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A Survey On The Awareness And Acceptability Rate Of Sustainable Fashion Among College Students

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ABSTRACT: This survey explores college students' awareness and willingness to adopt sustainable fashion. Sustainable fashion prioritizes eco-friendly materials and production methods to minimize environmental harm. As the saying goes, "sustainability" means meeting current needs without jeopardizing future generations' ability to meet theirs. Questionnaires were distributed via Google Forms. While most consumers today are aware of sustainable clothing and interested in adopting it, challenges remain. Fast-changing trends and a desire for wardrobe updates can conflict with sustainable choices. Additionally, concerns exist regarding higher prices, limited variety, and "greenwashing" (misleading marketing about eco-friendly practices). Despite these hurdles, a majority of consumers seem ready to embrace sustainable fashion for a brighter future.

Keywords: *Challenges of fast fashion trends, College student awareness Consumer interest, Sustainable fashion, Sustainability of future generations.*

INTRODUCTION

Sustainable fashion aims to reduce the negative impact of the fashion industry on the environment and improve social and economic conditions. It considers the entire life cycle of a garment and promotes the use of eco-friendly materials and production processes. Sustainable development is crucial to meet the needs of the present without compromising the ability of future generations to meet their own needs. Interest in sustainability has grown over the past several decades due to challenges with natural resource depletion and a growing population. It's important to adopt sustainable habits such as purchasing vintage clothing, thrifting, sharing, swapping, and renting clothes to reduce the environmental impact of fashion.

For example, Sustainable fashion involves practices like repairing and donating clothes to reduce ecological impact. It's part of the slow fashion movement, which emphasizes values like sustainability and reducing environmental destruction.

The fast fashion paradigm has led to detrimental effects on the environment, with manufacturing and trading across countries causing globalization. Economic growth in developing countries has led to environmental issues being ignored. However, sustainability is gaining attention, and new natural and synthetic fibers are being developed.

Efficiency and sustainability are closely connected. By producing goods with fewer inputs and less energy, companies can grow and make a profit while also benefiting the environment. However, many companies prioritize personal benefits over sustainability, resulting in higher costs and lower quality. Sustainable clothing

and habits are essential for the environment and people, but changing manufacturing and supply chains is a time-consuming process. Necessary alternatives and actions must be taken to ensure the safety of the planet and people.

OBJECTIVES OF THE STUDY

- 1) To encourage people to make conscious and eco-friendly clothing choices.
- 2) To develop expertise in sustainable consumption practices and eco-friendly design principles.
- 3) To determine how readily available and appealing sustainable clothing options are to consumers.

METHODOLOGY

The study aims to survey the awareness and acceptability rate of sustainable fashion.

DATA COLLECTION

- The method of data collection was a questionnaire. A questionnaire was prepared to gather information to reach the study objectives.
- Questions related to personal background such as age and qualification are included at the beginning of the questionnaire. It also had open-ended questions and multiple-choice questions with predefined answers.
- Questions were set up by the objectives to begin with various factors like Sustainable fashion, awareness of sustainable fashion, availability of sustainable fashion, etc.

SURVEY SAMPLE

To gather data for their study, the researcher developed survey questionnaires and distributed them to college students. Participation was voluntary and individual, intending to collect 100 completed surveys.

ANALYSIS OF DATA

Following a thorough survey, researchers processed and analyzed the collected data. This involved coding questionnaire responses, tabulating them, and calculating precise percentages. Data visualizations were then created to communicate the findings effectively. Finally, the analyzed data yielded results, conclusions, and broader inferences.

RESEARCH METHOD

This study utilizes both qualitative and quantitative methods of data collection.

TOOLS OF ANALYSIS

Several statistical techniques were adopted to measure various phenomena and analyze the collected data effectively and efficiently to draw sound conclusions.

STATISTICAL TOOLS

Simple statistical tools like percentage analysis, graphs, bar diagrams, and pie charts can analyze the data.

- a) Bar diagram,
- b) Pie chart.

VARIABLES

The Variables in the present study are classified as

1. Independent Variables
2. Dependent Variables

1. INDEPENDENT VARIABLES

- a) Educational qualification
- b) Employment status
- c) College or course studying

2. DEPENDENT VARIABLES

- a) Dressing style
- b) Where do they buy clothes
- c) Selection of garments
- d) Adoption of fashion trends.

RESULTS AND DISCUSSION

The data about the survey entitled, “A survey on the awareness and acceptability rate of Sustainable fashion among college students” coded, tabulated, analyzed, and have been presented in this paper in this chapter. The results of the survey have been discussed under the following categories.

