

Sustainable Consumer Perceptions on Clothing Repair and Community

Jyoti Sakhare

Research scholar

PHD

Home Science

Calorx Teachers' University

DECLARATION: I ASAN AUTHOR OF THIS PAPER / ARTICLE, HEREBY DECLARE THAT THE PAPER SUBMITTED BY ME FOR PUBLICATION IN THE JOURNAL IS COMPLETELY MY OWN GENUINE PAPER. IF ANY ISSUE REGARDING COPYRIGHT/PATENT/ OTHER REAL AUTHOR ARISES, THE PUBLISHER WILL NOT BE LEGALLY RESPONSIBLE. IF ANY OF SUCH MATTERS OCCUR PUBLISHER MAY REMOVE MY CONTENT FROM THE JOURNAL WEBSITE. FOR THE REASON OF CONTENT AMENDMENT/ OR ANY TECHNICAL ISSUE WITH NO VISIBILITY ON WEBSITE/UPDATES, I HAVE RESUBMITTED THIS PAPER FOR THE PUBLICATION. FOR ANYPUBLICATION MATTERS OR ANY INFORMATION INTENTIONALLY HIDDEN BY ME OR OTHERWISE, I SHALL BE LEGALLY RESPONSIBLE. (COMPLETE DECLARATION OF THE AUTHOR AT THE LAST PAGE OF THIS PAPER/ARTICLE

Abstract

This study aims to comprehend the current state of clothing repair in Delhi and its position among local consumers, as well as any potential barriers that may stand in the way of clothing entering the Delhi market. Potential development strategies and the expected level of government assistance. One of the key intentions is to encourage the RMG sectors to grow the fashion business in Delhi. The main goal of this research is to increase consumer awareness of eco-friendly clothing.

An investigation was conducted into consumer perception in Delhi. Basically, the poll focused more on friendly fashion, including customer preferences and perceptions of fashion. The outcomes and conclusions caught everyone off guard. Most people in Delhi are ignorant of clothing repair. Those who are knowledgeable are quite simple.

Delhi individuals are particularly motivated to wear clothing by community. The primary deterrent to fashion is its cost and retail pricing. Whether talking about fashion, all survey respondents firmly believe that ethical fashion is the right thing to wear. Dramatically, though,

they are ignorant of what ethical fashion actually means. They essentially support the premise of fashion, which is to maximize benefits to individuals and communities while minimizing damage on the environment. The RMG industry and the government's lack of awareness of the benefits of fashion are the reasons why fashion is still discussed in Delhi. The level of fortune of the overall population likewise affects the development of eco fashion. Individuals in this country are not driven by what they notice or sense. Individuals in Delhi are fundamentally determined by their social climate and pay.

Keywords: Fashion, Customer Perception, perception, community,

1. INTRODUCTION

Organizations in the fashion sector and society have experienced both positive and bad developments as a result of globalisation, technical advancements, and the ensuing transformation processes (Davidaviien, Davidaviius, and Tamoiien, 2019). Logical examinations on the natural issues brought about by the fashion business and such exploration subjects as impact of moral authority and corporate social obligation on association execution, corporate social (ir)responsibility in the material area, the requirement for maintainability in the fashion area, clients' supportability have been made conceivable because of the absence of corporate social obligation with respect to fashion area associations and untrustworthy consumer conduct (Ashworth, 2012; Lueg, Pedersen, and Clemmensen, 2015; Garcia-Torres, ReyGarcia, and Albareda-Vivo, 2017; Luque and Herrero-Garcia, 2019). Thus, lately, research subjects including "manageability in fashion," "reasonable fashion," and "consumer' practical fashion viewpoint" have ignited various conversations among scholastics, those functioning in the fashion business, and ecological activists. From one viewpoint, this sort of logical discussion made it conceivable to raise significant issues, distinguish them, and completely research them, which has impacted gainful changes in the fashion business. However, the practical usefulness of a consumer's impression of sustainable fashion has not been fully included into the range of approaches to sustainable fashion taken by scientists and business professionals. Additionally, consumers' perceptions of sustainable fashion have evolved through time, and words like "eco-fashion" and "ethical fashion" have grown in popularity. Therefore, it's crucial to assess how the

emergence of a specific sustainable fashion sector (recycling, used clothing, Fairtrade goods, organic apparel, etc.) has affected both consumer perception of the issue and sales.

