A Study to Explore Consumer Buying Behavior for Sustainable Clothing: A Focus on Selected Clothing Companies

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ABSTRACT
Purpose: Contributing to the growing body of literature on sustainable consumer behavior, this study aims to explore the factors influencing consumer buying behavior for sustainable clothing within selected clothing companies. It seeks to understand how these factors shape consumer decisions and behaviors toward green products, thereby offering insights into the effectiveness of sustainability efforts in the fashion industry.

Design/Methodology/Approach: Data were collected from 103 respondents through an online questionnaire distributed across four cities in Gujarat: Ahmedabad, Rajkot, Surat, and Vadodara. Factor analysis, and chi-square tests were employed to identify the factors influencing consumer buying behavior and to gain insights into their purchasing decisions regarding selected clothing companies.

Findings: The study reveals that purchase intention is significantly influenced by consumer attitude, sustainability awareness, environmental commitment, and green advocacy. Additionally, the analysis identified that certain companies with green initiatives are positively impacting consumer buying behavior.

Research Limitations/Implications: This study provides important insights for clothing retailers on influencing sustainable purchase behavior in Gujarat, highlighting the impact of consumer attitudes, sustainability awareness, and green initiatives. However, the findings are based on responses from 103 participants across four cities in Gujarat, which may not reflect broader consumer behavior. The study did not explore other regions or demographic groups, suggesting a need for future research with a larger and more diverse sample to generalize the results.

Keywords: Sustainable Clothing, Buying Behaviour, Green Marketing, Environmental Awareness, Purchase Decision.

1. Introduction
1.1 The Growing Importance of Sustainability in the Fashion Industry
The growing emphasis on sustainability in the fashion industry is a direct response to the environmental and social concerns caused by the industry's rapid growth and fast fashion practices. The fashion industry is a major contributor to the global ecological crisis, responsible for around 10% of global carbon emissions and 20% of the world's wastewater (Bick, Halsey, & Ekenga, 2018). These environmental impacts, coupled with the exploitation of labour in developing nations, have raised alarm over the industry's unsustainable practices. Fast fashion, which prioritizes speed, low costs, and high volumes, has exacerbated these issues by encouraging consumers to buy cheap, disposable clothing. This phenomenon has led to overproduction and an estimated 92 million tons of textile waste each year (Global Fashion Agenda, 2020).

In response, there has been a growing shift toward sustainability across various segments of the fashion industry. The concept of sustainable fashion seeks to mitigate the industry's detrimental environmental effects through practices such as reducing waste, recycling materials, and using organic and biodegradable fibres. For example, clothing brands like Patagonia and Stella McCartney have taken significant steps to integrate sustainability into their business models. Patagonia, renowned for its commitment to environmental ethics, uses recycled polyester and organic cotton in many of its products, while Stella McCartney has championed cruelty-free and sustainable materials (McNeill & Moore, 2015). These companies represent a growing number of brands seeking to disrupt the fast fashion model by focusing on long-lasting, eco-friendly clothing.

However, achieving industry-wide adoption of sustainable practices requires more than just the efforts of a few leading brands. The role of consumers in driving the sustainability agenda has become increasingly significant. While companies

can offer green alternatives, it is ultimately consumer demand that will determine the success of these initiatives. Research indicates that consumers are becoming more aware of the environmental impact of their purchases, with a notable increase in demand for sustainable products. According to the (Fashion Revolution Foundation, 2021), 70% of consumers are now interested in purchasing sustainable fashion items, although actual buying behavior still lags behind consumer sentiment. The gap between consumer intention and actual purchasing behavior, often referred to as the "attitude-behavior gap," remains one of the key challenges in promoting sustainable fashion. This discrepancy is largely driven by factors such as cost, availability, and convenience. While many consumers express a preference for sustainable fashion, they may ultimately choose fast fashion products due to their affordability and accessibility (Johnstone & Tan, 2015). Moreover, the rapid pace of fashion trends, particularly among younger generations, often contradicts the slow, mindful consumption that sustainability advocates promote. Studies have found that despite growing environmental awareness, young consumers continue to purchase fast fashion items due to their low cost and trendiness (McNeill & Moore, 2015).