- 1 Socio-personal profile of the respondents.
- 2 Factors influencing purchasing new clothes.
- 3 Awareness of sustainability in clothing.
- 4 Pricing of sustainable clothing.
- .5 Accessibility of sustainable fashion.
- 6 Willingness to learn about eco-friendly clothing.
- 7 Creating awareness about sustainable fashion.

1 Socio-personal profile of the respondents

Table 1 shows the socio-personal profile of respondents, including age, education, and location. The study covered college students aged 17-30, with 35% in the 17-20 age group, 56% in the 21-25 age group, and 9% in the 25-30 age group. Respondents were categorized by educational level: 43% were undergraduates, 46% were postgraduates, and 10% were pursuing PhDs.

Table 1 Socio-personal profile of respondent's table

1 a) Age group

Age group	No of responses	Percentage
17-20	35	35%
21-25	56	56%
25-30	9	9%

Fig 1. a) Age group

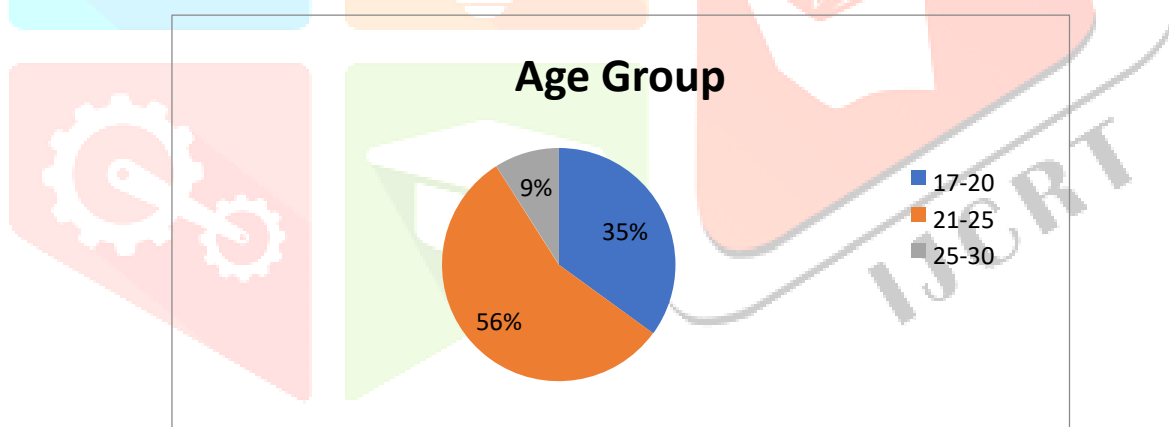
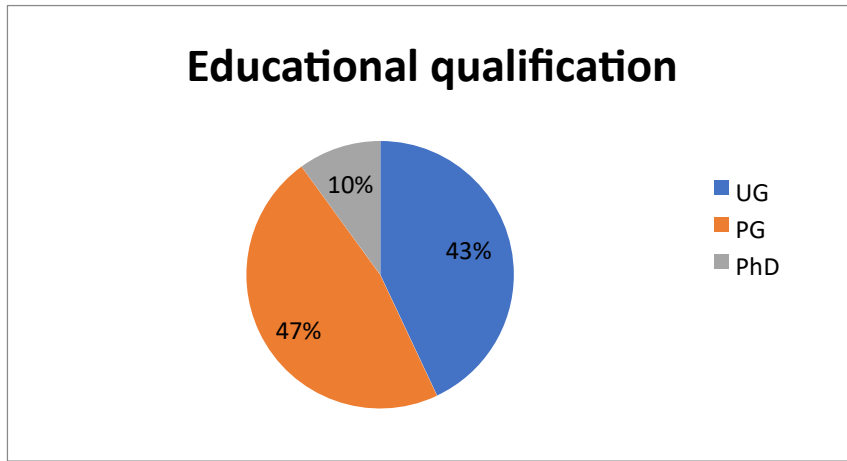


Table 1 b) Educational qualification

Educational Qualification	No of responses	Percentage
UG	43	43%
PG	47	46%
PhD	10	10%
Other	0	0%

