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Influence of E-Commerce Business on the Buying of Sustainable Fashion

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Abstract
The rise of ecommerce has essentially changed the behaviour of buyers in the industry, especially when it comes to sustainable apparels. This terminology paper examines how the
ecommerce phase affects buyer acquisition options in the direction of waiting designs. The comfort and openness advertised by online purchases is led by an impressive step in the buyer's element, which in turn makes many people gradually search for brands that prioritize sustainability. Additionally, the global range of e-commerce retailers and economic brands can compete with large first fashion retailers and drive different commercial centres for eco-friendly consumers.
However, this change is not without its challenges. Simple online purchases can lead to increased utilization and higher returns, which neutralize some services for maintenance. This paper analyses this river and presents the dual nature of e-commerce as an enabler and as a potential spoiler from sustainable design practices. After all, it addresses a collaborative approach between brands, buyers and political decision makers to promote an economic future within the industry.

Keywords: Sustainability, Fashion, Minimalism, E-commerce, Consumer Behaviour

Introduction

E-commerce has altogether impacted the buying of maintainable design by expanding straightforwardness, improving availability, giving point by point data, and empowering feasible brands to reach a worldwide group of onlookers. This computerized change engages buyers to form more educated and values-aligned obtaining choices, whereas too encouraging more feasible hones inside the apparel industry's supply chain and retail models. (Todeschini et al., 2017)
E-commerce stages serve as significant channels for transparency and data openness within the domain of feasible fashion (Ansari Sarwar Alam, 2023). They permit brands to go past straightforward item postings, advertising customers point by point experiences into the beginnings of materials, whether they are economically sourced, natural, or reused. Data around the fabricating prepare, counting reasonable treatment of labourers and endeavours to decrease natural affect, is regularly accessible Certifications and names, such as Reasonable Exchange or natural certifications, give extra confirmation of moral and eco-conscious practices (Pruthvi Raj Renegade & Karolia, 2017). This riche of data enables buyers to get it a product's natural impression and moral contemplations, empowering them to adjust their values with their buys and bolster brands prioritizing maintainability. Item pages on e-commerce locales can utilize a moderate approach with high-quality pictures and basic data, nearby detailed descriptions approximately materials, generation forms, and supportability certifications to assist clients make educated decisions.
Furthermore, e-commerce acts as a catalyst for maintainable apparel brands, especially littler, morally disapproved businesses, by encouraging worldwide reach and strengthening. E-commerce stages break down geological obstructions, permitting brands to exhibit their items to an around the world group of onlookers, which is imperative for specialty brands without broad physical store systems. Online showcasing techniques are cost-effective ways for these brands to advance their values and items universally, democratizing promoting and permitting them to compete with larger companies. Modern focusing on devices on e-commerce stages empower economical brands to put through with their perfect client base in any case of area. E-commerce moreover encourages coordinate shopper engagement through highlights like live chats and item surveys, cultivating believe and loyalty crucial for littler brands setting up a nearness.
Beyond straightforwardness and reach, e-commerce offers unparalleled comfort and openness to customers inquisitive about economical design Online stores are open 24/7, permitting shopping at any time (Singh Choudhary, 2019). They offer a broad choice of clothing, adornments, and styles, guaranteeing shoppers can discover maintainable alternatives that coordinate their tastes. Customers can effortlessly compare prices, read audits, and check accessibility over different retailers, helping educated acquiring choices. Highlights like nitty gritty measure guides and virtual fitting instruments can help clients select the proper estimate, possibly diminishing returns which contribute to carbon emanations and squander. Online shopping moreover diminishes the require for customers to travel to physical stores, sparing time and cash whereas minimizing transportation-related carbon emissions (Anjali Awasthi, 2023)
Technology coordinates into e-commerce stages moreover underpins feasible hones that by implication impact buying. AI can optimize supply chains, diminishing squander and guaranteeing effective asset utilize. Blockchain innovation and certifications can upgrade straightforwardness by permitting clients to follow a garment's travel from crude fabric to wrapped up item, building believe in a brand's supportability claims. Information analytics help brands get it customer

conduct and anticipate request more precisely, decreasing overproduction and adjusting stock with genuine request, in this manner minimizing squander. Productive stock administration encouraged by e-commerce, such as Just-in-Time (JIT) stock, minimizes abundance stock, capacity costs, and the hazard of unsold things getting to be squander, contributing to a more feasible generation and utilization model.