To bridge this gap, fashion companies must work to make sustainable fashion more accessible and appealing to the broader market. This can be achieved by improving transparency in supply chains, adopting more efficient production processes, and offering more affordable eco-friendly products. Recent innovations in technology are also playing a key role in advancing sustainability in fashion. For instance, the rise of digital fashion, which allows consumers to try on and purchase virtual clothing, is beginning to offer an alternative to physical clothing consumption, potentially reducing waste and resource use (Choi & Cheng, 2020). Additionally, the use of blockchain technology to trace the origin of raw materials and ensure ethical labour practices is helping to improve the transparency and accountability of the fashion supply chain (Futter, 2021).

Governments and international organizations are also stepping up their efforts to encourage sustainable fashion practices. The European Union's Circular Economy Action Plan, for example, aims to promote longer product lifecycles and reduce textile waste by encouraging reuse, repair, and recycling within the industry (European Commission, 2020). In countries like India, where the fashion and textile industry plays a significant role in the economy, efforts are underway to promote cleaner production practices and minimize the environmental footprint of textile manufacturing. Gujarat, one of India's key textile hubs, has seen the implementation of sustainability initiatives aimed at reducing water consumption and chemical waste in textile production (Mehta & Singhal, 2019)

1.2 Consumer Behavior toward Sustainable Clothing
Consumer behavior has evolved alongside growing environmental consciousness. In 2020, the Global Fashion Agenda and Boston Consulting Group found that more than 40% of consumers actively seek out sustainable products and are willing to pay a premium for them (Global Fashion Agenda, 2020). This shift has been fueled by greater access to information about the harmful impacts of traditional fashion production, coupled with heightened awareness of the climate crisis. Consumers, particularly younger generations such as millennials and Gen Z, are more attuned to the environmental and ethical implications of their purchasing decisions and are demanding greater transparency and responsibility from the brands they buy from (Niinimäki, et al., 2020)

However, despite this increasing demand for sustainable clothing, barriers still exist in converting intention into action. Studies show that while consumers express a preference for sustainable products, factors such as price, convenience, and availability often hinder their actual purchasing decisions (Li, Zhao, & Ma, 2022). This phenomenon, known as the "attitude-behavior gap," indicates that although consumers may express positive attitudes toward sustainability, external factors like product affordability and accessibility significantly influence their choices (Vermeir & Verbeke, 2006). Understanding the specific factors that influence consumer decisions regarding sustainable clothing is critical for fashion companies aiming to drive the adoption of greener products.

1.3 Factors Influencing Consumer Buying Behavior for Sustainable Clothing
The study of consumer behavior, particularly in relation to sustainability, has garnered significant attention in recent years. Several factors have been identified as critical in shaping consumer buying behavior for sustainable clothing, including:
- **Consumer Attitudes**: Attitudes toward the environment and personal values around sustainability strongly impact purchasing decisions. Research by (Joshi & Rahman, 2015) found that consumers with pro-environmental attitudes are more likely to purchase sustainable products. This suggests that companies with green marketing strategies that appeal to environmental values can effectively influence consumer behavior.
- **Sustainability Awareness**: Awareness of the environmental impacts of clothing production plays a crucial role in driving consumer demand for sustainable alternatives. A study by (Gwozdz, Steensen Nielsen, & Müller, 2017) highlighted that higher awareness of the negative consequences of fashion on the environment leads to increased sustainable consumption.
- **Environmental Commitment**: Consumers' level of commitment to living a sustainable lifestyle also affects their purchasing habits. For instance, individuals who actively reduce waste, recycle, and minimize resource consumption are more likely to purchase sustainable clothing (Stern, 2000).

- **Green Advocacy**: Advocacy for environmental causes, whether through activism or supporting environmentally responsible brands, also influences purchase intention. Consumers who engage in green advocacy are more likely to support brands that align with their values, as evidenced by the study of socially responsible consumption by (De Pelsmacker, Driesen, & Rayp, 2005).