1.1.Consumer Behavior and Their Motivation for Sustainable Fashion Consumption

Consumers every now and again buy definitely more dress than they really need which frequently adds to the maltreatment of workers and normal assets and deteriorates the climate by making junk (O'Connell 2013). This is straightforwardly connected with the statements made before that there can't be supportable fashion because of client consolation to buy recently created clothing. An expansion in the interest for attire energizes the development of additional products, upholds consumerism, and ultimately brings about squander. Furthermore, it is debatable whether a sector of the economy centred on consumerism is actually capable of producing sustainable goods. The utilization of eco-friendly items, a reduction in the utilization of pesticides, and the advancement of reusing could act as a starting point for cultivating obliging way of behaving. However, the continued production and sale of garments appears to run counter to environmental responsibility and sustainability.

1.2.Corporate Social Responsibility of Fashion Brands

Diverse organizations, fashion chains, and brands have different ideas on what constitutes sustainable fashion, which makes it difficult for them to identify themselves as such and forces them to make commercial compromises. Some organizations may decide that it is preferable to withhold such information because, for instance, animal rights organizations have a negative opinion of the usage of animal skin and other animal parts. Recycled and rejuvenated materials can also be problematic because it is frequently impossible to determine if the fabric used to make subsequent garments is from a domestic or international source. Organizational constraints (i.e., the lack of finished goods and the market shortage) might subsequently have an impact on product prices. Such products are more expensive in order to control this shortfall, which prevents consumers who have the means and desire to pay more from purchasing them.

Corporate social responsibility (CSR), which influences how customers perceive businesses, especially fashion companies, is a concept that can be tied to sustainable business. According to

Niinimäki (2013), social responsibility is the ethical manner of conducting business and emphasises responsibility to one's customers, employees, and other business partners as well as one's contribution to society and societal objectives. The values of sustainable fashion are clearly entwined with this explanation of CSR. Therefore, it could be identified how businesses that incorporate CSR into their operations can develop a chance for a competitive advantage and help to improve their public image.

2. LITERATURE REVIEW

In the textile sector, the idea of sustainable fashion is related to less hazardous production methods and organic materials, as well as employee fairness in terms of pay and workplace safety. Another crucial component of the sustainable textile sector is recycling. In the design industry, sustainability is linked to more effective material use, reduced textile use and waste production, zero waste design strategies, as well as the integration of technologies into every step of the process to speed up production and enhance product quality. Sustainable fashion designers frequently use the up cycling technique to make a garment out of textile waste from both the pre- and post-consumer industries. Studies on the fashion industry's supply chain have shown that it depends not only on the wise use of natural resources (such as electricity and water) but also on human resources. In market research, sustainability plays a teaching role by analyzing consumption patterns and exploring ways to enlighten consumers about the implications of their consumption.

A stimulus-induced motivational state called involvement is demonstrated by participating in that stimulus. Customers are more likely to purchase a product like clothing if they are engaged with it. Participation is a helpful strategy to improve consumer market segments and consumer behaviour. Participating in a product entails accepting that its use has significant effects on one's life and establishes a connection with it (Peter and Olson, 2005). People who are more knowledgeable about the product tend to participate more, according to Zeb et al. (2011). The same thing can have high or low participation for different people and settings (Martenson, 2009).

Low engagement happens when a person does not have a strong emotional connection to or need for the goods he is purchasing and does not make a significant effort to acquire it. An investment of significant time and energy into the decision-making process is known as a high involvement buy. Before making a purchase, people conduct extensive research, make comparisons, and take into account the available market options. High involvement can occasionally also be observed when a person has strong feelings about something. Sometimes a product's perceived risk determines whether there will be high or low involvement.

The level of interest in fashion products is referred to as fashion engagement. The fundamental purpose of fashion engagement is to assume behavior relating to clothing products. The involvement of fashion is linked to materialism and status. People with high levels of materialism and status anxiety are more interested in possessions. Fashion participation is linked to social environment involvement and influence. Spending more on fashion items is a sign of more involvement among those who are more concerned with fashion. Consumer participation is positively influenced by the brand's excellent reputation. Therefore, consumer involvement in fashion is influenced by a brand's reputation.