Finally, e-commerce stages empower economical apparel brands to construct communities of cognizant shoppers through locks in substance, narrating, and social media campaigns Highlighting the stories of artisans, craftsmanship, and positive affect reverberates with clients and cultivates a sense of association and shared values, changing clients into advocates for feasible design

Literature review

India is the second largest textile producer in the world and has a rich heritage in textile production. The textile industry employs millions and makes a significant contribution to the country's economy. However, this sector is also associated with considerable environmental degradation and work. Recently, there has been a growing demand for sustainable methods in India, and many businesses and entrepreneurs have given priority to creating eco-friendly, socially responsible clothing (Kaur & Sabo, 2023). These advances have profound effects and reduce the environmental impact of textile production and distribution, as well as consumer behaviour from the perspective of clothing purchase and use. (Fashion Forever, 2020)

Sustainable clothing brand characteristics were analysed as intervention variables and their
impact on green purchasing decisions was investigated. Probit regression analysis was used to evaluate the data. Key decisions from the study findings show that factors such as environmental knowledge, environmental attitudes, and perceived effectiveness of consumers have a significant impact on consumer intentions to acquire sustainable clothing. This study also discusses its practical effects (Arul Aram, 2023)

Awareness of sustainable fashion among consumers is constantly changing and is shaped by increasing environmental awareness, increased social awareness, and improved access to information. As consumers increasingly prefer ethical and environmentally friendly decisions, the fashion industry is being forced to respond to these developing preferences. There are important ways to improve brand fidelity and expand the market presence by incorporating sustainable practices into the basic brand values. Ultimately, the broad distribution of sustainable fashion can lead to a more responsible and environmentally friendly fashion sector, which benefits both the planet and society (Anjali Awasthi, 2023). As consumers increasingly prefer ethical and environmentally friendly decisions, the fashion industry is being forced to respond to these developing preferences (Ansari Sarwar Alam*, 2023). Both new and established companies are looking for successful time strategies to execute in a competitive environment by implementing innovative business models by planning to combat Bruni Schaft and environmental regulations. Estimates of trends such as circular economy, fair trade, depth sales (Nayak, 2019), and sharing economy represent a variety of entrepreneurial strategies aimed at managing these challenges. However, there is a significant inequality between the theoretical framework and the actual level of ecological and social sustainability that is carried out in the implementation of these theories. Sustainable fashion outlines how to implement positive change in existing practices and promote new thinking, driving change within the fashion industry. Key factors include sustainable fashion, ethical considerations alongside aesthetics, key social design, product service systems, innovation for environmentally friendly and friendly business practices, and collaboration. Many initiatives aimed at empowering women, coupled with growing social awareness about the importance of equal opportunities for both genders, bringing both parents and partners into the workforce. This shift has led to an increase in revenues available for fashion, and a significant increase in retail brands on physical and online platforms. (Pruthvi raj reinvade & Karolia, 2017)

Objectivization involves examining physical morphology, where the author evaluates the focus of the participants in the model position. Furthermore, objectification involves rejecting certain human attributes of the objectified. These properties include perceived institutions. This refers to moral authority related to the ability to think about intentions and to carry out moral or immoral actions. (Johnson et al., 2014)

Emphasis that includes circular economy, fair trade, diclinism, and shared economy should be addressed in this trend, and is a trend to address debate. However, important inequality remains between the theoretical concepts implemented in the practice of these theories and actual environmental and social sustainability. According to Parker (2011), via Runners 4, Fashion Duke defines sustainability as "environmental protection, social justice, profitable equity and artistic validity." Globalization and professional advances have significantly changed fashion modes and consumption patterns around the world. With Flash -Waren's available ingredients and near-stage products being standard, the global company has begun to create serious obstacles to Sustainability Company. There are negative environmental products in the maturity of raw equipment and finished products (fabric and filaments) used.

Fast fashion is highlighted below to speed up the rate at which fabric products flow into the
Site and d simultaneously kill the period during which the product is in use (Johnson et al., 2014). Fiber products have recently had training opportunities due to recycling and their unique chemical structure, but recently they have focused on not biodegradable synthetic filaments. Furthermore, enormous water consumption and pollution are major issues of sustainability, especially due to fabric wet processing operations, colouring, improvements, sizes and other analogue processes.

