



A STUDY ON CONSUMER BEHAVIOUR TOWARDS SUSTAINABLE FASHION BRAND MARKETING

Kaushiki Sinha

Students, RV Institute of Management, Bengaluru, India

Dr. Noor Firdoos Jahan

Professor, Department of Marketing, RV Institute of Management, Bengaluru, India

noor.firdoos@gmail.com

ABSTRACT

This research paper discussed the consumer behavior regarding the marketing of sustainable fashion brands and discuss the most important factors that could affect the willingness of consumers to buy sustainable fashion products. The fashion industry has been extensively blamed in terms of its environmental contribution thus making sustainable fashion practices even more pertinent. The primary aim of the research is to gain awareness, attitudes, and purchase intentions of consumers in regards to sustainable fashion and to determine the obstacles that exist against the uptake of sustainable clothing products by consumers. This study utilized a research design of descriptive research study and a structured questionnaire was used in the collection of primary data in which 200 respondents were involved. The statistical methods applied in the analysis of the data collected included frequency analysis, percentage analysis, chi-square test and correlation analysis using SPSS. As the research results have shown, the environmental concern and trust in sustainable fashion brands are also crucial determinants of consumer intention to purchase sustainable fashion products. Nonetheless, the prices and scarcity of sustainable fashion products are also considered among the significant obstacles, which deter consumers to wear sustainable fashion. It can be concluded that despite the awareness and the positive attitude of consumers towards sustainable fashion, such practical considerations as affordability, accessibility and trust remain to impact their ultimate purchasing decisions. The study has valuable implications to fashion brands and marketers to come up with effective strategies that can be used in marketing of sustainable fashion and influencing responsible consumer behavior.

Keywords: *Sustainable Fashion, Consumer Behaviour, Sustainable Brand Marketing, Environmental Concern, Purchase Intention, Fashion Industry*

Introduction

Fashion industry is a very big and rapidly expanding industry in the world. It is significant in the lifestyle, trends and world markets of the consumer. Nevertheless, the fashion industry has also become one of the leading causes of environmental and social issues alongside the economic development. The fast-growing trend of fast fashion has led to the rise in the production and consumption of clothing that have caused overuse of natural resources, textile wastes, water pollution, and carbon emissions. Moreover, there is also the problem of unethical labour practices, poor working conditions, and low wages in garment plants, which has made the situation of garment industries a

serious concern of whether it is sustainable or not. These issues have necessitated the development of a more responsible and friendly nature of fashion production and consumption.

As a reaction to these escalating issues, the idea of sustainable fashion has been receiving more and more attention of researchers, policymakers, and fashion brands. Sustainable fashion can be described as fashion products and clothing that is designed, manufactured, distributed, and consumed in a manner that limits adverse effects on the environment and society. It specializes on the utilization of environmentally friendly materials, ethical production process, waste minimization,



fair working practices and sustainable environmental responsibility in the long run. Sustainable fashion helps consumers to practice responsible buying behaviour and promote brands that engage in ethical and environmental responsible actions. With the rising trend in environmental awareness, there are numerous fashion brands that have begun to market their products sustainably and use sustainable collections and marketing strategies as a way of appealing to the environmentally conscious consumers.

Increasing awareness with regard to sustainability, consumer purchasing behaviour does not necessarily incorporate these positive attitudes. There are numerous consumers who care about environmental conservation and moral production, but they remain willing to buy the fast fashion products because of low prices, availability of trends, convenience, and accessibility. This gap between the positive attitude of consumers towards sustainability and the real level of purchasing is referred to as an attitude-behaviour gap. A number of the studies have revealed that although consumers like the concept of sustainable fashion, their ultimate purchasing behaviour remains biased by the economic and practical demands like price sensitivity, poor access to products, and fashion preference.

There are a number of psychological and situational factors that affect consumer behaviour with regard to sustainable fashion. Environmental awareness, moral principles, beliefs in brand promises, product prices and social influence are some of the elements that can have large effect on consumer attitudes and buying intentions. One of these factors is the brand trust which is particularly significant. The question of sustainability presented by fashion brands is not fully accepted by the consumers due to problems like greenwashing or transparency. Consequently, this has made establishing credibility and trust in the sustainability

marketing messages to be vital in fashion businesses that desire to encourage sustainable consumption.