Fig 1 b) Educational Qualification



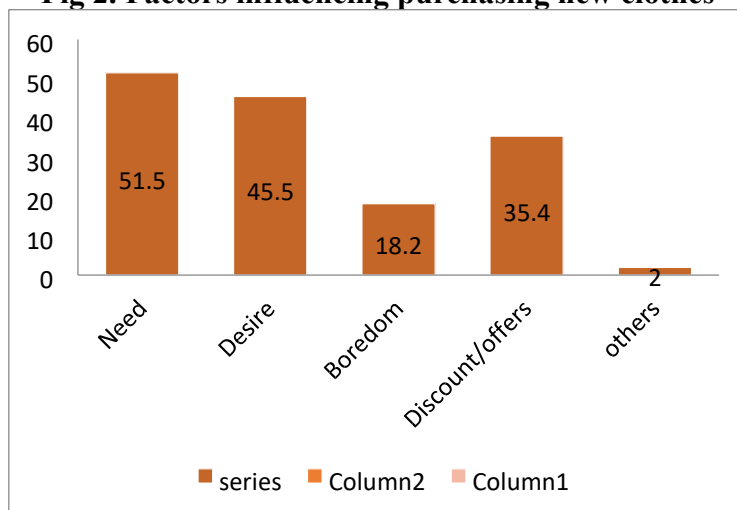
2 Factors influencing purchasing new clothes

The table revealed that nearly 51.5 percent of respondents buy clothes for their needs, 45.5% of respondents buy due to desire, 18.2 persons buy clothes as they feel bored, 18.2 buy clothes due to discount offers, and 2 percent buy clothes apart from these factors.

Table 2. Factors influencing purchasing new clothes

Various aspects before buying new clothes	Percentage of respondents (%)
Need	51.5%
Desire	45.5%
Boredom	18.2%
Discount/ offers	35.4%
Others	2%

Fig 2. Factors influencing purchasing new clothes



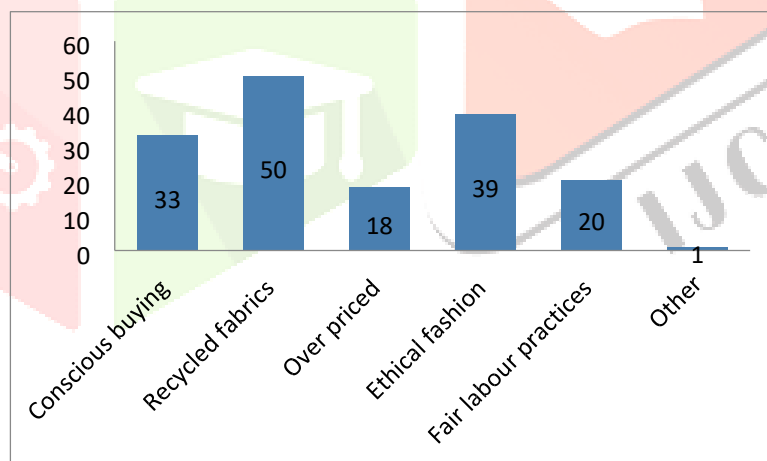
3 Awareness of sustainability in clothing

The table provided respondents' views on sustainability including 33% of respondents said conscious buying is sustainable in clothing, 50% said that it's recycled fabrics, 18% said overpriced, 39% said Ethical fashion, 20% said fair labor practice, and 1% said others and specified (environmentally friendly).

Table 3. Awareness of sustainability in clothing

Meaning of sustainability in clothing	Percentage of respondents
Conscious buying	33%
Recycled fabrics	50%
Overpriced	18%
Ethical fashion	39%
Fair labor practices Others	20%

Fig 3. Awareness of sustainable clothes



4 Pricing of sustainable clothing

49% of respondents said they find it more expensive, whereas 24% said no and 27% said maybe.