1.4 Sustainability in the Context of Gujarat's Fashion Industry

The state of Gujarat, renowned for its vibrant textile and fashion industry, plays a pivotal role in India's broader textile landscape. With cities like Ahmedabad, Surat, and Rajkot leading the way in textile production, Gujarat boasts a rich cultural and industrial history linked to fabrics and garment manufacturing. Traditionally, the state has been a hub for both domestic textile production and international exports. However, the environmental and social impacts of its textile industry have drawn attention, particularly regarding high levels of pollution, water consumption, and labour practices (Mehta & Singhal, 2019). These concerns have created a push for sustainability in Gujarat's fashion sector, aligning it with global trends toward eco-friendly and socially responsible manufacturing processes.

In Gujarat, like in many parts of the world, the fashion industry has faced significant scrutiny over its environmental footprint. Textile production, especially in cities like Ahmedabad and Surat, is water-intensive and generates significant wastewater. Surat, for instance, is known for its large-scale production of synthetic fabrics, which are heavily dependent on chemical dyes and processes that contribute to both air and water pollution (Mehta & Singhal, 2019). In response to these challenges, there has been a growing shift toward more sustainable practices, both within the industry and among consumers who are increasingly aware of the ecological consequences of traditional textile manufacturing.

The Gujarat Cleaner Production Centre (GCPC), which works closely with local industries to promote sustainable practices, has been at the forefront of driving change within the state's textile sector. Many manufacturers in Gujarat are now adopting water recycling technologies, reducing their reliance on hazardous chemicals, and switching to organic fibres to meet the growing demand for sustainable products (Gujarat Cleaner Production Centre (GCPC), 2021) These changes reflect a broader trend within India's textile industry toward cleaner production and are seen as essential for maintaining the state's long-standing position as a leader in textile manufacturing.

One of the significant developments in Gujarat's fashion industry has been the introduction of eco-friendly product lines by clothing companies catering to local consumers. Ahmedabad, often referred to as the "Manchester of India" due to its robust textile industry, has seen several clothing brands embrace sustainability by offering products made from organic cotton, recycled fibres, and natural dyes. This shift is being driven by both consumer demand and regulatory pressure to reduce the environmental impact of textile production. Rajkot, another major city, is also experiencing a growing market for sustainable fashion, with local designers and retailers promoting green initiatives in their product lines.

Sustainability efforts in Gujarat are further bolstered by the increasing awareness among consumers regarding the environmental impact of fashion choices. Urban consumers in cities like Ahmedabad, Surat, Rajkot, and Vadodara are becoming more informed about the harmful effects of conventional textile manufacturing, such as water pollution and carbon emissions. This awareness is not just limited to environmental concerns; labour issues, such as fair wages and ethical treatment of workers, are also coming to the forefront of consumer consciousness (Joshi & Rahman, 2015). As a result, consumers are becoming more selective in their fashion purchases, seeking out brands that align with their values of environmental stewardship and social responsibility.

The rise in consumer demand for sustainable fashion is evident in the growing popularity of eco-friendly clothing lines and green marketing campaigns in Gujarat. Several clothing brands are capitalizing on this shift by launching campaigns that emphasize their commitment to sustainability, using marketing strategies that highlight the use of organic materials, ethical production processes, and contributions to environmental conservation. This trend mirrors global developments, where consumer demand for transparency and accountability in fashion supply chains is on the rise. According to a study by (Accenture, 2020), nearly 50% of global consumers are willing to pay a premium for products that are sustainably produced, and this trend is increasingly visible in markets like Gujarat.

Interestingly, green marketing campaigns and corporate social responsibility (CSR) initiatives by clothing companies are having a tangible impact on consumer behavior. Brands that have embraced green practices, such as using biodegradable packaging, promoting recycling initiatives, and offering eco-friendly product lines, have been able to capture the attention of environmentally conscious consumers in Gujarat. This is consistent with broader trends seen globally, where businesses that integrate sustainability into their branding and product offerings are more likely to attract loyal customers (Connell, 2010).

