Economic Determinants of Consumer Decision-Making toward Sustainable Textiles in India: A Comparative Perspective with Traditional Textiles

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Abstract

The textile industry in India stands at the crossroads of sustainability and tradition, where consumer decisions plays a pivotal role in shaping its trajectory. This research aims to delve into the economic factors influencing consumer choices towards sustainable textiles, particularly focusing on traditional options. this study seeks to unravel the intricate interplay between economic considerations and consumer decisions. Through a comprehensive review of literature, key themes emerge, highlighting the significance of price sensitivity, perceived value and affordability influences in consumer decision-making. The findings of this research are expected to contribute to both academia and industry by providing insights into effective strategies for enhancing the adoption of sustainable textiles in India's traditional textile landscape. This research paper investigates the economic factors influencing consumer decisions in selecting sustainable textiles over traditional options.

Keywords: Sustainability, Economic Factors, Textile, Consumer.

Introduction

The textile industry in India has a rich tapestry interwoven with tradition, culture, and economic significance. As the second-largest producer and exporter of textiles globally, Consumers have developed a growing consciousness regarding sustainable methods, ethical behaviour, environmental consequences, and social accountability (Rahman et al. 2021). However, amidst the glimmering threads of tradition, sustainability emerges as a pressing concern in the contemporary discourse surrounding the textile industry. With increasing environmental awareness and shifting consumer decisions, the demand for sustainable textiles is on the rise. As fashion sustainability becomes a growing concern, numerous fashion companies, especially fast-fashion shops, have implemented diverse sustainable initiatives to mitigate the environmental impact and address social and ethical issues associated with their products. As an illustration, H&M introduced their 'Conscious' collection in 2011, then in the subsequent year, 2012(Rahman et al. 2021). This paradigm shift necessitates an in-depth exploration of the economic factors influencing consumer decision in choosing sustainable textiles, particularly within the realm of traditional options. The garment industry's detrimental environmental effects have sparked significant concerns over the ethical, social, and environmental implications of reckless disposal practices (Hassan et al. 2022).

Consumer decision, defined as the process individuals go through when purchasing and using products or services, is influenced by a myriad of factors. Economic considerations, such as price, income, and affordability, play a central role in shaping consumer preferences. In the context of sustainable textiles, consumers often face the dilemma of balancing economic constraints with ethical and environmental concerns. Despite being acknowledged as a crucial sector in terms of its economic significance, this industry is also confronted with significant ecological and social challenges across its whole supply chain (Gupta, A., & Sharma, S. (2018).While sustainable textiles may offer long-term benefits in terms of durability and environmental stewardship, they often come with a higher price tag compared to conventional alternatives. Thus, understanding how economic factors interact with consumer decision is essential for fostering the adoption of sustainable textiles in India.

Against this backdrop, this research seeks to unravel the complexities of consumer decision-making regarding sustainable textiles, with a specific focus on traditional options. Traditional textiles hold immense cultural significance in India, representing centuries-old craftsmanship and indigenous knowledge. However, in the face of globalization and rapid industrialization, traditional textile practices are facing existential threats. By examining the economic drivers behind consumer choices, this study aims to shed light on potential pathways for preserving and revitalizing India's traditional

textile heritage through sustainable consumption. However, consumer adoption of sustainable textiles is influenced by various economic factors, including price, perceived value, and affordability.

Literature Review

Author Names	Abstract	Method	Findings	Contribution
A., & Narula, S. A. (2020).	This study looks into why textile companies in India decide to work in more earth-friendly ways and what makes it hard for them to do so by talking to 113 managers who help make big decisions in these companies. It finds that rules, the market, and money matters push companies towards being more sustainable, but the initial costs are a big hurdle, helping managers better understand how to successfully include environmental care in their business plans.	▪ The researchers collected data through a survey, asking managers from textile firms about their practices and views on sustainability. ▪ They used a structured questionnaire, which is a common way to gather information by asking people a series of questions. They analysed the data using statistical software, specifically SPSS for principal component analysis (PCA) and STATA for multiple linear regression analysis. PCA helps find patterns in data, and regression analysis looks at the relationship between different factors, like what drives firms to be	▪ The study found that rules set by the government, the need to meet market demands, and economic benefits are key reasons why textile firms in India start using more environmentally friendly ways of working. ▪ The research also showed that working closely with suppliers to meet environmental goals and using materials that are better for the environment are important steps these firms are taking steps.	▪ This paper explores why textile companies in India choose to adopt environmentally friendly practices and what challenges they face in doing so, providing insights into the motivations and barriers related to sustainability in the textile industry. ▪ It uses a survey of 113 managers to understand the factors that drive or hinder the adoption of sustainable business practices, highlighting the importance of regulatory, market, and economic influences, as well as the significant challenge posed by the initial costs of compliance. ▪ The study contributes to the broader understanding of how environmental