With younger consumers and urban elites, there is a slow but steady rise in sustainability awareness in the emerging markets such as India. But the market of sustainable fashion is just emerging in comparison with the traditional fast fashion. Low awareness, expensive products and lack of supply of sustainable clothes materials tend to affect consumers buying behaviours. This context thus requires the comprehension of consumer perceptions, attitudes and behaviour patterns that can be adopted to promote sustainable fashion adoption.

Thus, the research of consumer behaviour with regard to marketing sustainable fashion brands has become more significant. Knowing what drives consumer attitudes and buying behaviour, fashion brands and policymakers could come up with the right strategies to promote responsible consumption and promote sustainable development in the fashion industry. This paper will explore the consumer awareness level, determine the factors that affect the sustainable fashion purchasing behaviour and the barriers that do not allow consumers to buy sustainable fashion products. This study can be of useful information to academia research and real-life marketing concepts in the area of sustainable fashion.

LITERATURE REVIEW

Talesara (2025) examined the purchasing behavior and attitude of the generation Z towards sustainable fashion in India. The researchers concluded that despite the high level of awareness about environmental concerns and positive attitudes toward sustainable fashion, the attitude does not necessarily result in buying behavior because of Gen Z consumers. The study shows the existence of an attitude-behavior gap and affordability, limited styling options and lack of brand trust is one of the



key barriers.

Puvzhiarasi et al. (2024) overviewed the development and the influence of sustainable brands on the contemporary market. According to their research, transparency, innovation, and consumer education have a significant role in enhancing trust in sustainable brands. The results show that sustainable branding approaches may have a drastic effect on consumer engagement and responsible consumption.

In their study, Mehmood et al. (2025) investigated the apparel buying behavior that is based on eco-friendly purchasing with the help of the Value-Attitude-Behavior model. The analysis has established that the purchase intentions related to sustainable clothes are strongly affected by the environmental awareness and cooperation of consumers. It also brings out the implication of the culture of green and consumer motivation in promoting the buying behavior that are ecological friendly.

In the study by Hamati et al. (2023), the issue of sustainable fashion and its impact on consumer purchase decisions in Lebanon was examined. Their results show that the adoption of sustainable clothing is greatly influenced by consumer beliefs, attitudes and awareness of the environment. The paper also highlights that brand trust and the perceived product quality are also significant determinants in the sustainable fashion decision-making.

As a study, Kim and Rana (2025) examined socio-psychological motivation factors that affect sustainable fashion consumption. The analysis indicates that self-identity, environmental consciousness and social norms are significant in influencing positive attitudes of consumers towards sustainable fashion. It also demonstrates the fact that purchase intention is highly determined by affordability and brand awareness.

To understand sustainable fashion purchasing decisions, Jeong (2024) used the Model of Goal-Directed Behavior. The results imply that previous experiences of consumers, change of desire, and personal motivation play a major role in their intention to buy sustainable fashion products. The research points out at the changing character of consumer behavior towards fashion that would be eco-friendly.

Israfilzade and Hlushchenko (2024) examined the importance of the use of social media marketing in the promotion of sustainable fashion use. The study reveals that social influence of friends and family members and influencers has a powerful influence in determining consumer perceptions. The research arrives at the conclusion that it is possible to use social media marketing approaches to make a lasting impact on a sustainable consumption behavior.

Chang et al. (2024) looked at consumer perception of the image of sustainable fashion brands with the help of the Consumer Value Theory. They report that consumer preferences to sustainable fashion are dependent on emotional, social, and environmental values. The paper recommends that brands must strike a balance between aesthetics and sustainability in order to enhance levels of consumer acceptance.

The authors examined the perception of Generation Z toward circular fashion and sustainable marketing (Escourido-Calvo et al., 2025). The analysis revealed that Gen Z consumers have high awareness about environmental concerns but still, they choose to stick with fast fashion because of affordability and convenience. The authors underline the importance of transparent, authentic, and low price in their attempt to promote sustainable consumption.

