

The (R)Evolution of Sustainable Fashion in India

A Study on Conscious Consumerism Among the Indian Young Adults

Hargun Kaur Luthra

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Abstract

The fashion industry is one of the most polluting industries in the world. The negative social and environment impact that the industry is responsible for has started to surface again and again. Even though 'fashion' and 'sustainability' are two words that are often at odds, making a conscious decision to shop with sustainable brands can really make a positive difference to the planet and the people within it. Therefore, the (R)Evolution of Sustainable Fashion in India is a qualitative study that intends to explore the various values and motivations that affect the attitudes and perceptions of young Indian consumers towards sustainable fashion in India, and how the Covid-19 pandemic has impacted their fashion consumption habits. The paper also intends to explore the differences among the consumption habits of the genders. Thus, the purpose of this research is to explore the attitudes and perceptions of young Indian consumers towards sustainable fashion using Phenomenology. This paper aims to find out different motivating factors and values that influence the purchase decision of the Indian youth. The research methodology used was qualitative in nature that used focus-group interviews as the primary source of data collection. 6 in-depth focus group interviews were conducted for further Thematic

Analysis. The findings of this study indicate that there is a rise in conscious consumerism in India. Price and availability are the key motivating factors for sustainable fashion. However, there is lack of awareness and knowledge about the same. There has been a significant shift in the purchasing behavior post-Covid-19 pandemic. Consumers derive environmental as well as emotional value upon the purchase of sustainable fashion, however, there is a general feeling of distrust due to greenwashing and lack of reporting standards. The values and motivators for each gender however, remain constant. The limitations of this study are that only Indian participants with the age-group of 18-25 years were considered and the results might be different for different age-groups across the world.

Keywords- Sustainability, Sustainable Fashion, Conscious Consumerism, India