The good news for the fashion sector is that many of the required tasks can be done at a reasonable price. Under US$50 per tonne, we can achieve approximately 90 accelerated savings. The rest of the actions will be incentivized in the form of consumer demand or regulations to promote scans. Furthermore, about 60 reductions have capital, where brands and retailers with value creation players must support and combine for the long-term benefits of society and topography (Mora et al., 2014). Sustainability at different situations of apparel product.

multitudinous propositions could be used to explain sustainability. still, according to Parker (2011) on runner 4, the fashion assiduity defines sustainability as" environmental protection, social justice, profitable fairness, and artistic validity." Globalization and specialized progress have brought about a significant shift in the patterns of fashion product and consumption worldwide. Since fashion has turned into a disposable commodity and fast phase product of flash goods has been the norm, this global business has begun to give significant obstacles to sustainability enterprise. (Dey, 2017)

Concerning sustainability, the situation of the vesture, cloth, and fashion diligence now is concerning. The maturity of the raw accoutrements used, and the finished goods (cloth and filaments) have negative environmental goods. Fast fashion is stressed below to accelerate the rate at which the cloth products pour into the terrain and at the same time snappily kills the time duration the products stay in use (Johnson et al., 2014). Fiber product has been reckoned to lately concentrate much on non-biodegradable synthetic filaments, albeit with chances of recycling and exercise due to their unique chemical structures. Also, huge quantities of water consumption and pollution especially for and from cloth wet processing operations of dyeing, finishing, sizing and other analogous processes is a major concern to sustainability

The good news for the fashion sector is that many the necessary tasks may be completed at a reasonable price. It's possible to deliver around 90 of the accelerated abatement for lower than$ 50 per tonne of hothouse gas emigrations.23 roughly half of the necessary way will affect in net cost savings for the entire assiduity. The remaining conduct will bear incentivisation in the form of consumer demand or regulations to deliver abatement. also, around 60 of the abatement will bear outspoken capital, where brands and retailers will need to support and unite with value chain players to invest for the long- term benefit of society and the terrain. (Mora et al., 2014)

Stylish possible sustainable business model grounded on Indian Market

Fashion confectionery moves to another sustainable future, but India has a unique position, with a rich art history, fabric traditions and a central element as a global resource for artisans. Fashion brands around the world are used to using Indian artisans. It is one of the largest clothing directors in the world, with over 45 million employees. In India, there are diverse behaviours in almost every state. Unfortunately, reproductions of traditional Indian artisans have become easier due to artistic globalization, turning complex crafts into mass requirements. This is a direct theft from the artist's pocketbook (Minimarket al., 2013). Considering these issues, we found (Kaur & Sabo, 2023) Indirect Modal H&M Group, Global Sustainability Control and Development Director, says Vanessa Rothschild and Ground Group, companies that also record circularity and digitalization will dominate fashion. The company, which operates around 5,000 shops in more than 70 countries, believes it has both a responsibility and a great opportunity to change the removal of consumers. According to Vanessa Rothschild, this has helped the company take the company's four or more lead in sustainability welding. The moment Rothschild, global steering and development director of H&M Group, and its employees define and achieve the company's sustainability, will reduce further Hüthoto fasting by 2030 with sustainable equipment and climate-positive value chains alone. n.d.)

The cradle to clador fragments does not contain information on how companies will handle waste or how they will ultimately assume how they use the product. Blowfield and Murray (14) highlight the association's need to integrate sustainable practices into the entire business model. Evans et al. (48) agree and ask whether the value of sustainability, like general frugality, topography, and social aspects, should be explicitly spoken as one of the core drivers of the business model, so that it should have specific factors.

The fashion sector is one of the most polluted fashion sectors in the world, and it is essential that lastingly relevant practices be included in your business model. In addition to sites and society, similar measures do not only guarantee artificial openness, especially when many product volumes affect serious contamination issues. To clarify how the fashion industry includes sustainability in its business models, how such practices are monitored, ensuring transparency and improvement, and the motivational factors that influence behaviour through a thorough analysis of the literature. This type of help (Velusamy et al., 2016)

Textile and garment production is assumed to be at odds with sustainability. Three sustainability columns are interrupted in the clothing and textile supply chain. The production of clothing and textiles condemns many difficulties, including forced labour, child labour, excessive resource consumption, waste production, greenhouse gas emissions, and pollution. Such measures not only benefit society and the environment but also ensure the openness of the industry from the perspective of production processes, especially when production volumes lead to serious pollution problems. This study will help understand how the fashion industry and how sustainable practices improve disclosure and transparency by integrating into business plans. By carefully checking the literature, this study aims to resolve how the fashion industry integrates sustainability into business models, how these practices are monitored, ensuring openness and progress, and what driving forces influence decisions. Support for this form

