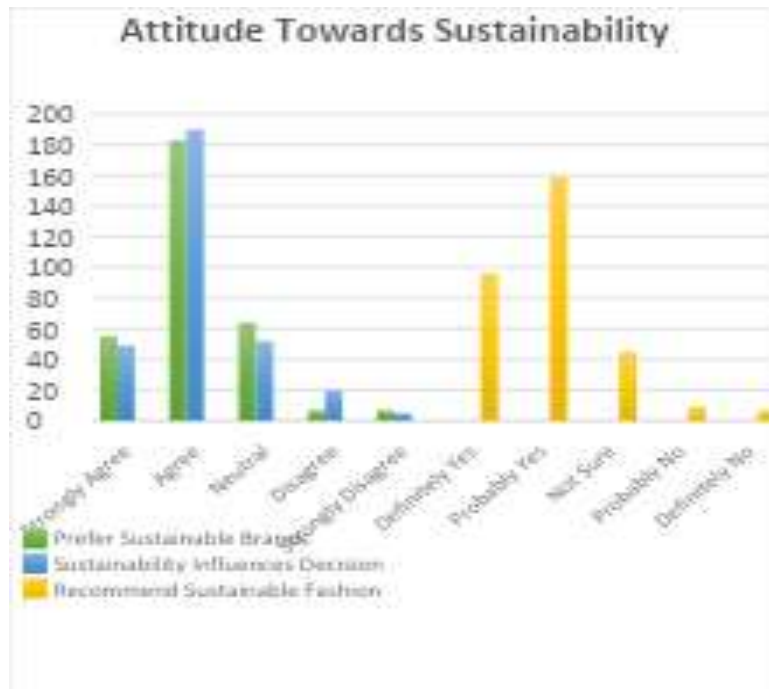
In the same vein, the majority of respondents are aware of the environmental consequences of clothing production (66.8% agree) indicating that they are conscious of the sustainability issue.

Also, there is a solid majority that sustainable fashion can help decrease pollution (65.8% agree).

Overall, the results have shown that the respondents are very aware and knowledgeable on the concepts of sustainable fashion.

Section D: Attitude Towards Sustainability

Variable	Category	Frequency	Percent (%)
Prefer Sustainable Brands	Strongly Agree	55	17.4%
	Agree	183	57.9%
	Neutral	64	20.3%
	Disagree	7	2.2%
	Strongly Disagree	7	2.2%
	Total	316	100.0%
Sustainability Influences Decision	Strongly Agree	49	15.5%
	Agree	190	60.1%
	Neutral	52	16.5%
	Disagree	20	6.3%
	Strongly Disagree	5	1.6%
	Total	316	100.0%
Recommend Sustainable Fashion	Definitely Yes	96	30.4%
	Probably Yes	159	50.3%
	Not Sure	45	14.2%
	Probably No	9	2.8%
	Definitely No	7	2.2%
	Total	316	100.0%



Interpretation

The findings indicate that the majority of the respondents are more inclined towards sustainable brands (57.9% agree) which means that the respondents are in favor of environmentally friendly products.

The majority of them also confirm that sustainability is an aspect that guides them prior to their purchases (60.1%), which also speaks of its growing importance.

In addition, most of the respondents are willing to advertise sustainable fashion (50.3% most likely yes, 30.4% certainly yes). In general the attitudes of consumers towards sustainable fashion are positive, although the actual behavior might differ.

Section E: Price Sensitivity & Value Perception

Variable	Category	Frequency	Percent (%)
Sustainable is Expensive	Strongly Agree	55	17.4%
	Agree	193	61.1%
	Neutral	52	16.5%
	Disagree	11	3.5%
	Strongly Disagree	5	1.6%
	Total	316	100.0%
Willing to Pay More	Strongly Agree	44	13.9%
	Agree	183	57.9%
	Neutral	70	22.2%
	Disagree	12	3.8%
	Strongly Disagree	7	2.2%
	Total	316	100.0%
Discount Influence	Very Significantly	50	15.8%
	Significantly	132	41.8%
	Moderately	89	28.2%
	Slightly	34	10.8%
	Not at all	11	3.5%
	Total	316	100.0%



Interpretation

Most respondents (61.1% agree) have a positive price perception because they believe that sustainable fashion products are more expensive.