Others lead those who strive to uphold social standards for attire and appearance. These socially conscious individuals adhere to trends in order to get the approval of others (Miller, 1993). They adhere to fashion. Contrasted with fashion devotees, fashion pioneers spend more cash on attire and take part in more fashion-related exercises.

According to Seo, Hatchote, and Sweaney (2001), fashion engagement is "the time and effort a consumer expends in selecting clothing." Fashion invention, early adoption, fashion communication, fashion knowledge, and fashion awareness are all included in some academics' definitions of fashion involvement (Kim, Damhorst, and Lee 2002). Understanding the level of consumer involvement and attachment to apparel provides a great understanding of the dynamics of consumer behaviour (Martin et al., 2000).

For teenagers, purchasing clothing is both a necessary and pleasant chore. People can learn a lot about you and your opinions by what you wear. Teens who want to fit in and be accepted by their friends classify clothing as a high engagement category. They dress in the manner expected

by the group in order to fit in and get popularity. Early in their teenage years, most females want to buy more and more clothing because they value it highly (Brusdal, 2006)

3. METHODOLOGY

A series of research (qualitative and questionnaires) were carried out with Delhi citizens to better understand how consumers felt about eco-friendly fashion products. This research methodology initially relied solely on internet surveys. In order to do that, I used the widely used Google survey form on googledrive.com. There has never been a poll on this topic in Delhi, which is why I decided to base my research on one. The key issue that arose during the survey was that the majority of Delhi consumers believed that every product produced by Delhi fashion businesses was environmentally friendly. In other words, they believed that waste management was the only aspect of eco fashion, which it is not. Others, however, are confused about what is meant by "Eco fashion" in this context. Many individuals mistakenly believe that eco fashion refers to clothing made from live organisms. For instance, there are fashion accessories made of animal skins and actual tree leaf earrings. It was quite difficult to first correctly explain what eco fashion is to them and then to persuade them to fill out the survey form.

Only 277 survey forms were completed after a lengthy 1 month from the day the survey was announced. I couldn't be satisfied with it on my own. So I made the decision to use a more conventional strategy, a field poll conducted face-to-face with actual individuals. I ultimately finished another 100 survey papers after spending an additional 15 days to complete my research. I shall refer to the field survey as an in-person survey in the following and the internet survey as a virtual survey. I selected 250 (a round number) replies from the online survey to determine the ratio.

Therefore, 400 survey answers were used to calculate the overall summertime ratio of my survey on eco fashion. I asked a total of 20 questions, and you had to answer them all to finish the survey. The fact that I only requested Delhi citizens to answer the survey is very crucial to note because the poll's focus is mostly on the opinions of Delhi consumers regarding eco-friendly clothing. The age requirement to complete the form was waived. I also gave the names and ages on the online survey no consideration. However, I created a separate box for age and name entry

on the face-to-face survey. I'll now briefly go over the survey's questions and its percentage of overall replies.

Therefore, 360 survey answers were used to calculate the overall summertime ratio of my survey on eco fashion. I asked a total of 20 questions, and you had to answer them all to finish the survey. The fact that I only requested Delhi citizens to answer the survey is very crucial to note because the poll's focus is mostly on the opinions of Delhi consumers regarding eco-friendly clothing. The age requirement to complete the form was waived. I also gave the names and ages on the online survey no consideration. However, I created a separate box for age and name entry on the face-to-face survey. I'll now briefly go over the survey's questions and its percentage of overall replies.

The survey's biggest flaw is that all of the respondents are highly educated individuals or students. Their means of earning range from upper class to higher middle class to lower middle class. In Delhi, students primarily rely on their family's income. As a result, the survey's findings do not reflect the perception of uneducated, self-educated, or generally depending on lower income source individuals' ideas regarding eco-friendly clothing. Additionally, because only 360 Delhi customers were included in the study, conclusions cannot be applied broadly.