Table 4 Pricing of Sustainable Clothing

Preference	Percentage of respondents
Yes	49%
No	24%
Maybe	27%

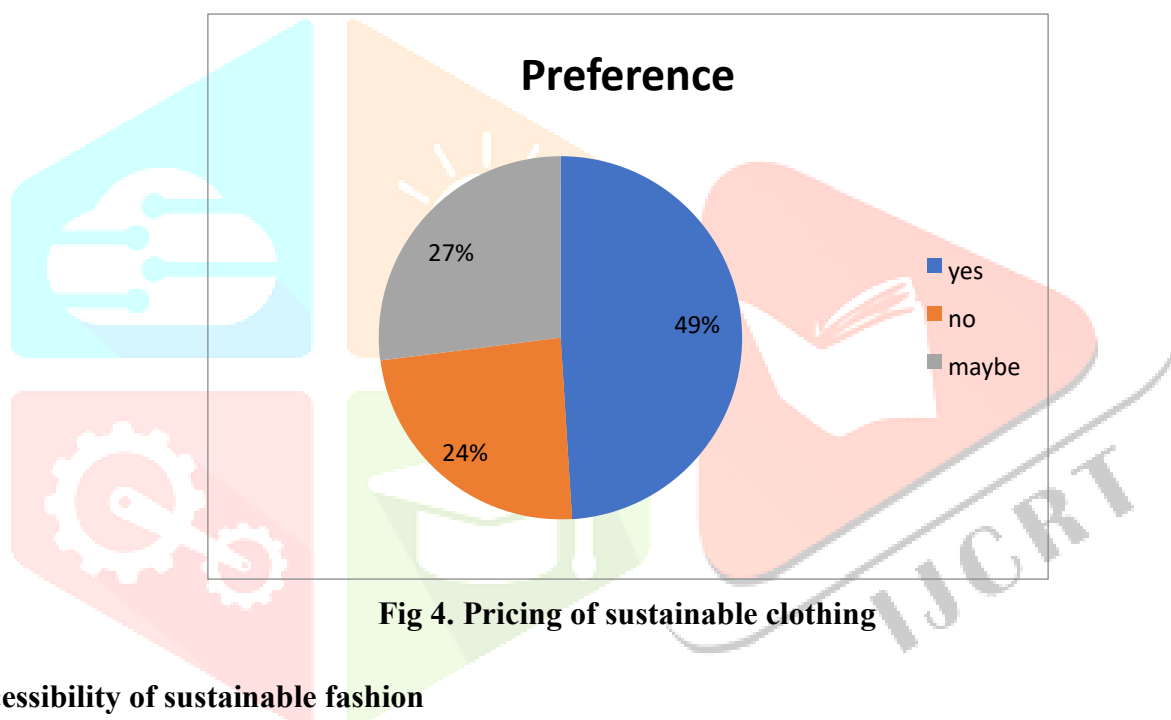


Fig 4. Pricing of sustainable clothing

5 Accessibility of sustainable fashion

32 percent of respondents said that they have access to sustainable fashion 24 percent of respondents said they don't have access to it and 44 percent of respondents said they may or may not have access to it.

Table 5 Accessibility of sustainable fashion

Accessibility	Percentage of respondents
Yes	32%
No	24%
Maybe	44%

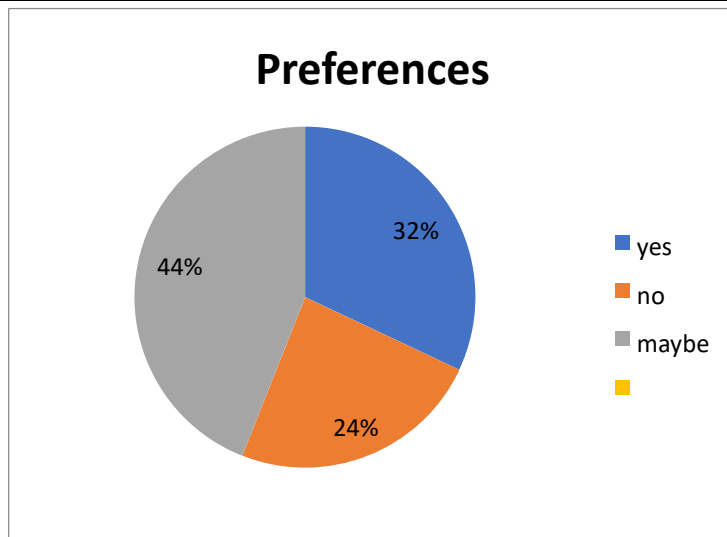


Fig 5 Accessibility of sustainable fashion

6 Willingness to learn about eco-friendly clothing

63% of the respondents said they are willing to learn about opportunities to use more eco-friendly clothing, 12% responded said they don't want to and 25% said maybe.