One of the critical takeaways from this research is the growing alignment between consumer values and corporate sustainability efforts. As the study suggests, local consumers are not only aware of the environmental impact of their fashion choices but are also increasingly willing to act on that awareness by supporting brands that demonstrate a genuine

commitment to sustainability. This presents a significant opportunity for clothing companies in Gujarat to differentiate themselves in a competitive market by further integrating eco-friendly practices into their operations and marketing strategies.

1.5 Challenges and Opportunities for Fashion Brands

Despite the rise in consumer interest in sustainable fashion, fashion brands face considerable hurdles in fully meeting the expectations of eco-conscious buyers. One of the most significant barriers to the adoption of sustainable clothing is price sensitivity, particularly in price-sensitive markets like India. While consumers express a desire for eco-friendly products, many remain reluctant to pay the higher costs associated with sustainably produced clothing. According to (Johnstone & Tan, 2015), consumers are often drawn to the idea of sustainability but are unwilling to bear the financial burden of higher prices for eco-friendly goods. This disconnect between environmental values and purchasing behavior is further exacerbated by income disparities in regions like Gujarat, where large sections of the population may prioritize affordability over sustainability.

Moreover, the absence of standardized certifications and transparency in the supply chain continues to undermine consumer trust in the sustainability claims made by fashion brands. In many cases, companies fail to provide verifiable proof that their products are genuinely eco-friendly. (Agyeman, 2014) highlights that the lack of widely accepted sustainability certifications can create confusion for consumers, making it difficult for them to distinguish between authentic green initiatives and "greenwashing," where brands exaggerate their environmental commitments without substantial action. This lack of clarity hampers efforts to build consumer loyalty and trust, two critical factors for long-term success in the sustainable fashion market.

Nevertheless, the opportunities for brands that can overcome these challenges are significant. As consumers become more aware of environmental issues, the demand for sustainable products is expected to grow. Fashion companies that invest in sustainability initiatives, such as reducing water usage, cutting carbon emissions, and improving labour conditions, are likely to attract a loyal customer base. According to (Choi & Cheng, 2020), the integration of digital platforms and e-commerce has made it easier for brands to communicate their sustainability efforts directly to consumers. The rise of social media platforms has also given ethical fashion influencers the power to shape consumer perceptions and encourage the adoption of sustainable products, offering companies new avenues for reaching eco-conscious audiences.

Brands that succeed in navigating the complexities of sustainable fashion are likely to benefit from both increased sales and a positive brand reputation. Recent studies suggest that consumers are more likely to remain loyal to brands that share their values, particularly when those values align with environmental stewardship and social responsibility. Transparency is key to this loyalty, as consumers increasingly expect brands to provide detailed information about the environmental and social impact of their products. Fashion companies that embrace transparent marketing strategies—offering consumers a clear view of the sustainability practices embedded in their supply chains—stand to gain a competitive edge in the marketplace (Bhaduri & Ha-Brookshire, 2011).

Additionally, the global shift toward sustainability is being accelerated by regulatory pressures and government initiatives aimed at promoting eco-friendly business practices. In India, government programs such as the Sustainable Textile Industry Program (STIP) are encouraging the adoption of greener technologies and processes within the textile sector. These initiatives not only incentivize businesses to reduce their environmental footprint but also create new opportunities for growth in the sustainable fashion market. By aligning with government-backed sustainability goals, fashion brands can leverage regulatory support to enhance their competitive position and attract environmentally conscious consumers (Bhatt, 2020).

In Gujarat's fashion industry, opportunities are also emerging from collaborations between local artisans and sustainable fashion brands. The state has a rich tradition of textile craftsmanship, and there is growing interest in reviving traditional weaving and dyeing techniques that have minimal environmental impact. Many local brands are now working with artisans to produce limited-edition, sustainable fashion lines that appeal to both domestic and international markets. This approach not only promotes sustainable practices but also supports the livelihoods of local communities, thereby contributing to social sustainability (Pal & Gander, 2018). Such initiatives illustrate how brands can incorporate local heritage into their sustainability strategies, offering unique products that stand out in a crowded marketplace.