Wang and Hassan (2024) have performed a systematic literature review of consumer attitudes towards sustainable fashion. In their study, they emphasize the fact that



consumer attitudes are determined by a range of factors like environmental awareness, moral values and societal pressure. The paper is sure that positive consumer attitudes play an important role in determining purchase intentions in sustainable fashion markets.

Lee et al. (2025) analyzed factors of sustainable fashion consumption based on an extended Theory of Planned Behavior. The research revealed that favorable consumer attitude, perception of behavioral control, and subjective norms have a strong impact on the purchase intentions. Interestingly, environmental concern was not an important factor that affected purchasing decisions.

The review of Sharma and Chadha (2024) covered consumer behavioral trends on sustainable fashion products within the past ten years. Their result shows environmental concern and environmental knowledge are the determinant variables that promote the use of sustainable fashion among consumers. The Theory of Planned Behavior is also found to be the most popular model utilized in sustainable consumption research in the study.

The article by Busalim et al. (2022) is a systematic review of consumer behavior in sustainable fashion. The paper touches on the increasing academic focus on sustainable fashion since 2009 and stipulates the lack of numerous studies, specifically the gap in knowledge about the attitude-behavior gap in sustainable consumption.

Istiana et al. (2025) conducted a review of the effect of green marketing on consumer purchase decisions made in the fashion industry. According to their findings, green marketing strategies play an important role in consumer attitudes and purchase behavior. Environmental awareness is another most overwhelming theme identified in the study as the factor that leads to sustainable fashion consumption.

Shinde et al. (2025) evaluated the economic effect of consumer behavior within the retail stores of sustainable clothing. The research discovered that moral manufacturing and environmental issue is a pair of key determinants of buying choices, and price elasticity is a key deterrent. Nonetheless, according to the research, there is high customer loyalty to sustainable fashion brands.

Research Gaps

Despite the numerous past researches conducted on consumer attitudes and perceptions about sustainable fashion, there are still a number of gap areas present. The majority of the literature is primarily concerned with environmental awareness and positive consumer attitudes, however, they fail to provide a clear explanation of why the positive attitudes tend to have no impact on the actual purchasing behaviour. This brings about an attitude behaviour gap which remains yet to be explored. Moreover, very little research has been done on the interaction effect of components like brand trust, price sensitivity, product availability, and social influence as key determinants of consumer behaviour towards sustainable fashion. Thus, this research will fill these gaps by examining the effect of these variables on customer perceptions and real buying behaviour of sustainable fashion companies.

RESEARCH OBJECTIVES

- To examine the level of awareness and perception of consumers toward sustainable fashion.
- To analyze the factors influencing consumer behavior toward sustainable fashion, including environmental concern, trust, price, and availability.
- To study the relationship between consumer attitudes and actual purchase behavior of sustainable fashion products.
- To identify the key barriers preventing consumers from adopting sustainable fashion despite positive awareness.



- To provide insights for fashion brands and policymakers to promote sustainable fashion consumption effectively.

RESEARCH METHODOLOGY

In this section, there is an explanation of how the research was undertaken on consumer behavior towards sustainable fashion brand marketing. In the research methodology, the general design of the research, data collection sources, sampling, and analysis tools are explained.

Research Design

In reference to this study, the research design was descriptive. The descriptive research is useful in learning about the existing opinion, attitudes, and behavior of the consumers. The design in this research aided in investigating the perception of sustainable fashion by consumers and the factors that affect their buying behavior.

Data Collection

The research employed primary and secondary sources of data.

Primary Data: Primary data were done using structured questionnaire that was prepared to conduct the survey among consumers. The questionnaire was designed with close-ended questions and statements on the Likert scale as a measurement tool of consumer awareness, attitudes and purchase behavior with regard to sustainable fashion.

Secondary Data: Secondary data source was obtained through research journals, books, scholarly articles, web sites and past works that have been done on sustainable fashion and consumer behavior. These sources assisted in the formation of the theoretical background of the study.

Sampling

- **Sample Size:**
The study considered 200 respondents for collecting the data.
- **Target Group:**
The target respondents were

individual consumers who purchase fashion products and are aware of sustainable or eco-friendly fashion.

- **Sampling Method:**

The study used convenience sampling because it allows easy access to respondents within limited time and resources.