4. RESULTS

This is the primary inquiry which is to be replied in the review paper both on virtual and up close and personal overview. The responses were very certain. Over 78.6% individuals responded to that "yes" they know about Eco fashion. 8.9% (33) said no and 12.5% (44) expressed found out about it. However, in the eye to eye overview process there was additionally a choice open for the answerers so they can say or portray their words about the inquiry and 1 eye getting answer was like;

"I comprehend that Eco addresses climate yet what does that mean precisely, not certain"
(Mariam, 21)

It is very sure that with 273 votes; 78.6% of positive solutions to this question very everybody supports to remain to safeguard the climate. In spite of the fact that they are not totally mindful

about the conceivable importance of Eco fashion as this is a typical term generally utilized in fashion related examinations? The conceivable answer for raise more mindfulness about Eco fashion and give the general individuals a reasonable thought regarding what is Eco fashion, Government can utilize media to contact individuals. After all Eco fashion influences the RMG area of Delhi positively.

Table: 1 creating awareness of eco-friendly fashion among the general public

Yes	No	Heard About it
52.5	28.4	18.4
34.3	46.4	84.7
28.5	38.5	63.6

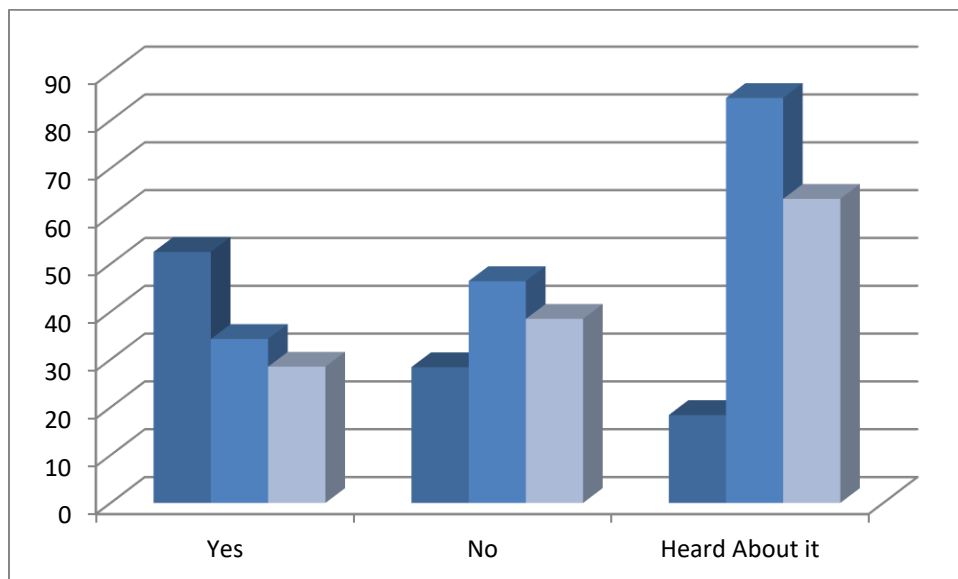


Fig.1. Awareness of fashion

With the second inquiry in the sequential, " what is your ongoing perception of Eco fashion"? Around 30.4% (107 votes) said its fashionable/in vogue and 28.6% said it has fascinating plans albeit 10.7% and 8.9% study result was inverse where they believe that Eco fashion got low scope of plans and low assortment of variety/examples to offer. Some choice like

'Terrible/exhausting' 'hipster' or 'awkward textures' were upheld by none. 21.4% (75) individuals said they have no Eco fashion clothing.

Table: 2 Current perception of fashion clothing

Current perception of Eco fashion			
Clothing Repair	Interesting designs	Dreary/Boring	Uncomfortable fabric
25.7	29.54	19.4	29.4
63.5	38.5	27.4	38.4
28.4	49.3	55.3	38.54