		sustainable. contribution to pollution and the textile industries.		strategies are formulated and implemented within the textile sector, offering valuable information for managers on how to successfully integrate sustainability into their business models.
Gazzola, P., et al. (2020)	This paper looks at how the fashion industry is changing, focusing on making things more sustainable and using resources in a circle, meaning nothing goes to waste. It especially looks at what young people think about these changes. Through a survey with university students, it finds out that young people, particularly those in Generation Z, really care about fashion being sustainable and are influenced by these ideas when they choose what to buy.	▪ The survey showed that young people, especially those in Generation Z, are very interested in sustainability and the circular economy when it comes to fashion, indicating a shift towards more environmentally friendly consumer behavior. ▪ Despite the interest in sustainable fashion, the majority of respondents indicated they could afford new clothes over used ones, highlighting a potential barrier to the adoption of second-hand fashion	▪ The study contributes to the understanding of consumer motivations for discarding clothes, with damage, fitting problems, and personal preferences being the main reasons, rather than fashion trends alone. ▪ The study found that young people, especially from Generation Z, are very interested in sustainability and circular economy principles in fashion, showing a shift towards more environmentally friendly choices. ▪ The research identified limitations due to its focus on younger	▪ The paper provides a detailed analysis of how sustainability and circular economy principles are reshaping consumer perceptions in the fashion industry, particularly among Generation Z, highlighting the growing importance of these issues in driving demand. ▪ The study contributes to the understanding of gender differences in the perception of sustainable fashion and circular economy within the fashion industry, showing that these considerations are particularly relevant to female

			generations and online survey methods, suggesting the need for broader studies to fully understand consumer attitudes across different demographics	respondents of Generation Z ▪ By focusing on the motivations behind purchasing used clothes or discarding personal dresses, the paper sheds light on consumer behaviour that supports the circular economy, providing valuable information for fashion companies aiming to adopt more sustainable practices.
Mehta et al., 2020	The study identifies motivations and barriers for Indian textile firms to adopt sustainable practices, with regulatory, market, and economic factors being significant drivers .The research emphasizes the importance of understanding these factors for successful environmental strategies in the textile industry .	▪ The paper utilized an analysis of published surveys and in-depth discussions with marketing professionals and consumers to understand changes in consumer behaviour during the COVID-19 pandemic and subsequent lockdown period. ▪ It also involved a comprehensive review of existing literature on	▪ Consumers have shown a change in spending patterns, with a noticeable shift towards basic needs, health, and hygiene products, while non-essential categories have seen a decline, indicating a change that could be lasting. ▪ The pandemic has encouraged a greater focus on supporting local stores and products, reflecting a desire for sustainability	▪ It explores the change in spending habits, showing that people are now more inclined to save and spend on necessities rather than luxuries, indicating a potential long-term change in consumer priorities. ▪ The research courage marketing professionals to consider these behavioural shifts in their strategies, emphasizing the importance of aligning with

		consumer behaviour in both normal and crisis times, supplemented by rapid assessment reports from consulting organizations and first-hand accounts from consumers and marketing professionals. ■ The research aimed to explore the hypothesis that the pandemic has shifted consumer focus from materialism to spiritualism, proposing testable hypotheses for future studies on consumer sentiments and the sustainability of business models post-COVID	and community support, which may continue post-COVID-19, showing a shift from globalisation to localized models. Digital platforms have become more important for shopping, indicating a move towards digitalization in consumer buying journeys.	consumer values of simplicity, health, and environmental consciousness post-COVID-19. ■ Finally, the paper calls for further research into how these changes in consumer behaviour might continue or evolve after the pandemic, offering a foundation for future studies on sustainable and ethical consumption practices.
Kim et al. (2020).	This paper looks at how the financial environment a person grew up in affects their choice between luxury brands that are environmentally friendly and those that are not. It found that people who grew up with	■ The researchers conducted three experimental studies to explore how a person's childhood financial background influences their preference for sustainable versus regular luxury brands.	■ People who grew up with more money liked regular luxury items more than sustainable ones, while those who had less money growing up preferred sustainable luxury items because they	■ This research is the first to explore how a person's childhood money background influences their liking for sustainable luxury brands, showing that those with less money growing up prefer these