- **Sampling Area:**

Respondents included students, working professionals, and general consumers who are interested in fashion products.

Tools of Analysis

The collected data was analyzed using SPSS (Statistical Package for the Social Sciences) and basic statistical techniques.

The following methods were used:

- Frequency Analysis to understand the demographic profile of respondents.
- Percentage Analysis to examine consumer awareness and attitudes toward sustainable fashion.
- Statistical Analysis to identify the relationship between factors such as environmental awareness, brand trust, price sensitivity, and consumer behavior.

These tools helped in interpreting the collected data clearly and identifying patterns in consumer behavior.

Limitations of the Study

The study has a few limitations that should be considered.

- The research used convenience sampling, which may not fully represent the entire consumer population.
- The sample size is limited, which may affect the generalization of the results.
- Responses were self-reported, so there may be some personal bias in the answers.

Ethical Considerations

Ethical guidelines were carefully followed during the research.

- Participation in the survey was completely voluntary.
- Respondents were informed about the purpose of the research.
- The collected data was used only for academic research purposes.

HYPOTHESES OF THE STUDY

Hypothesis 1

Null Hypothesis (H_{01}):

Environmental concern has no significant relationship with consumers' intention to purchase sustainable fashion products.

Alternative Hypothesis (H_{11}):

Environmental concern has a significant relationship with consumers' intention to purchase sustainable fashion products.

Hypothesis 2

H_0 (Null Hypothesis): Trust in sustainable fashion brands has no significant relationship with consumers' intention to purchase sustainable fashion products.

H_1 (Alternative Hypothesis): Trust in sustainable fashion brands has a significant relationship with consumers' intention to purchase sustainable fashion products.

Hypothesis 3

Null Hypothesis (H_0): High price of sustainable fashion products has no significant relationship with consumers' purchase intention toward sustainable fashion.

Alternative Hypothesis (H_1): High price of sustainable fashion products has a significant relationship with consumers' purchase intention toward sustainable fashion.

Hypothesis 4

Null Hypothesis (H_0): Availability of sustainable fashion products has no significant relationship with consumers' purchase intention toward sustainable fashion.

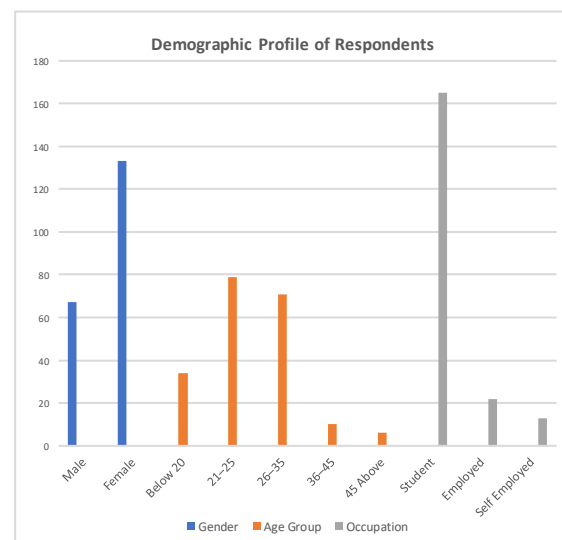
Alternative Hypothesis (H_1): Availability of sustainable fashion products has a significant relationship with consumers' purchase intention toward sustainable fashion.

DATA ANALYSIS AND INTERPRETATION

A. Demographic Profile of Respondents

Table 1 Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage
Gender	Male	67	33.5%
	Female	133	66.5%
Age Group	Below 20	34	17.0%
	21–25	79	39.5%
	26–35	71	35.5%
	36–45	10	5.0%
	45 Above	6	3.0%
Occupation	Student	165	82.5%
	Employed	22	11.0%
	Self Employed	13	6.5%
Total Respondents		200	100%





Interpretation

The above table and graph show that most of the respondents in the study were female respondents (66.5%), whereas the male respondents comprised 33.5 percent of the total number of respondents. This shows that a higher percentage of the respondents of the survey were female consumers.