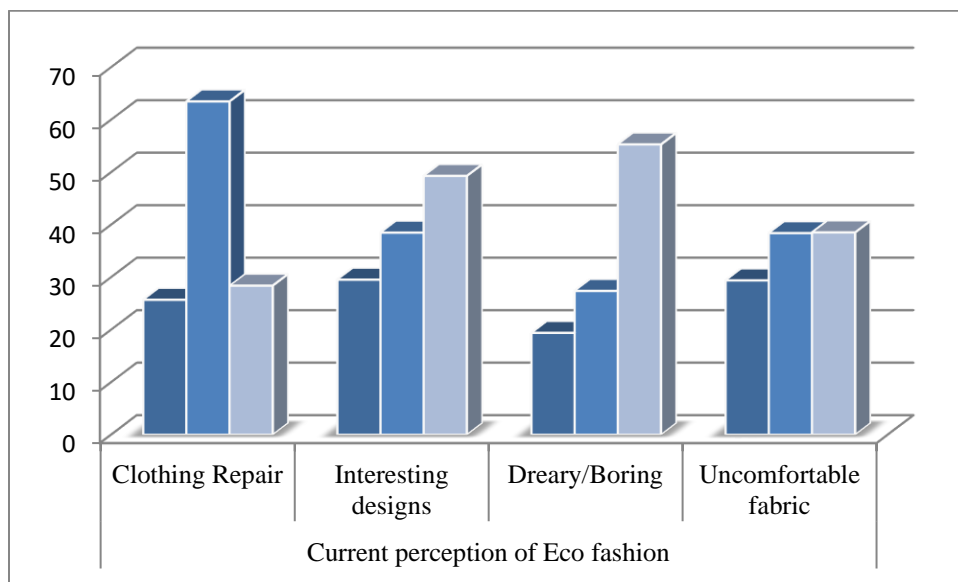


Fig.2. Current perception

The fourth inquiry was about whether the answerers have at any point purchased Eco fashion items. 48.2% answered positive and 28.6% answered negative. Another 23.2% of them upheld the view that they have mulled over everything to purchase/use which likewise presents a positive view.

Table: 3 present a positive view

Yes	No	Through about it
28.4	38.54	30.4
30.5	10.4	34.6

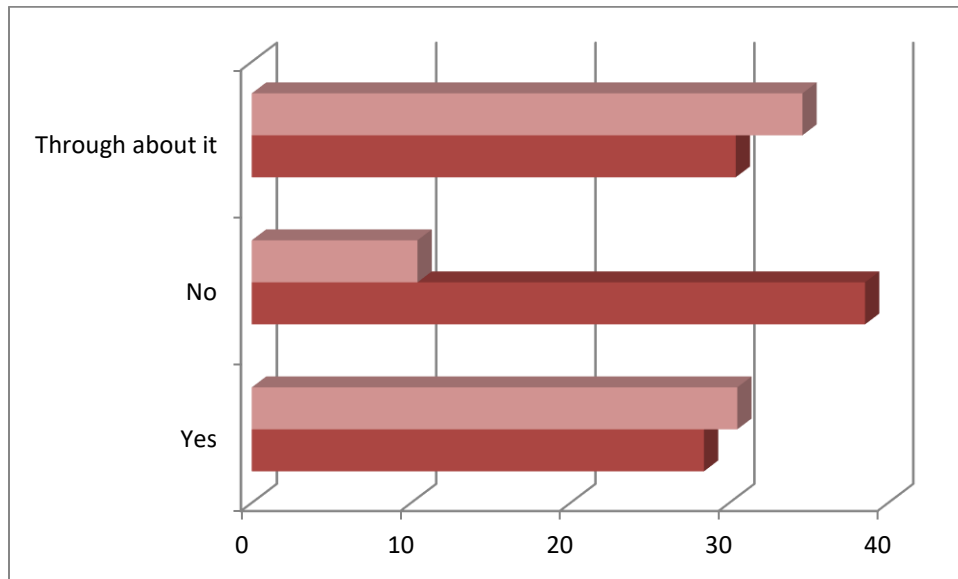


Fig.3. View of Consumer

The following inquiry got just two choices to reply, whether it is positive or pessimistic, in the event that general individuals could get Eco friendly fashion that was comparable in plan to high road brands will they think about changing to an Eco elective. 78.6% (276) answers were positive and the rest were negative with various 21.4%. In my view individuals who addressed adversely didn't have comprehend the inquiry appropriately. I don't have the foggiest idea about when Eco friendly fashion plans are redesigning in much the same way with top brand plans why consumers are hesitant to change to a climate friendly other option.