Nevertheless, a significant percentage of respondents will pay higher (57.9% agree) but still a significant number of respondents are indifferent (22.2%).

Discounts are also important as 41.8 percent of the respondents expressed that they are highly considered when making their purchases. Generally, price is a significant consideration although consumers are moderately balanced when it comes to cost versus sustainability.

Section F: Brand Trust & Influence

Variable	Category	Frequency	Percent (%)
Eco-label Influence	Strongly Agree	54	17.1%
	Agree	199	63.0%
	Neutral	44	13.9%
	Disagree	13	4.1%
	Strongly Disagree	6	1.9%
	Total	316	100.0%
Future Purchase Intention	Very Likely	61	19.3%
	Likely	190	60.1%
	Neutral	56	17.7%
	Unlikely	5	1.6%
	Very Unlikely	4	1.3%
	Total	316	100.0%
Future Choice Likelihood	Very Likely	99	31.3%
	Likely	160	50.6%
	Neutral	38	12.0%
	Unlikely	11	3.5%
	Very Unlikely	8	2.5%
	Total	316	100.0%

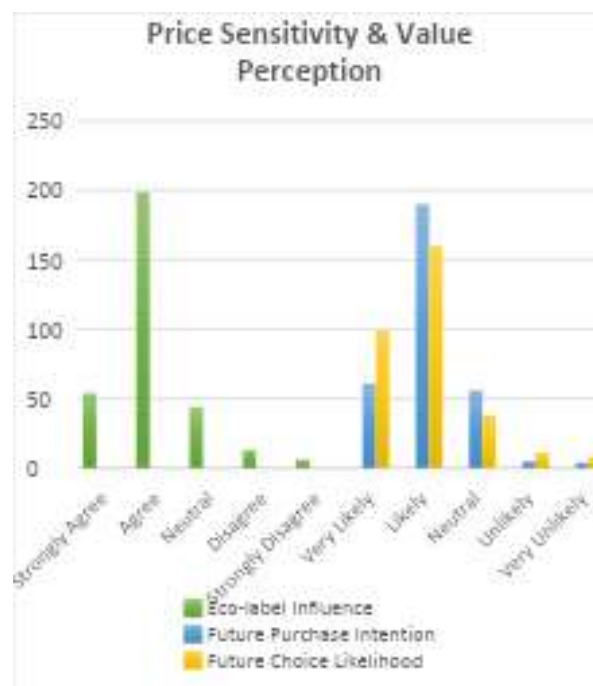
Interpretation

The findings indicate that the purchase decisions are affected by the eco-label (63% agree), which means that they have trust in the certifications.

Most of the respondents have a high future purchase intention (60.1% likely) to sustainable fashion.

Also, the majority of the respondents (50.6% and 31.3% respectively) will tend to select sustainable fashion in the future.

On the whole, the results demonstrate optimistic trends of the future and an increase in confidence in sustainable fashion products.



Hypothesis 1

Correlations				
			Awareness_Sustainable_Fashion	Future_Purchase_Intention
Spearman's rho	Awareness_Sustainable_Fashion	Correlation Coefficient	1.000	.465**
		Sig. (2-tailed)	.	<.001
		N	316	316
	Future_Purchase_Intention	Correlation Coefficient	.465**	1.000
		Sig. (2-tailed)	<.001	.
		N	316	316

** . Correlation is significant at the 0.01 level (2-tailed).

Result

The null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted since the p-value is less than 0.001 (which is less than 0.05). This implies that sustainable fashion awareness has a strong association with the purchase intention in the future.

Interpretation

The value of the correlation ($r = 0.465$) indicates that there is a moderate positive correlation between awareness and purchase intention. This means that the more the consumers are educated on sustainable fashion, the more the consumer would be ready to purchase the products. Simply stated, awareness is a significant factor to motivate individuals to purchase sustainable fashion.

Hypothesis 2

Correlations				
			Sustainable_Expensive	Willing_Pay_More
Spearman's rho	Sustainable_Expensive	Correlation Coefficient	1.000	.489**
		Sig. (2-tailed)	.	<.001
		N	316	316
	Willing_Pay_More	Correlation Coefficient	.489**	1.000
		Sig. (2-tailed)	<.001	.
		N	316	316

** . Correlation is significant at the 0.01 level (2-tailed).

Result

Because the p-value is lower than 0.001 (less than 0.05) the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is approved. This implies that price perception and desire to pay higher prices are highly correlated.