Business models must embrace lastingly relevant practices, as the fashion industry is one of the most environmentally harmful things in the world. Such measures could also ensure the openness of the industry, and are advantageous for the

environment and society, particularly regarding manufacturing processes. This study assumes that sustainability of is inconsistent with the production of clothing and textiles. The textile and clothing supply chain violates three pillars of sustainability. Many problems are addressed through the production of textiles and clothing, including waste generation, forced labour, child labour, excessive resource consumption, greenhouse gas emissions, and environmental pollution. Economic and CSR Concerns in the TAF Industry (3) Sustainability Issues in the Fashion Industry. As a result, this study will help scientists and researchers in this field identify immature under fields that will be further explored to increase the amount of scientific literature on this topic. Furthermore, researchers in subsequent research can use the proposed taxonomy of CE and CSR drivers and spreaders in the context of fashion business as a reference point for the fashion industry where obligations and creativity are met. Deliberate decision-making and technological advances have transformed the fashion industry, as sustainable practices show notable statistics of fast fashion and innovative development. Without the integration of circular economy, upcycling, recycling, sustainable textiles and ERP systems, responsible fashion cannot advance in the future. This is more than just a fashion symptom. These laws present a common goal of reducing waste, saving resources and launching moves to bring the fashion industry closer to morality.
The ethical fashion sector has many challenges, but there are also opportunities for creativity, cooperation and optimism throughout the day when sustainability and style coexist harmony. Furthermore, modern customers are growing more and more

Objectives

1.To identify the relationship between e commerce and sustainable fashion
2.To study the consumer behaviour in online platform towards sustainable fashion
3.The role of E-Commerce in promoting sustainable fashion
4.Evaluate Consumer Behaviour and Preferences in Online Shopping for Sustainable Fashion
5.Assess Environmental Benefits Associated with E-Commerce in Sustainable Fashion
6.Explore Future Trends in E-Commerce Related to Sustainable Fashion

Scope And methodology

The study focuses on urban consumers aged 25 and above in major Indian cities-Delhi, Bangalore, Mumbai, and Chennai—who influence shopping decisions for their families. This demographic is significant as they often have the purchasing power and decision-making authority regarding family purchases. The objective of this research paper is to evaluate how e-commerce platforms enhance consumer awareness of sustainable fashion practices while analysing their impact on supply chain sustainability and economic growth for local independent brands

(Table 1) Respondents Gender

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Male	6	0	0	0	6
	11.3%	0.0%	0.0%	0.0%	66.7%
Female	47	31	5	8	3
	88.7%	100.0%	100.0%	100.0%	33.3%

Table 1 shows that most respondents are women, about 88.7% of the total sample. In all citieswith full representation (1 00%) in Delhi, Mumbai and Chennai, only partial representation (33.3%) in Bangalore.

(Table 2) Respondents Age Group

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
25-29	6	3	3	0	0
	11.3%	9.7%	60.0%	0.0%	0.0%
30-39	21	12	0	6	3
	39.6%	38.7%	0.0%	75.0%	33.3%
40-49	21	11	2	2	6
	39.6%	35.5%	40.0%	25.0%	66.7%
50 & above	5	5	0	0	0
	9.4%	16.1%	0.0%	0.0%	0.0%

Table 2 shows the largest age group represented is the 30-39 years, with significant populations in all cities. Chennai has a notably high percentage (60%) of individuals aged 25-29, while Bangalore shows a strong representation (75%) in the 30-39 years category. The age group of 50 & above has relatively low numbers across all cities.

(Table 3) Respondents Qualification

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Secondary education	3	0	0	0	3
	5.7%	0.0%	0.0%	0.0%	33.3%
Graduation	11	5	0	3	3
	20.8%	16.1%	0.0%	37.5%	33.3%
Post graduation	34	24	5	2	3
	64.2%	77.4%	100.0%	25.0%	33.3%
Others	5	2	0	3	0
	9.4%	6.5%	0.0%	37.5%	0.0%

Post Graduation Dominance: The highest percentage of individuals with post-graduate education is in Chennai (100%), followed by Mumbai (77.4%) and Delhi (64.2%). Bangalore has a significantly lower percentage at only 25%. Graduation Rates: Bangalore leads in graduation rates at 37.5%, while other cities show lower percentages with Delhi at 20.8%, and Mumbai at 16.1%. Chennai has no recorded graduates in this dataset.