Table: 4 Alternative reaction of consumer's intention

Consumers' intention to move to a different response	
Yes	No
22.6	69.4

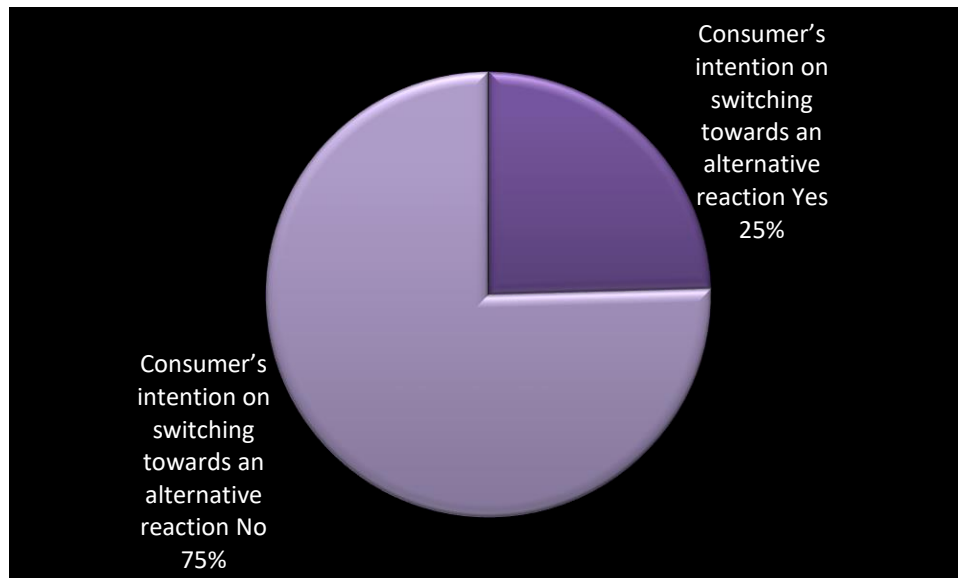


Fig.4. Alternative reaction of consumer's intention

But the earlier inquiries were more intended to help and to learn more about what our customers knew about eco-friendly clothing. The discussions surrounding financial issues were more the emphasis of the next two questions. Approximately 75% of all respondents believe that eco-friendly clothing costs more than regular clothing. 25% of them gave negative responses, indicating that they disagree that the price is higher.

5. CONCLUSION

To make a determination, recalling that "an Eco fashion thing is a fashion thing, which involves cost and style as determinant choice variables" (Steward and Francis 1997 is significant)." With regards to prior investigations, our review's discoveries show a ton of ideal opinions toward green dress (Head servant and Francis, 1997). Our subjective discoveries shed light on possible perceptions and the promising future of eco-friendly dress in the Delhi market.

Anyone can readily point out some specific issues when looking at an overview of the results of my survey investigations. Particularly those with modest incomes, our customers' awareness of eco-friendly design is extremely limited. But it's important to note that most of them are terrified

because they believe the price is too expensive and would be beyond their means, which is blatantly untrue. This issue arises as a result of inadequate knowledge. The new fashion tradition is being warmly received by Delhi customers, and there are many more encouraging signals. The top three reasons for making an eco-friendly fashion buy are protecting the environment, health effects, and ethical considerations. However, there are definite cultural distinctions in the appeal of eco-friendly and organic clothing.

Generally speaking, we can make the determination that more instruction is expected to more readily educate consumers on the nature regarding natural fashion. Eco-fashion should be "glamorized" and made more satisfactory to youngsters, who are the early adopters of most of fashion industry patterns, particularly in our country. Past examination reliably showed that clients with more elevated levels of schooling are more worried about moral and natural issues. Also, more youthful consumers might be more intrigued by fashion and brands that help social obligation.

My survey investigation makes it clear that, in comparison to earlier survey results based on countries in continental Europe, our current situation regarding eco fashion is much unchanged. However, it is now incredibly simple to communicate with multiple individuals at once thanks to modern communication technology. I hope that as time goes on, more and more individuals would become aware of the need to improve the RMG industries in Delhi. I hope this exploratory article will provide dependable research opportunities on the eco-fashion topic.