	more money tend to prefer the regular luxury brands, while those from less wealthy backgrounds lean towards sustainable ones. The study also discovered that these preferences are partly because of what each group thinks about the brand's quality. However, when people are worried about big environmental problems, like the COVID-19 pandemic, their preferences between sustainable and regular luxury brands become less clear-cut	▪ They used a statistical technique called Hayes' analysis (model 1) to understand the relationship between childhood socioeconomic status (SES), the type of luxury (sustainable vs. regular), and how people feel about these brands. To ensure their experiments worked as intended, they checked if participants viewed the luxury items as they were supposed to, confirming that the manipulation of luxury and sustainability perceptions was successful	thought they were of better quality. ▪ This difference in preference was not because of how much money people have now, showing that childhood experiences with money matter more in this case. ▪ The study also showed that whether a luxury brand was sustainable or not didn't change how luxurious people thought it was, but sustainable luxury brands were seen as more environmentally friendly	eco-friendly options more. ▪ It highlights the unique role of childhood socioeconomic status (SES) over current SES in shaping preferences for luxury goods, suggesting that early financial conditions have a lasting impact on consumer behaviour. ▪ By focusing on sustainable luxury consumption, this paper adds new insights to the discussion on how early life experiences, specifically childhood SES, can influence attitudes towards pro-social and environmentally friendly behaviours in adulthood
Khurana, R., et al. (2002)	There is a noticeable gap between what exporters expect in terms of price and credit from contractors, and the actual delivery, which is the least prioritized aspect, indicating a need for	▪ The paper utilized primary surveys to gather detailed information about the garment industry's workforce, including home-based and unit-based workers, to understand their working	▪ There is a noticeable gap between what exporters expect in terms of price and credit from contractors, and the actual delivery, which is the least prioritized aspect, indicating a need for	▪ This paper highlights the rapid growth of the garment industry in Ahmedabad post-economic reforms, emphasizing the increase in both units and workers, which showcases the city's pivotal role

	improvement in technical and worker skills.[SEP]Despite India's competitive advantage in cotton-based garment exports, its global market share remains small, suggesting a need for strategic efforts to boost exports. The practice of dumping, or selling goods at less than their normal value, poses a challenge to the domestic industry, necessitating measures to protect local businesses and workers.	conditions and challenges.[SEP]. ■ Analysis of the impact of global market changes on the Indian garment industry was conducted through the examination of export and domestic market dynamics, highlighting the need for skill improvement and technological upgrades. ■ The study also involved a focused group discussion to build scenarios for the future of the garment sector in Ahmedabad.	improvement in technical and worker skills.[SEP]Despite India's competitive advantage in cotton-based garment exports, its global market share remains small, suggesting a need for strategic efforts to boost exports ■ The practice of dumping, or selling goods at less than their normal value, poses a challenge to the domestic industry, necessitating measures to protect local businesses and workers	in India's textile sector. ■ It identifies the challenges faced by the Indian garment industry in the global market, such as the need for skill improvement and technological upgrades to enhance competitiveness and productivity. ■ The study sheds light on the practice of dumping and its impact on the domestic industry, urging the need for protective measures to safeguard local businesses and workers from unfair international trade practices
Hassan et al. (2022).	This study looks at why young people in Malaysia choose to buy and get rid of clothes in a way that's good for the planet. It found that caring about the environment, what friends think, and personal beliefs are important reasons for this	■ The study collected data through an online survey filled out by 324 young adults aged between 18 to 35 years, focusing on their habits around buying and getting rid of clothes. ■ Researchers used a statistical tool called	■ The study found that young adults in Malaysia are influenced by their personal beliefs, what their friends and family think, and how aware they are of environmental issues when it comes to buying clothes in a way that	■ It provides evidence that those who are mindful of their purchases due to environmental concerns are more likely to engage in philanthropic or economic activities when disposing of their clothing, such as donating to charity or selling them, which

