INVESTIGATION ABOUT CONSUMER ATTITUDE AND ITS ANTECEDENT TOWARDS ENVIRONMENTAL SUSTAINABLE APPAREL: A CASE STUDY IN INDIAN CONTEXT

DEEPENDRA SHARMA¹ & HARINDER PAL²

¹Professor, Amity Business School, Amity University Gurugram, Haryana, India
²Assistant Professor, BPS Mahila Vishwavidyalaya, Khapur Kalan, Sonepat, Haryana, India
³Research Scholar, ASFT, Amity University Gurugram, Haryana, India

ABSTRACT

Textile industry contributes a prominent role in global economy but is being condemned as one of the most polluting industry having inconsiderate effect on environment and human health. Due to the increase in the environmental concern posed by the textile industry, the demand for sustainable apparel has risen particularly in the west, signalling shifts in knowledge, beliefs and attitudes. Literature revealed a huge research gap in Indian context of consumer’s attitudes and its antecedent towards Environmental Sustainable Apparels. The purpose of this research study is to examine the awareness level of consumers’ environmental concern, knowledge level of the impact of textile and apparel industry on the environment and also investigates the influence of these on consumers’ attitude towards environmental sustainable apparels. Data from 272 respondents is collected in northern India using a survey instrument in the form of a questionnaire through snow ball and convenience sampling. The data is analysed through descriptive statistics and correlation analysis using SPSS v21. The research reveals a huge environmental concern among educated Indian consumers. The bi-variate statistical analysis yielded a significant correlation between environmental concern of Indian consumers and their attitude towards environmental sustainable apparels. Level of the knowledge and belief as acquired by Indian consumers about the impact of textile industry on environment is very less, limiting their consumption of environment friendly clothing. The study will help the manufacturers and retailers to understand the antecedent to consumption of environmental friendly apparels and to work on the strategies to promote sustainable fashion clothing in Indian Market.

KEYWORDS: Sustainable, Apparels, Consumers’ Attitude, Fashion & Textile

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