SUSTAINABILITY IN FASHION TRENDS: APERSPECTIVE OF INDIAN CUSTOMERS

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Abstract - The fashion industry emits 1.2 billion tonnes of greenhouse gases contributing to 10% of annual global emissions. As consumers are becoming more aware of their actions and their impact on the environment, a silver line needs to be established. Consumers are shifting toward the novel trend of purchasing durable fashion clothing. The purpose of this study is to explore the factors which condition the attitude of consumers. EFA revealed 3 dimensions: "Perspicacious", "Self-Efficacy", and "Viable Adaption" which have a significant effect on the cognitive thinking process based on the environmental credence of consumers leading to responsible consumption.

Keywords - Apparel, Awareness, Eco-friendly, Environment, Reuse, Sustainable Fashion Consumption