Regarding the age distribution, the biggest group of the respondents was the 21-25 years (39.53) age group, then there was 26-35 years (35.53). The more researched group was under 20 years (17%), with an insignificant number of respondents in the 36-45 (5) and above 45 years (3) age groups. This indicates that the majority of respondents were young customers who tend to be more knowledgeable about the current fashion tendencies and sustainability concern.

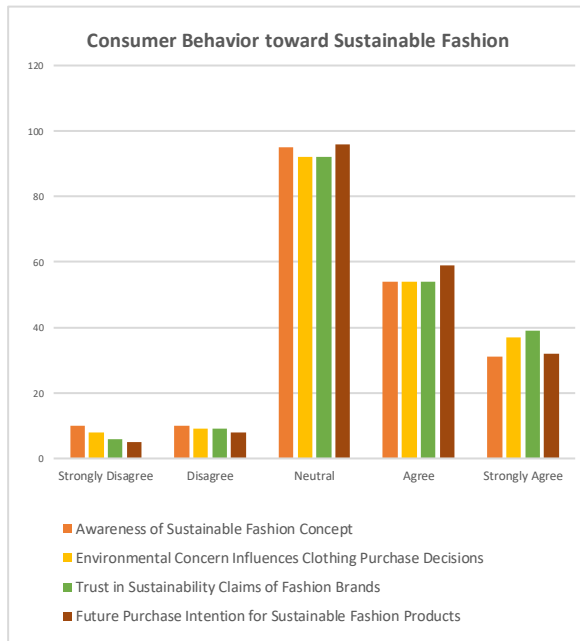
In terms of occupation, most of the respondents were students (82.5%), 11% respondents were employed and 6.5% were self-employed. This implies that the sample primarily comprised of youthful people, who are both fashion conscious and socially conscious about sustainable fashion.

B. Consumer Behaviour toward Sustainable Fashion

Table 2 Consumer Behavior toward Sustainable Fashion

Statement	Response	Frequency	Percentage
Awareness of Sustainable Fashion Concept	Strongly Disagree	10	5.0%
	Disagree	10	5.0%
	Neutral	95	47.5%
	Agree	54	27.0%
Environmental Concern Influences	Strongly Agree	31	15.5%
	Strongly Disagree	8	4.0%
	Disagree		
	Neutral		

Clothing Purchase Decisions	Disagree		
	Disagree	9	4.5%
	Neutral	92	46.0%
	Agree	54	27.0%
Trust in Sustainability Claims of Fashion Brands	Strongly Agree	37	18.5%
	Strongly Disagree	6	3.0%
	Disagree	9	4.5%
	Neutral	92	46.0%
Future Purchase Intention for Sustainable Fashion Products	Agree	54	27.0%
	Strongly Agree	39	19.5%
	Strongly Disagree	5	2.5%
	Disagree	8	4.0%
	Neutral	96	48.0%
	Agree	59	29.5%
	Strongly Agree	32	16.0%
	Disagree		



Interpretation

The f above table and graph show that the awareness of sustainable fashion is among the moderate ones because most proportions of respondents have chosen neutral (47.5) and the proportion of those who agreed that they are aware of sustainable fashion is significant. This implies that not all consumers are aware of it but may have weak awareness.

On the same note, environmental concern seems to affect purchase decisions of clothes to a certain degree. Many respondents have indicated (46 percent) that there was neutral, with a considerable percentage also indicating that environmental issues influence their buying behavior.

Regarding trust in sustainability claims of fashion brands, the majority of the respondents once again chose the neutral answers, which means that people might not recognize the validity of sustainability claims made by brands altogether.