	behaviour. The research also shows that when young adults decide to buy clothes in a way that doesn't harm the planet, they often think about giving away their old clothes for a good cause or selling them, rather than throwing them away.	Partial Least Square with Smarts (version 3.3.3i) to analyse the survey data, which helps understand complex relationships between different factors like personal beliefs and environmental awareness. ▪ The survey questions were based on previous research, ensuring that the study measured what it intended to accurately by asking about personal and social norms, environmental awareness, and behaviors related to giving away or selling old clothes.	doesn't harm the planet ▪ It was discovered that those who buy clothes with the environment in mind are more likely to give their old clothes to charity or sell them, rather than throwing them away, showing a positive step towards reducing waste and protecting the environment. ▪ The research also showed that environmental awareness had the strongest positive relationship with buying clothes in an eco-friendly way, suggesting that young people who understand the environmental impact of fast fashion are more likely to choose sustainable clothing options	supports waste reduction and sustainability. ▪ The study utilizes the Theory of Interpersonal Behaviour to explain the complex decision-making process behind sustainable fashion consumption and clothing disposal, offering a comprehensive framework for understanding these behaviours. ▪ By focusing on the clothing disposal stage, which has been less studied, especially in developing countries, the paper fills a gap in research on sustainable fashion consumption and disposal practices.
Guru, R., et al. (2022).	This paper explores the rich tradition of handloom textiles in India, highlighting how these textiles are a	▪ The paper discusses the use of computer-aided designing software programs to develop	▪ The study successfully identified and explored various traditional textile motifs used across the	▪ This paper provides an overview of traditional handloom textiles in India, emphasizing the importance of

	major source of employment and reflect the country's diverse art and cultural history through their designs and motifs..It also discusses the use of modern computer-aided design software to study and develop traditional textile motifs, showing the blend of ancient tradition with modern technology in preserving Indian textile heritage	traditional textile motifs, highlighting how technology can aid in preserving and innovating within the realm of handloom textiles. ■ It explores the cutwork technique, a repeat pattern weave that creates designs at regular intervals on textiles and mentions the winding process essential for preparing threads for weaving, showcasing the intricate processes involved in textile creation.	Indian subcontinent, emphasizing the significance of motifs like leaves, flowers, elephants, and peacocks, which are inspired by nature and cultural values.[SEP]. ■ It highlighted the application of computer-aided designing software to develop these traditional motifs, showcasing how modern technology can be integrated with traditional designs to preserve and innovate within the handloom textile industry. ■ By examining the role of naksha pattas in the design process of Banarasi sarees, the paper shed light on the intricate and labor-intensive process of creating these traditional textiles, underscoring the craftsmanship and artistic skill involved	motifs in fashion products and how they reflect cultural, religious, and socio-economic factors. ■ It introduces the use of computer-aided designing software to develop traditional motifs, showing how technology can support the preservation and innovation of handloom designs. ■ The research outlines the technical processes involved in textile production, such as the cutwork technique and the sizing process, essential for creating high-quality textiles.

Paço et al., (2021).	This paper explores how people think and act when it comes to buying, recycling, and throwing away clothes, showing that these actions are complex and influenced by many personal reasons. It highlights the need for more efforts to educate people about sustainable clothing practices to reduce waste and make better use of resources	▪ The researchers conducted an international study using a questionnaire to gather data on how people deal with their old or unused clothes, what factors they consider when buying clothes, and their personal demographics like age, gender, education, job, and country. ▪ This questionnaire was carefully tested with a small group of people to make sure the questions were clear and could be understood by everyone, ensuring that the responses would be reliable and meaningful. ▪ The questionnaire used a five-point scale for responses, ranging from "totally agree" to "totally disagree," which helped in quantifying the attitudes and behaviours of individuals	▪ It was discovered that while some consumers are familiar with recycling and prefer clothes made from recycled materials, the most common way of disposing of unwanted clothing is still throwing them away, which highlights a significant area for improvement in consumer behaviour towards sustainability. ▪ The research also pointed out that there's a strong need for initiatives aimed at increasing consumer awareness about sustainable clothing practices, suggesting that better education on this topic could lead to more environmentally friendly decisions by consumers.	1. This paper highlights the complex reasons behind why people get rid of their clothes, showing that decisions are influenced by a mix of practical and personal factors, which points to the need for diverse strategies in promoting sustainable clothing practices. ▪ It identifies a gap in consumer behaviour towards recycling and disposing of clothing, with many still choosing to throw away unwanted items, indicating a critical area for improvement and the potential impact of increased awareness and education. ▪ The research underscores the importance of raising awareness among consumers about sustainable clothing options and the need for a more responsible approach to clothing use and disposal, suggesting that better-informed consumers could drive a shift