REFERENCES

1. Newholm, T, Shaw, D. 2007. Studying the ethical consumer: A review of research. *Journal of Consumer Behavior*, 6, pp. 253- 270
2. Pasricha, Anupama, "Exploration of the meaning of sustainability in textiles and apparel discipline and Prospects for curriculum enhancement" (2010). Graduate Theses and Dissertations. Paper 11433
3. Plunt, T. (2011) *Convict-Constructed Clothing* [Online] Available from: <http://www.trendhunter.com/trends/heavyeco-prison-fashion> [Accessed: 21th May 2015]

4. Polonsky, Michael Jay. 1994a. "Green Marketing Regulation in the US and Australia: The Australian Checklist." *Greener Management International* 5: 44-53.
5. Saad ali, analysis of consumer perception about eco-friendly apparel, 2015, pp-5-6
6. Saunders M., Lewis P. & Thornhill A. (2009) *Research for business students*, fifth edition, Pearson Education Limited, England, pp 2-526
7. Scarpi, 2006-Daniele Scarpi, Fashion stores between fun and usefulness, *Journal of Fashion Marketing and Management* 12/2005; 10(1):7-24
8. Shaw, D. S., Hogg, G., Wilson, E., Shiu, E. & Hassan, L. (2006) "Fashion Victim: The Impact of Fair Trade Concerns on Clothing Choice". *Journal of Strategic Marketing*.
9. Sudhir sachdev, eco-friendly products and consumer perception, September 2011, pp--279. Thomas .S, eco fashion figure, 2008.
10. Butler, S.M., Francis, S. (1997). The effects of environmental attitudes on apparel Purchasing behaviour. *Clothing and Textiles research Journal*, 15(2), pp 76-85
11. Claudio, L. (2007) *Waste Couture: Environmental Impact of the Clothing Industry* [Online] Available from: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1964887/> [Accessed: 15th May 2015]
12. Eco Fashion Week (2010), "Designer eco criteria", Available at: http://www.ecofashionweek.com/designers/eco_criteria/ (accessed May 15, 2011).
13. Fineman, S. 2001. Fashioning the Environment. *Organization* 8(1), pp.17-31.
14. Finisterra do Paco, A.M., Barata Raposo, M.L., Leal Filho, W. 2009. Identifying the green consumer: A segmentation study. *Journal of Targeting, Measurement and Analysis for Marketing*, 17, pp.17-25
15. GOTS (2012) *Global Organic Textile Standard, Ecology & Social Responsibility*
16. Gronhoj, A., Olander, F. 2007. A gender perspective on environmentally related family consumption. *Journal of Consumer Behavior*, 6, pp218- 235
17. Hopkins, M.S. 2009. What the green consumer wants. *Sloan Management Review*, 50(4), pp.87-89.
18. Hughes, A (2010) Students get naked in protest against sweatshop labor
19. Hughes C (2014) *Qualitative and Quantitative Approaches*

20. Hye-Shin Kim, Consumer response toward apparel products in advertisements containing environmental claims,1995 12. Mintel, 2009. Ethical Clothing –UK-2009. Mintel International Group Limited

Author's Declaration

I as an author of the above research paper/article, hereby, declare that the content of this paper is prepared by me and if any person having copyright issue or patent or anything otherwise related to the content, I shall always be legally responsible for any issue. For the reason of invisibility of my research paper on the website/amendments /updates, I have resubmitted my paper for publication on the same date. If any data or information given by me is not correct I shall always be legally responsible. With my whole responsibility legally and formally I have intimated the publisher (Publisher) that my paper has been checked by my guide (if any) or expert to make it sure that paper is technically right and there is no unaccepted plagiarism and the entire content is genuinely mine. If any issue arise related to Plagiarism / Guide Name / Educational Qualification / Designation/Address of my university/college/institution/ Structure or Formatting/ Resubmission / Submission /Copyright / Patent/ Submission for any higher degree or Job/ Primary Data/ Secondary Data Issues, I will be solely/entirely responsible for any legal issues. I have been informed that the most of the data from the website is invisible or shuffled or vanished from the data base due to some technical fault or hacking and therefore the process of resubmission is there for the scholars/students who finds trouble in getting their paper on the website. At the time of resubmission of my paper I take all the legal and formal responsibilities, If I hide or do not submit the copy of my original documents (Aadhar/Driving License/Any Identity Proof and Address Proof and Photo) in spite of demand from the publisher then my paper may be rejected or removed from the website anytime and may not be consider for verification. I accept the fact that as the content of this paper and the resubmission legal responsibilities and reasons are only mine then the Publisher (Airo International Journal/Airo National Research Journal) is never responsible. I also declare that if publisher finds any complication or error or anything hidden or implemented otherwise, my paper may be removed from the website or the watermark of remark/actuality may be mentioned on my paper. Even if anything is found illegal publisher may also take legal action against me

Jyoti Sakhare