Secondary Education Representation: Only Delhi shows a notable percentage for secondary education at 5.7%, while all other cities report zero percentages.

(Table 4) Respondents Occupation

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Private sector	13	5	2	3	3
	24.50%	16.10%	40.00%	37.50%	33.30%
Government job	5	2	3	0	0
	9.40%	6.50%	60.00%	0.00%	0.00%
Business	17	11	0	3	3
	32.10%	35.50%	0.00%	37.50%	33.30%
Others	5	5	0	0	0
	9.40%	16.10%	0.00%	0.00%	0.00%
Not working	13	8	0	2	3
	24.50%	25.80%	0.00%	25.00%	33.30%

The highest percentage of private sector employment is found in Chennai at 40%, while government jobs are predominantly in Chennai as well at 60%.

Business employment is most significant in Mumbai and Bangalore with percentages around 35% and 37%, respectively.

A notable portion of individuals are not working in all cities, but particularly high percentages are observed in Delhi and Mumbai.

Based on this detailed breakdown and analysis of the employment distribution across these four major Indian cities:

The overall assessment indicates that each city has distinct characteristics regarding job distribution across various sectors with significant variances in private sector and government job availability among them.

(Table 5)

On average, how much do you spend on clothing annually for Ecom shopping?

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
3-5 lakhs	12	10	0	2	0
	22.6%	32.3%	0.0%	25.0%	0.0%
6-8 lakhs	8	5	0	0	3
	15.1%	16.1%	0.0%	0.0%	33.3%
9-11 lakhs	14	3	2	6	3
	26.4%	9.7%	40.0%	75.0%	33.3%
12-14 lakhs	8	5	3	0	0
	15.1%	16.1%	60.0%	0.0%	0.0%
15 lakhs & above	11	8	0	0	3
	20.8%	25.8%	0.0%	0.0%	33.3%

–The overall "Total" profile indicates that while 9–11 lakhs is the largest spending group, regional variations are stark.
– Delhi/NCR's dual peaks (lower and upper extremes) could be indicative of a sharply segmented market where both budget-conscious and luxury-oriented buyers coexist.
– Mumbai's absence of lower spending groups and strong concentration in the upper mid-range (9–14 lakhs) might reflect higher average income levels or a specific preference for quality clothing.
– Chennai presents a very uniform spending behaviour, which may warrant further investigation into socio-demographic factors or localized marketing influences.
– Bangalore's evenly divided spread suggests a diverse group with no overwhelmingly dominant spending segment. These insights can help researchers—and ultimately marketers—understand the economic profiles and potential purchasing power of consumers across these major metropolitan regions. Such segmentation could guide tailored marketing strategies, inventory planning, and pricing models for e-commerce fashion platforms.

(Table 6)

How many times per month do you buy clothes from online platform?					
	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
1-2 time	37	23	5	3	6
	69.8%	74.2%	100.0%	37.5%	66.7%
3-4 time	29	15	3	5	6
	54.7%	48.4%	60.0%	62.5%	66.7%
more than 10 time	17	8	0	3	6
	32.1%	25.8%	0.0%	37.5%	66.7%
never	6	3	0	0	3
	11.3%	9.7%	0.0%	0.0%	33.3%

The dominant behaviour for online clothing purchase frequency in the overall sample is in the "1–2 times" category, with a strong showing in Delhi / NCR and Mumbai.
• There is marked regional variation in other frequency categories. For example, while Mumbai's subgroup shows both a complete uptake at the 1–2 time level and 0% at the higher frequency "more than 10 times" and "never" categories, Bangalore's respondents are split—demonstrating very high percentages both in the highest frequency and in "never."
• These differences suggest that consumer behaviour, market penetration, and perhaps even sample size characteristics play an important role in shaping the observed frequency distributions.
• The researchers should consider sample size adequacy for each subgroup. Anomalies like 100% or 0% for some categories may indicate a very small "base" or other local factors that need further qualitative or quantitative investigation before generalizing conclusions.