Furthermore, consumer behavior studies suggest that younger generations are driving the shift toward sustainable fashion. Millennials and Generation Z, in particular, are more likely to prioritize environmental and social issues in their purchasing decisions. A report by (Global Fashion Agenda, 2020) found that 73% of Millennials are willing to pay more for sustainable products, compared to 66% of all consumers globally. This demographic shift presents a significant opportunity for fashion brands in Gujarat, as they can target younger consumers who are not only willing to support sustainable brands but are also highly active on digital platforms, where they can be influenced by ethical fashion campaigns.

2. Review of Literature

The topic of sustainability in the fashion industry has gained immense scholarly interest in recent years, particularly regarding consumer behavior towards eco-friendly clothing. The relationship between consumer attitudes and purchase intentions is critical to understanding sustainable fashion. In a recent study, (Bano, Khan, & Ali, 2020) highlight how positive consumer attitudes toward sustainable fashion brands directly influence their purchasing decisions. This aligns with the growing environmental awareness globally, which is shaping consumer demand for eco-friendly clothing. Similarly, (Henninger, Alevizou, & D'Souza, 2019) examine the role of ethical consumerism, showing how values such as environmental consciousness and ethical responsibility significantly affect the decision to purchase sustainable fashion.

Sustainability awareness also plays a key role in shaping consumer behavior. As exemplified by (Chaturvedi, Singh, & Yadav, 2020), sustainability awareness is positively correlated with purchase intentions for eco-friendly fashion. With the increasing visibility of sustainable fashion through online platforms, digital marketing strategies have become an essential factor. (Sharma & Joshi, 2021) point out that digital platforms, especially social media, have played a vital role in raising consumer awareness and encouraging the adoption of sustainable fashion. Similarly, (Baek & Oh, 2022) emphasize the influence of digital influencers, who promote sustainable fashion on platforms such as Instagram, in shaping consumer purchasing decisions, further linking online engagement with green consumerism.

Several studies explore the factors influencing sustainable fashion purchases. (Prakash, Gupta, & Das, 2021) identify key determinants, such as brand image, perceived environmental impact, and product quality that drive consumer preferences for sustainable fashion. These findings suggest that brands must align their strategies with sustainability principles to remain competitive. However, misconceptions regarding the quality of sustainable products continue to present challenges. (Singh & Yadav, 2020) found that concerns about the durability and style of eco-friendly clothing deter consumers from making sustainable purchases, indicating the need for better product communication and innovation in design.

Trust in sustainable brands emerges as another significant factor in the purchasing process. According to (Gupta & Agarwal, 2021), brand trust strongly influences consumers' willingness to invest in sustainable fashion, underscoring the importance of transparent marketing strategies. In a similar vein, (Choi & Cheng, 2020) demonstrate that a lack of trust in the authenticity of eco-friendly claims can hinder consumers from choosing sustainable products. This highlights the need for fashion brands to improve supply chain transparency and provide certifications that build consumer trust in sustainable claims.

In addition to consumer attitudes, external factors such as eco-labelling and ethical certifications also contribute to purchase intentions. (Wei, Zhang, & Zhou, 2021) emphasize the impact of eco-labelling, which increases consumer confidence in purchasing sustainable products, enhancing their willingness to pay a premium for eco-friendly clothing. The need for standardized eco-labels and certifications is echoed in (Kumar, Singh, & Chandra, 2020) research, which stresses that clear labelling significantly influences consumer trust and buying behavior in the fashion industry.