Table 6. Willingness to learn about eco-friendly clothing

Preference	Percentage of respondents
Yes	37%
No	25%
Maybe	38%

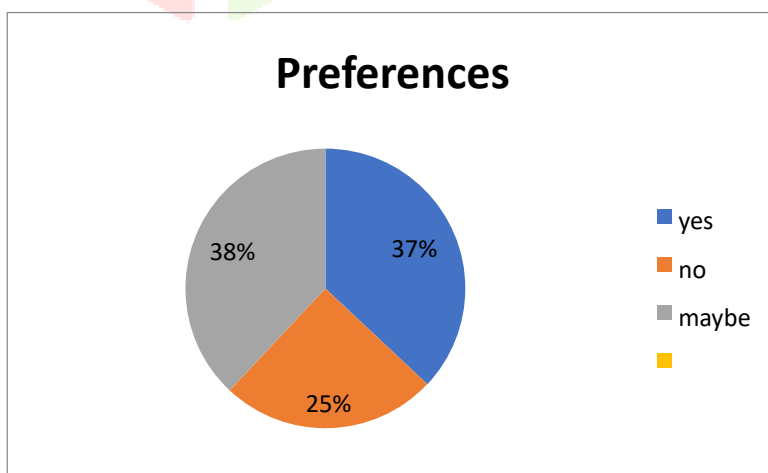


Fig 6. Willingness to learn

7 Creating awareness about sustainable fashion

57% of respondents said if given the opportunity they will make others aware of sustainable fashion 9% of respondents said no and 34% of respondents said they may or may not do it.

Table 7. Creating awareness about sustainable fashion

Awareness	Percentage of respondents
Yes	57%
No	9%
Maybe	34%

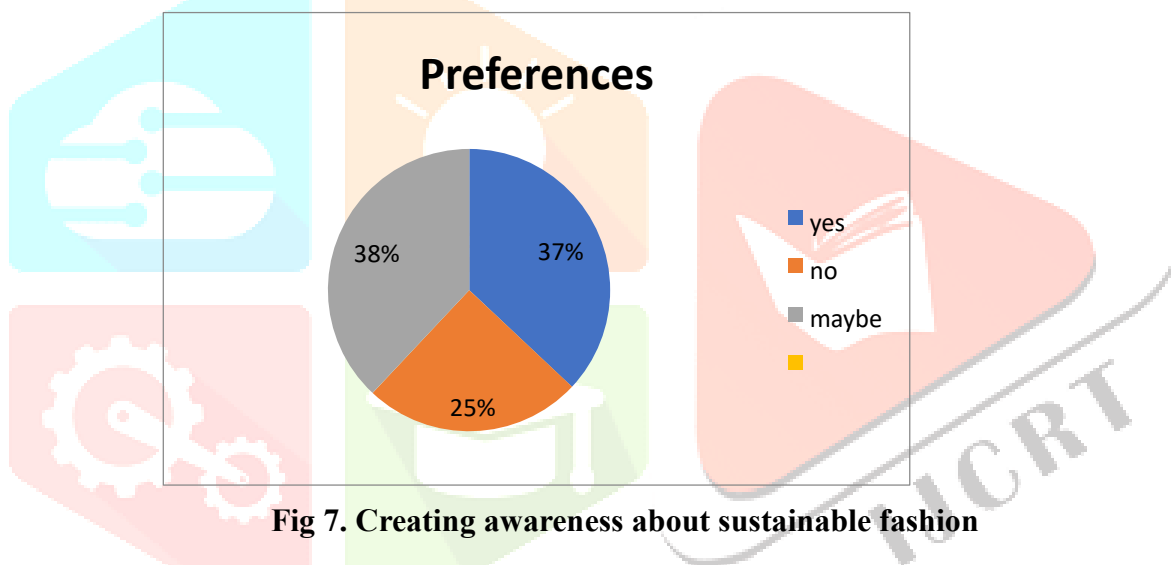


Fig 7. Creating awareness about sustainable fashion

SUMMARY AND CONCLUSION

The study was undertaken to study the awareness and acceptability rate of sustainable fashion among college students.

SUMMARY

Sustainable fashion is aimed at promoting the use of environmentally friendly materials and production processes that minimize negative environmental impact, while also enhancing the socio-economic conditions of workers in the industry, by taking into account the entire life cycle of a garment. Efficiency is an integral aspect of sustainability, and "making more with less" is a crucial step towards achieving sustainability. Sustainable clothing and practices have become necessary not only for the environment but also for the industry and people.

Conclusion:

Based on the survey conducted on college students' awareness and acceptance rate of sustainable fashion, it can be inferred that a significant proportion of respondents were conscious of the sustainability of clothing and acknowledged its importance in the current scenario. Additionally, they expressed dissatisfaction with their current clothing and desired more, leading to excessive and unnecessary shopping that ultimately results in higher production rates. The respondents were willing to reduce environmental harm by adopting sustainable practices such as reducing, recycling, reusing, donating, and thrifting. This attitude indicates that they are cognizant of the impact of their consumption on the environment. Although consumers are willing to accept sustainable clothing, they are hesitant due to the high price range, limited variety, and prevalence of greenwashing. Nonetheless, a majority of consumers are willing to embrace sustainable clothing for a better future.

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