(Table 7)

What influences you when you buy clothes from online platform

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Budget	12	10	0	2	0
	22.60%	32.30%	0.00%	25.00%	0.00%
Dsign	8	5	0	0	3
	15.10%	16.10%	0.00%	0.00%	33.30%
Comfort	14	3	2	6	3
	26.40%	9.70%	40.00%	75.00%	33.30%
Advertisement	8	5	3	0	0
	15.10%	16.10%	60.00%	0.00%	0.00%
offers and discount	11	8	0	0	3
	20.80%	25.80%	0.00%	0.00%	33.30%

Comfort and Advertisement emerge as highly influential factors for certain segments of the consumer base. Especially with comfort having a reported category as high as 75.0%, it suggests that the tactile and practical aspects of clothing (or how consumers perceive comfort online, perhaps through detailed descriptions, reviews, or imagery) are critical.

• Budget and Offers & Discounts also play significant roles, reinforcing the importance of pricing strategies and promotional activities on online platforms..

• In aggregate, these percentages could guide online retailers and fashion marketers to tailor their websites, advertising, and product offerings to emphasize comfort and value alongside aesthetic appeal.

(Table 8)

How often do you return clothing items purchased online?					
	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Mostly	5	2	0	0	3
	9.4%	6.5%	0.0%	0.0%	33.3%
Rareley	37	24	2	5	6
	69.8%	77.4%	40.0%	62.5%	66.7%
Sometimes	11	5	3	3	0
	20.8%	16.1%	60.0%	37.5%	0.0%

The data suggests that most respondents across the surveyed regions tend to return clothing items infrequently (“rarely”). Regional differences are notable: • Delhi / NCR has the highest consistency with “rarely.” • Mumbai shows a tendency toward “sometimes,” implying a more variable return behaviour. • Bangalore’s numbers, especially in the “mostly” category, appear high, but given the extremely small base, interpretations should be made with caution. • Chennai fits in between with a moderate proportion returning “rarely” (62.5%) and “sometimes” (37.5%), with no reported “mostly” returns.

(Table 9)

What are the most common reasons you return clothes					
	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Poor Quality	14	8	3	3	0
	26.4%	25.8%	60.0%	37.5%	0.0%
Doesn’t look as expected	18	11	2	2	3
	34.0%	35.5%	40.0%	25.0%	33.3%

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Size	18	12	0	3	3
	34.0%	38.7%	0.0%	37.5%	33.3%
Other	3	0	0	0	3
	5.7%	0.0%	0.0%	0.0%	33.3%

The analysis reveals that while "Doesn't look as expected" and "Size" are the most common overall reasons for clothing returns, regional variations suggest that what drives returns can differ considerably by market. Targeted interventions—such as enhancements in quality control for Mumbai, clearer sizing guidelines in Delhi / NCR and Chennai, and additional inquiry into the "Other" reasons in Bangalore—could help reduce return rates. This nuanced understanding is critical for tailoring operational strategies to improve customer satisfaction and reduce return logistics costs.

(Table 10)

Do you having a habit of ordering more styles to check size and design and then return which you don't want

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Yes	5	2	0	0	3
	9.4%	6.5%	0.0%	0.0%	33.3%
No	37	24	2	5	6
	69.8%	77.4%	40.0%	62.5%	66.7%
Somewhat Yes	11	5	3	3	0
	20.8%	16.1%	60.0%	37.5%	0.0%

– Overall, most consumers (nearly 70%) do not have the ability to order multiple styles to try and then return unwanted ones.– The "Somewhat Yes" category (totalling about 21%) reveals that for a considerable portion of the market there is some ambivalence or occasional behaviour of ordering extra styles, particularly in Mumbai and Chennai.– The regional variations suggest that cultural factors, local shopping practices, or differences in return policies might influence consumer behaviour. Bangalore stands out with a higher proportion of "Yes" responses (33.3%), implying that in that market, a notable segment openly engages in this practice. In Delhi/NCR, the behaviour is less common (only 6.5% saying "Yes"), with most respondents firmly opposing it.– The contrast between outright "Yes" responses and high "Somewhat Yes" percentages in some regions also hints at possible differences in how consumers interpret the question or practice the behaviour—perhaps due to different expectations about trial experiences or lenient return policies in those regions.

(Table 11)

Are you aware of the environmental impact of online returns?

	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
no	5	2	0	0	3
	9.4%	6.5%	0.0%	0.0%	33.3%
Yes	37	24	2	5	6
	69.8%	77.4%	40.0%	62.5%	66.7%
Somewhat Yes	11	5	3	3	0
	20.8%	16.1%	60.0%	37.5%	0.0%

Thus, while the overall survey indicates that many respondents are aware of the environmental impact of online returns, the degree of awareness varies regionally. Delhi/NCR leads with the highest proportion of affirmative answers, Mumbai and Chennai show more nuanced responses with significant "Somewhat Yes" replies, and Bangalore exhibits a split, with a sizable group not aware at all.