The impact of price on sustainable fashion purchases has been widely studied. (Singh & Kaur, 2022) found that price sensitivity is a major barrier for consumers, especially in emerging markets like India, where many consumers are hesitant to pay higher prices for eco-friendly clothing. This price barrier poses a challenge for companies aiming to cater to the mass market while upholding sustainable production methods. However, fashion brands that invest in affordability and transparent marketing strategies stand to benefit from long-term growth. (Gupta & Agarwal, 2021) show that effective communication about the long-term benefits of sustainable fashion, such as durability and lower environmental impact, can mitigate price concerns among consumers.

Social media and online platforms have also been critical in amplifying the demand for sustainable fashion. (Singh & Mittal, 2022) explore how digital influencers and social media campaigns have raised awareness about the environmental impact of fashion, with influencers playing a key role in promoting sustainable fashion as a lifestyle choice. Similarly, (Wei, Zhang, & Zhou, 2021) find that brands that actively engage with consumers through social media and share their sustainability efforts are more likely to gain customer loyalty and repeat purchases.

Local versus global brand perceptions also shape sustainable fashion consumption. (Gaur, Verma, & Sharma, 2022) explore this aspect and find that local fashion brands are perceived as more sustainable than global ones, particularly in emerging markets. This suggests that local fashion brands, by focusing on their sustainable practices, can create a niche in the eco-friendly fashion market and cater to consumers looking for locally produced, ethical clothing.

In summary, recent research highlights a comprehensive understanding of the drivers of consumer purchasing decisions for sustainable fashion. While consumer attitudes, awareness, and brand trust play critical roles, external factors such as eco-labels, price sensitivity, and digital influencers are also essential in promoting sustainable fashion consumption. Together, these studies provide a clearer picture of how brands can align their strategies with consumer preferences to foster more sustainable fashion practices.

3. Research Methodology
1. Research Design
This study adopts a descriptive research design with a single cross-sectional design, aiming to explore factors influencing consumer buying behavior for sustainable clothing in Gujarat. The focus is on understanding how consumer attitudes, sustainability awareness, and trust in brands shape purchasing decisions. A single cross-sectional design was chosen to collect data at a single point in time, providing a snapshot of consumer behavior.

2. Sampling Design
A cluster sampling approach was employed to ensure representation from different regions of Gujarat, specifically targeting consumers in Ahmedabad, Vadodara, Rajkot, and Surat. Within these clusters, random sampling was used to select individuals for participation. This method ensures that the sample accurately represents the broader population in Gujarat in terms of sustainable clothing purchasing behavior.

3. Population and Sample Size
The population for this study includes people residing in Gujarat, with a particular focus on urban consumers in the four major cities mentioned. A sample size of 103 respondents was used, capturing insights from a diverse group of individuals. The sample size was selected based on feasibility and the need for meaningful statistical analysis.

4. Survey Region
The geographical focus of the study was the state of Gujarat, with data collection taking place in Ahmedabad, Vadodara, Rajkot, and Surat. These cities were chosen due to their prominence in the textile and fashion industry, as well as their growing urban consumer base.

5. Data Collection Method
Data was collected through the survey method, using a structured questionnaire designed in English. The questionnaire was distributed both online and offline, ensuring ease of access for respondents. It covered various dimensions of consumer behavior, including attitudes toward sustainability, purchase intentions, and brand trust.

6. Sources of Data
The study relied on secondary data sources to inform the development of the questionnaire and to provide contextual background for the research. In addition to primary data collected from the survey, previous studies, reports on sustainable fashion, and industry insights were used to supplement the analysis.

4. Analysis and Interpretation
4.1 Descriptive Statistics

Statistics					
		Age	Gender	Occupation	City
N	Valid	101	103	103	103
	Missing	2	0	0	0
Mean		26.69	.59	3.48	1.93
Median		23.00	1.00	2.00	1.00
Mode		20	1	1	1
Std. Deviation		9.234	.494	2.675	1.174

The provided data shows that the respondents' average age is 26.69 years, with the most common age being 20, indicating a younger demographic, though there is a wide variation in ages. The gender distribution slightly leans towards males, as indicated by a mean of 0.59, with males being the most frequent respondents. Occupation data reflects diversity, with the mean suggesting a variety of professions, though the most common occupation falls within the first category. Similarly, the city data shows that most respondents are from the first listed city, though there is some variation across other cities. Overall, the sample reflects a diverse group, particularly in terms of age, occupation, and city of residence.