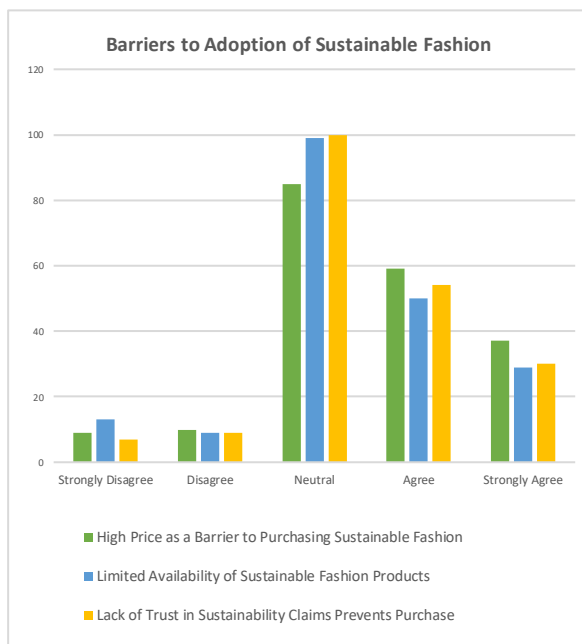
Lastly, when it comes to future purchase intention, there is a tangible number of respondents who agreed that they could purchase sustainable fashion products in the future. The neutral percentage is however high indicating that a lot of consumers

remain to be unsure of whether they should adopt sustainable fashion wholly.

C. Barriers to Adoption of Sustainable Fashion

Table 3 Barriers to Adoption of Sustainable Fashion

Statement	Response	Frequency	Percentage
High Price as a Barrier to Purchasing Sustainable Fashion	Strongly Disagree	9	4.5%
	Disagree	10	5.0%
	Neutral	85	42.5%
	Agree	59	29.5%
	Strongly Agree	37	18.5%
Limited Availability of Sustainable Fashion Products	Strongly Disagree	13	6.5%
	Disagree	9	4.5%
	Neutral	99	49.5%
	Agree	50	25.0%
	Strongly Agree	29	14.5%
Lack of Trust in Sustainability Claims Prevents Purchase	Strongly Disagree	7	3.5%
	Disagree	9	4.5%
	Neutral	100	50.0%
	Agree	54	27.0%
	Strongly Agree	30	15.0%



Interpretation

The above table and graph show that cost is a significant obstacle to the consumption of sustainable fashion. Many respondents were neutral, but quite a significant number of them agreed and strongly agreed that high prices discourage them to buy sustainable clothing.

On the same note, low supply of sustainable fashion appears another problem. A significant percentage of the respondents (nearly half) chose a neutral answer, which is an indication that quite a number of consumers might not be clearly aware of sustainable products in the market, or they may not have been exposed to such products.

The results also indicate that consumer decisions are influenced by absence of trust on sustainability claims. A significant share of the respondents was neutral, whereas a considerable number of the respondents said that they are unable to purchase sustainable fashion because they do not trust the brand claims. This implies that credibility and transparency are factors that are required to ensure sustainable fashion adoption.

Hypothesis 1

Table 4 Chi square test for Hypothesis 1

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	153.282 ^a	16	<.001
Likelihood Ratio	131.085	16	<.001
N of Valid Cases	200		
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .20.			

The Chi-Square test was conducted to examine the relationship between environmental concern and consumers' intention to purchase sustainable fashion products. The result shows that the significance value is less than 0.001, which is lower than the standard significance level of 0.05. This indicates that there is a statistically significant relationship between environmental concern and purchase intention. Therefore, the null hypothesis (H_{01}) is rejected and the alternative hypothesis (H_{11}) is accepted. This means that environmental concern plays an important role in influencing consumers' intention to buy sustainable fashion products.

Hypothesis 2

Table 5 Chi square test for Hypothesis 2

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	204.137 ^a	16	<.001
Likelihood Ratio	129.140	16	<.001
N of Valid Cases	200		
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .15.			

A Chi-Square test was used to examine the relationship between trust in sustainable fashion brands and consumers' purchase intention. The significance value obtained from the analysis is less than 0.001, which is below the acceptable level of 0.05. This result indicates that there is a significant relationship between brand trust and consumers' intention to purchase sustainable fashion products. Hence, the null hypothesis (H_0) is rejected and the



alternative hypothesis (H_1) is accepted. This suggests that when consumers trust the sustainability claims of fashion brands, they are more likely to purchase sustainable fashion products.