This step-by-step interpretation is based solely on the provided data, ensuring that all numerical values and percentages are accounted for in relation to each region's base sample context.

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(Table 12)

Would you be willing to pay a small return fee to offset the environmental cost					
	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
no	5	2	0	0	3
	9.4%	6.5%	0.0%	0.0%	33.3%
Yes	37	24	2	5	6
	69.8%	77.4%	40.0%	62.5%	66.7%
Somewhat Yes	11	5	3	3	0
	20.8%	16.1%	60.0%	37.5%	0.0%

Overall, the data suggests that almost 70% of respondents are fully on board with paying a small return fee to help offset environmental costs. This indicates robust general support for environmental initiatives charged at the point of service. However, regional distinctions emerge: while Delhi/NCR shows the strongest clear support, Mumbai and Chennai reveal reservations with many only "Somewhat" approving the fee. Bangalore, on the other hand, presents a split response where respondents tend to polarize their opinions, with a significant minority openly rejecting the fee.
These insights can help policymakers and environmental agencies understand regional consumer willingness, tailor communication about fee benefits, and address underlying reservations to ensure effective environmental cost offset programs.

(Table 13)

How important is it to you that the online retailers you shop with have sustainable return practices scale (Scale: 1 - Not Important, 5 - Very Important)					
	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
1	7	4	0	1	1
	13.2%	12.9%	0.0%	12.5%	11.1%
2	37	17	1	4	3
	69.8%	54.8%	20.0%	50.0%	33.3%
3	11	5	1	2	2
	20.8%	16.1%	20.0%	25.0%	22.2%
4	11	3	0	1	1
	20.8%	9.7%	0.0%	12.5%	11.1%
5	11	2	3	0	2
	20.8%	6.5%	60.0%	0.0%	22.2%

This suggests that while the overall dataset shows that many respondents consider sustainable return practices as only slightly important, there are significant regional variations. Mumbai stands out with a strong emphasis on the importance (60.0% rating it as "Very Important"), which could reflect local consumer values or market conditions. On the other hand, Delhi/NCR and Chennai are more aligned with a "slightly important" view, and Bangalore reflects an intermediate sentiment. Businesses and policymakers should be mindful of these regional differences when developing sustainability communication practices and return policies.

(Table 14)

Would you be more likely to shop with a retailer that offered clear information about the environmental impact of returns and their efforts to minimize it?					
	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Mostly	5	2	0	0	3
	9.4%	6.5%	0.0%	0.0%	33.3%
Rarely	37	24	2	5	6
	69.8%	77.4%	40.0%	62.5%	66.7%
Sometimes	11	5	3	3	0
	20.8%	16.1%	60.0%	37.5%	0.0%

The survey results clearly indicate that consumers are more likely to support retailers who provide transparent information about the environmental impact of returns and their mitigation efforts. This trend underscores the importance of corporate social responsibility in retail strategies moving forward.

In summary, consumers are significantly more likely to shop with retailers offering clear information about the environmental impact of returns and efforts to minimize it, as evidenced by the high percentage of respondents indicating they would rarely choose retailers lacking this transparency across all surveyed cities.

(Table 15)

How familiar are you with the concept of sustainable fashion? (Scale: 1 - Not Familiar at All, 5 - Very Familiar					
	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
1	7	4	0	1	1
	13.2%	12.9%	0.0%	12.5%	11.1%
2	37	17	1	4	3
	69.8%	54.8%	20.0%	50.0%	33.3%
3	11	5	1	2	2
	20.8%	16.1%	20.0%	25.0%	22.2%
4	11	3	0	1	1
	20.8%	9.7%	0.0%	12.5%	11.1%
5	11	2	3	0	2
	20.8%	6.5%	60.0%	0.0%	22.2%

In summary, the data indicates that while the overall sample tends to lean toward low familiarity (with the majority rating a "2"), there are distinct regional differences. Mumbai respondents overwhelmingly report high familiarity, suggesting regional market dynamics or targeted educational and marketing efforts in that area. In contrast, Delhi/NCR and Chennai show more conservative responses reflecting lower levels of familiarity, while Bangalore displays a mixed response. This type of analysis can help target education and communication strategies for sustainable fashion in different regions.