4.2 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.785	33

The reliability analysis indicates that the 33-item scale has good internal consistency, as evidenced by a Cronbach's Alpha of .785. This suggests that the items on the scale are measuring the same underlying construct reliably.

4.3 Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.892
Bartlett's Test of Sphericity	Approx. Chi-Square	1509.715
	df	210
	Sig.	.000

With a **KMO value of .892**, the sampling adequacy is "great," suggesting that **the data is very suitable for factor analysis**. The **p-value of .000 is less than .05**, indicating that Bartlett's Test is significant. This means that the correlation matrix is not an identity matrix, and there are significant relationships among the variables, further justifying the suitability of the data for factor analysis.

Statement	Consumer Attitude	Sustainability Awareness	Environmental Commitment	Green Advocacy
I prefer to purchase from clothing companies that consistently offer green products, even if other options are available.	.729			
Green clothing products are perceived as fashionable and stylish.	.692			
I am willing to pay extra for green clothing products compare to conventional ones.	.685			
Green clothing products offer practical benefits that meet my needs and expectations.	.819			
Purchasing green clothing products enhances my social status or reputation.	.617			
I feel emotionally connected to green clothing products and their environmental benefits.	.659			
Purchasing green clothing products provides me with a sense of knowledge or understanding about environmental issues.		.839		
Environmental considerations play a significant role in my decision to purchase green clothing products.		.672		

I am concerned about the potential risks associated with purchasing green clothing products (Ex. Quality, durability)	.757		
My personal values and beliefs regarding sustainability influence my decision to purchase green clothing products.	.629		
I am likely to purchase green clothing products from environmentally conscious companies.		.818	
I believe purchasing green clothing products is beneficial for the environment.		.830	
I trust clothing companies that promote and sell green products.			.773
People important to me (Family, friends) have encouraged me to buy green clothing products.			.759
Green clothing products are better in quality compared to conventional clothing products.			.732

Factor analysis was carried out on all responses on 22 items using 'Principal Components Analysis'method. The results showed approximate Chi-Square value of 1509.715 at 210 degree of freedom under the Bartlett's Test of Sphericity, which is significant at the 0.000 level. Further, Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.892, which is sufficiently large. Thus, factor analysis shall be considered appropriate for analyzing the data.

A total Four (04) factors (out of 22 factors) were extracted further. The results also show that these 4 factors account for 68.64% of total variance which can be considered of high level.

4.4 Chi Square Test
Null Hypothesis (H0): There is no association between awareness of green initiatives and the specific clothing companies in the Gujarat region.

Alternative Hypothesis (H1): There is an association between awareness of green initiatives and the specific clothing companies in the Gujarat region.

Chi-Square Tests				
		Value	df	Asymptotic Significance (2-sided)
H&M	Pearson Chi-Square	14.315[a]	1	.000
Zara	Pearson Chi-Square	10.096[a]	1	.001
Biba	Pearson Chi-Square	4.120[a]	1	.042
Shrujen	Pearson Chi-Square	7.068[a]	1	.008
Raw Mango	Pearson Chi-Square	8.418[a]	1	.004

The chi-square test results provide insight into the relationship between awareness of green initiatives and specific clothing companies in the Gujarat region. For each company listed (H&M, Zara, Biba, Shrujen, and Raw Mango), the p-values are less than the significance level of 0.05, indicating statistically significant associations. Specifically, for H&M, Zara, Shrujen, and Raw Mango, the p-values are highly significant (p < 0.01), while Biba has a p-value of 0.042, which is still below the threshold for significance. Therefore, the null hypothesis (H0) that there is no association between awareness of green initiatives and the specific clothing companies is rejected, and the alternative hypothesis (H1) is accepted. This suggests that there is a significant association between consumer awareness of green initiatives and the clothing companies listed.