Interpretation

The value of correlation ($r = 0.489$) shows that the perception that sustainable fashion is expensive and willingness to pay higher prices are moderately related. It implies that despite the belief of consumers in the expensiveness of sustainable fashion, many of them are still ready to pay a more significant price. It demonstrates that sustainability is important to consumers even at elevated prices.

Hypothesis 3

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	55.708 ^a	8	<.001
Likelihood Ratio	46.412	8	<.001
Linear-by-Linear Association	.174	1	.677
N of Valid Cases	316		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.06.



Result

The p-value is less than 0.001 (which is less than 0.05) and the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. It means that the inclination towards sustainable fashion brands is highly positively correlated with the real purchasing behavior.

Interpretation

The chi-square value indicates a higher likelihood of consumers purchasing sustainable fashion products when they have a preference towards sustainable fashion brands. This implies that preference has a direct impact on actual purchasing behavior. But, as certain of the expected counts of the cells are small, the result must be examined with a little caution. However, overall, the correlation is significant and noteworthy.

ANALYSIS AND DISCUSSION

This observation of the data is evident that the study is mainly based on the young respondents, especially those within the age of 21-26. This age bracket is usually more active, conscious and is guided by the latest trends, such as sustainable fashion. The location of a balanced number of students and working people also provides diversity in the data as the data represents varying income, exposure, and purchasing power. Based on the responses, it is clear that, the majority of consumers buy clothes not very frequently but occasionally, which is a moderate buying pattern. Although many of the respondents have already experimented with sustainable fashion, many still feel hesitant about going all the way and leaving fast fashion behind, as their behavior demonstrates.

In terms of awareness the results are very good. The majority of the respondents know what sustainable fashion is, and they are aware of its positive effects on the environment, including less pollution and less harmful effects of the production. This shows that awareness campaigns and social media influence have worked and are applicable to educate consumers. Nonetheless, even with this high awareness, this does not necessarily translate to high purchase behavior. This points to the existence of an attitude-behavior gap, in which consumers are aware of sustainability, and in theory approve of it, but fail to practice accordingly in practice.

The study also shows that consumers have a generally positive attitude towards sustainable fashion. Majority of the respondents are fond of sustainable brands, believe that sustainability is a factor that affects their purchasing behavior and can even recommend such products to others. This is an indication of a positive attitude towards green consumption. Meanwhile, brand trust and eco-labels are significant in decision-making because consumers base their opinions on certifications and information to evaluate the authenticity of environmentally friendly products. The high future purchase intention also implies that sustainable fashion market is well developed to grow.

Nonetheless, price is one of the most significant variables that influence consumer behavior. Most respondents also perceive that sustainable fashion is a costly item and this serves as a deterrent to frequent buying. Although most consumers are ready to pay higher prices, they still are affected by the offer and discounts. This is also supported by the hypothesis testing which indicates that awareness, price perception and brand preference significantly influence the purchase intention and behavior. On the whole, the results indicate that consumers are conscious and express a positive attitude, but still, such practical aspects as price, availability and trust are important in defining whether consumers actually adopt sustainable fashion.

CONCLUSION

The purpose of the study was to comprehend the perception of consumers on sustainable fashion and how it influences consumer purchasing behavior. The results reveal that the majority of consumers, particularly the youths, know about sustainable fashion and its significance. They feel that sustainable fashion can contribute to the minimization of environmental harm and promote ethical actions. The attitude of consumers is positive, in general, and the idea of selecting sustainable products is accepted.

Nonetheless, another gap that is clearly presented in the study is one between awareness and actual purchasing behavior. Although sustainable fashion is supported by consumers, not all of them purchase such products on the regular basis. This is primarily due to the increased cost of the sustainable clothing. Some of the consumers are able to pay higher rates, but a significant number of consumers seek cheaper prices. Offers, improved prices, and discounts will assist in getting more people to buy sustainable fashion. To conclude, sustainable fashion has a great potential to develop, yet some issues should be resolved. The gap between intention and action can be narrowed by increasing awareness, developing trust and lowering the costs of products. Sustainable fashion can be a common and responsible decision in future with the right endeavors of brands, consumers and the society.

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