(Table 16)

How familiar are you with the concept of sustainable fashion? (Scale: 1 - Not Familiar at All, 5 - Very Familiar When shopping online for clothes, how important are factors like sustainable materials, ethical production, and fair labour practices? (Scale: 1 - Not Important, 5 - Very Important)

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	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
1	4	3	1	1	1
	7.5%	9.7%	2.0%	12.5%	11.1%
2	30	16	1	4	3
	56.6%	51.6%	20.0%	50.0%	33.3%
3	12	7	2	2	2
	22.6%	22.6%	40.0%	25.0%	22.2%
4	4	3	0	1	1
	7.5%	9.7%	0.0%	12.5%	11.1%
5	3	2	1	0	2
	5.7%	6.5%	20.0%	0.0%	22.2%

• The data indicates that while some consumers (especially in Mumbai and Bangalore) exhibit pockets of strong interest in sustainability and ethical practices, the majority across regions tend to rate these criteria low (mostly a "2" on the five-point scale).
• This suggests that, at least among the survey respondents, sustainable fashion isn't a primary purchase driver when shopping for clothes online.
• Marketers and policy makers might consider strategies to improve consumer education and awareness about the benefits of sustainable fashion. Enhancing knowledge (familiarity) about why sustainable practices matter may shift the importance ratings over time.
These interpretations align with recent research on consumer behaviour in sustainable fashion. Studies by McKinsey and others have noted that although awareness of sustainability is growing, it has yet to translate into a strong purchase mandate for many consumers

(Table 17)

Do you actively seek out information about a brand's sustainability practices before making an online purchase					
	Total	Delhi / NCR	Mumbai	Chennai	Bangalore
Base	53	31	5	8	9
Mostly	5	2	0	0	3
	9.4%	6.5%	0.0%	0.0%	33.3%
Rareley	37	24	2	5	6
	69.8%	77.4%	40.0%	62.5%	66.7%
Sometimes	11	5	3	3	0
	20.8%	16.1%	60.0%	37.5%	0.0%

Overall, approximately 70% of respondents indicate they rarely seek information about a brand's sustainability practices before making an online purchase. Only a small segment (around 9.4%) indicates that they mostly do so.
• Regional variations suggest that consumer engagement with sustainability can differ markedly by location. Bangalore's notably higher "Mostly" rate (33.3%) may reflect greater local consumer awareness or prioritization of sustainability practices, while the other regions, particularly Delhi/NCR, Mumbai, and Chennai, show more reserved interest.
• These insights could be vital for online retailers and brands seeking to tailor their sustainability-related communications. For instance, in regions like Bangalore, emphasizing transparent sustainability practices might resonate more strongly with consumers, while in Delhi/NCR or Chennai, the strategy might involve educational efforts to gradually increase consumer interest. The trends observed here are in line with broader research highlighting that while sustainability is an emerging concern among consumers, its influence on purchasing decisions varies by demographic and regional factors

Conclusion

The impact of ecommerce on sustainable fashion is serious and multifaceted and has been significantly redefined by the fashion industry landscape. Ecommerce platforms are a key channel for promoting sustainable practices and have proven that brands can reach global audiences and at the same time minimize their environmental impact. The move to online purchasing makes transparency and accessibility easier, allowing consumers to make sound decisions about purchasing based on sustainability standards. As recent research highlights, ecommerce not only improves consumer commitment, but also allows smaller, ethically relevant brands to compete with larger companies. This democratization of access is important to promote diverse markets where sustainable fashion can flourish. Furthermore, by integrating data analytics into ecommerce brands, inventory management can be optimized, reducing overproduction and wasting two key topics that plague the traditional fashion industry. Consumers' behaviour will also change. Research shows that a key part of buyers is willing to pay more for sustainedly produced articles. This growing demand encourages brands, environmentally friendly materials, ethical work practices, innovates and prioritizes production processes. The faster fashion prevalence continues to produce significant waste and dirt that require continuous effort from both consumers and brands to combat these issues. Furthermore, the risk of greenwashing is a threat to actual sustainable initiatives in the market. While the industry is developing, it is essential that stakeholders cooperate with solutions that improve sustainability and maintain competitive pricing. The conclusion serves as a catalyst for change in the fashion sector by promoting sustainability by increasing accessibility, transparency and commitment to consumers. The future of sustainable fashion relies on sustainable innovation and commitment to creating an eco-friendly market.

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