Null Hypothesis (H0): There is no association between purchasing green/sustainable products and the specific companies mentioned.

Alternative Hypothesis (H1): There is an association between purchasing green/sustainable products and the specific companies mentioned.

Chi-Square Tests				
		Value	df	Asymptotic Significance (2-sided)
H&M	Pearson Chi-Square	8.954[a]	1	.003
Doodlage	Pearson Chi-Square	4.769[a]	1	.029
Shrujen	Pearson Chi-Square	7.087[a]	1	.008
Raw Mango	Pearson Chi-Square	8.519[a]	1	.004

The chi-square test results indicate significant associations between purchasing green/sustainable products and the specific clothing companies mentioned. For H&M, Doodlage, Shrujen, and Raw Mango, the p-values are all below the 0.05 significance level (H&M: 0.003, Doodlage: 0.029, Shrujen: 0.008, Raw Mango: 0.004). This means that for each of these companies, the null hypothesis (H0) — which states that there is no association between purchasing green/sustainable products and the companies — is rejected. Instead, the alternative hypothesis (H1) is accepted, indicating a significant association between purchasing green/sustainable products and these specific companies. This suggests that consumers' purchasing behavior is linked to their awareness of green/sustainable products offered by these companies.

5. Findings

The factor analysis revealed that four key factors — consumer attitude, sustainability awareness, environmental commitment, and green advocacy — play a significant role in influencing consumer buying behavior for sustainable clothing. These factors account for a substantial portion of the total variance, indicating that they are critical drivers of purchasing decisions in the context of sustainable fashion.

The chi-square test results show that there is a significant association between consumer awareness of green initiatives and their perception of specific clothing brands like H&M, Zara, Shrujen, and Raw Mango. Consumers are more likely to trust and engage with brands that actively promote sustainability. Brands that align themselves with eco-friendly practices are perceived more favourably by consumers, influencing their market positioning.

Consumers' purchase decisions for green clothing are significantly influenced by their trust in companies promoting sustainable products, their personal commitment to environmental issues, and their awareness of the practical benefits and quality of green clothing. Emotional connection and social status also impact the likelihood of purchasing sustainable clothing, with consumers willing to pay a premium for these products.

The study indicates that buying behavior for sustainable clothing is shaped not only by environmental awareness but also by personal values, social influence, and perceptions of product quality. Consumers are more inclined to purchase from companies that they believe contribute positively to environmental sustainability, which highlights the growing importance of green initiatives in driving consumer loyalty and purchasing patterns.

The research also shows that different brands have varying levels of association with green/sustainable product purchases. Brands like H&M, Doodlage, Shrujen, and Raw Mango are more strongly associated with consumer preferences for sustainable clothing, demonstrating that specific companies have successfully built a reputation around eco-conscious practices.

6. Conclusion

The findings from this study highlight that consumer buying behavior for sustainable clothing is strongly influenced by their awareness of green initiatives and the sustainability practices of clothing companies. Factors such as consumer attitudes towards environmental benefits, willingness to pay a premium for eco-friendly products, and trust in green brands significantly shape purchasing decisions. The factor analysis revealed that consumers who advocate for green initiatives

and are committed to environmental causes are more likely to purchase from companies that promote sustainability, which demonstrates the growing importance of green marketing strategies in the fashion industry.

Moreover, the chi-square test results confirm that there are significant associations between green product awareness and purchasing behavior across the companies analysed. These findings suggest that companies offering sustainable clothing are more likely to attract consumers who are environmentally conscious and value green products. By emphasizing sustainability in their product offerings and brand messaging, companies can tap into this growing segment of green consumers.

In conclusion, the study underscores the importance of sustainability in shaping consumer behavior in the fashion industry, particularly among younger urban consumers. The research offers valuable insights for companies looking to enhance their green marketing strategies and align their brand with consumer values focused on sustainability. Brands that continue to innovate in green product offerings and communicate their environmental commitments clearly are well-positioned to gain a competitive edge in the sustainable fashion market.

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