Hypothesis 3

Table 6 Correlation test for Hypothesis 3

Correlations			
		High-priced as a Barrier to Purchasing Sustainable Fashion	Future Purchase Intention for Sustainable Fashion Products
High-priced as a Barrier to Purchasing Sustainable Fashion	Pearson Correlation	1	.354**
	Sig. (2-tailed)		<.001
	N	200	200
Future Purchase Intention for Sustainable Fashion Products	Pearson Correlation	.354**	1
	Sig. (2-tailed)	<.001	
	N	200	200

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

Pearson correlation analysis was used to examine the relationship between high price as a barrier and consumers' purchase intention toward sustainable fashion. The correlation coefficient value is 0.354, and the significance value is less than 0.001, which indicates a statistically significant relationship between the variables. Since the significance value is lower than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. This result shows that the high price of sustainable fashion products significantly influences consumers' purchase intention.

Hypothesis 4

Table 7 Correlation test for Hypothesis 4

Correlations

		Future Purchase Intention for Sustainable Fashion Products	Limited Availability of Sustainable Fashion Products
Future Purchase Intention for Sustainable Fashion Products	Pearson Correlation	1	.311**
	Sig. (2-tailed)		<.001
	N	200	200
Limited Availability of Sustainable Fashion Products	Pearson Correlation	.311**	1
	Sig. (2-tailed)	<.001	
	N	200	200

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

Pearson correlation analysis was conducted to examine the relationship between limited availability of sustainable fashion products and consumers' purchase intention. The correlation coefficient value is 0.311, and the significance value is less than 0.001, indicating that the relationship between the variables is statistically significant. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This suggests that the availability of sustainable fashion products plays an important role in influencing consumers' purchasing decisions.

FINDINGS AND SUGGESTIONS

Findings

The study has found that the majority of the respondents are basically aware of the concept of sustainable fashion and many of them remain indifferent about their knowledge level. This indicates that people must have heard about sustainable fashion; their perception of the concept might be in its early fifties.

The findings also reveal that the issue of environmental concern has a major impact on the intention of consumers to buy sustainable fashion products. Consumers with more environmental concerns will be



more inclined to purchase environmentally-friendly apparel.

The other important discovery is that brand trust is a major factor in influencing purchase intention. Consumers are ready to buy products of a fashion brand when they think that the company is truly sustainable.

The research also concludes that expensive price is one of the greatest obstacles to the use of sustainable fashion. The cost of sustainable clothing is the main issue raised by most of the respondents making them not purchase these items frequently.

In the same way, the consumer buying decisions are also influenced by the limited supply of sustainable fashion products. Unless the sustainable products are readily accessible in the market, the consumers might keep buying regular fashion products instead.

All in all, the research points out that, despite the interest of consumers in sustainable fashion, the price, trust and availability have a significant impact on the ultimate purchasing behavior.

Suggestions

- ☐ The fashion companies must raise consumer awareness on sustainable fashion by conducting marketing campaigns, social media, and educating campaigns.
- ☐ The companies are advised to emphasize the establishment of high levels of trust among the consumers because they should be open on their sustainability practices and mode of production.
- ☐ Brands should also attempt to make sustainable fashion items cheaper or launch low-price items to appeal to more buyers.
- ☐ Fashion companies ought to enhance the accessibility of the sustainable fashion products both online and offline.
- ☐ The brands must also integrate

sustainability and modern designs and fashion trends in such a way that consumers would consider sustainable clothing not only appealing but also useful to purchase.

CONCLUSION

In conclusion, this study explored the consumer behaviour of the sustainable fashion brand marketing and attempted to comprehend what criteria could influence the intention of consumers to buy sustainable fashion products. The results show that the level of commitment and understanding is still maturing among many consumers who are more or less aware of sustainable fashion. The level of environmental concern and belief in sustainable fashion brands were also identified to impact consumer purchase intentions to a much greater extent. The more consumers perceive environmental concerns and think that a brand is truly sustainable, the more inclined to appreciate the idea of buying environmentally friendly fashion products they will be.

Simultaneously, the paper has also found out a number of obstacles that influence the use of sustainable fashion. It was established that high prices and lack of availability of the sustainable fashion products deterred a large number of consumers in favour of regular consumption of these products. Despite the positive attitudes of consumers towards sustainability, such practical aspects of their decision to purchase that include affordability and access remain. Hence, raising awareness, enhancing the transparency of sustainability claims, decreasing the cost of sustainable products and increasing their supply can also contribute to making more consumers adopting sustainable fashion in the future.



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