		towards clothing disposal and purchasing behaviours.		towards more sustainable practices in the fashion industry
Rahman et al. (2021)	This study looked at what makes people in Canada and India decide to buy certain clothes, finding out that both groups value how clothes look and feel more than if they are made in an eco-friendly way. It also discovered that people in India pay more attention to whether the clothes involve child labour or use animal skin compared to people in Canada	▪ The researchers collected data through a web-based survey, which included questions about how committed people are to being eco-friendly, what they look for in clothes, and some personal information like age and job. ▪ They asked participants to rate the importance of different things about clothes, like how they look, how they feel, and if they are made in a way that's good for the planet, using a scale from 1 to 5. ▪ To find people to take part in the survey, they used a method where they started with people they knew and then asked those people to share the survey with others they knew. ▪ They made sure to include both men and	▪ People in Canada and India care more about how clothes look and feel than whether they are made in an eco-friendly way. ▪ Indian shoppers pay more attention to clothes not involving child labor or using animal skin compared to Canadian shoppers. ▪ There wasn't a big difference between Canadian and Indian shoppers when it came to how much they cared about the price of clothes. ▪ Indian consumers value the durability and comfort of clothes more, suggesting they prefer clothes that last longer and are comfortable.	▪ This study provides insights into how Canadian and Indian consumers prioritize different aspects of clothing, such as fit, comfort, and ethical considerations like avoiding child labor and animal skin usage, highlighting cultural differences in consumer behavior. ▪ The research introduces a comprehensive set of evaluative cues, including both product-related and sustainable attributes, to understand consumer preferences better, thereby contributing to the literature on sustainable fashion and consumer choice. ▪ By examining the gap between consumer attitudes towards sustainability and their actual purchasing

		women from Canada and India in their study to see if people from different places think differently about what's important when buying clothes		behaviour, the paper sheds light on the complexity of ethical consumption and the challenges in promoting sustainable fashion
Maiti, B. (2022).	This paper looks at why people choose to buy clothes either from stores or online, focusing on things like money, feelings, who they are, and who they spend time with.⌷SEP⌷. It aims to help those who sell clothes in stores and online to better understand what makes their customers happy and how to reach their business goals by considering these factors.	▪ The study relies on a theoretical approach, meaning it uses ideas and concepts from other research rather than new experiments or surveys. It gathers information from books and articles that have already been published in journals that experts check for quality	▪ The research highlighted that while shopping in stores allows customers to try on clothes and enjoy immediate ownership, online shopping offers a wider variety of products, discounts, and the convenience of shopping from home, although it lacks the option for physical trials and bargaining. ▪ Economic conditions, such as how much money a person or their family has, greatly affect what brand of clothes they buy, with wealthier individuals often choosing expensive international brands and those with less income preferring more	▪ It was discovered that people's choices in buying clothes change as they go through different stages in life, and their decisions are also influenced by their family, friends, and people they look up to. ▪ The research highlighted that while shopping in stores allows customers to try on clothes and enjoy immediate ownership, online shopping offers a wider variety of products, discounts, and the convenience of shopping from home, although it lacks the option for physical trials and bargaining. ▪ The study found that the main reasons people decide to buy clothes, whether from a store or

				affordable local brands.	online, include their financial situation, personal feelings, individual characteristics, social influences, and cultural background.
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				▪ Economic conditions, such as how much money a person or their family has, greatly affect what brand of clothes they buy, with wealthier individuals often choosing expensive international brands and those with less income preferring more	
				▪ affordable local brands.	

| Tryphena, R., & Arul, I. (2023). | This study looks at what people in two big cities in South India think about clothes that are good for the environment. They asked 460 people their opinions and found that knowing about the environment, wanting to help it, and feeling like they can make a difference all encourage people to buy these kinds of clothes. They used a special way of analyzing their data to see how much these thoughts and feelings affect people's decisions to buy clothes that don't harm the planet. | ▪ The researchers conducted a survey to gather information on how people in Chennai and Bengaluru, two large cities in South India, feel about clothing that is environmentally friendly.
 ▪ They used a questionnaire as their main tool for collecting data, which included questions designed to understand the participants' buying habits, their awareness about sustainable clothing, and how they decide what to buy.
 ▪ To make sure their findings were solid, they analyzed the data using a statistical method called Probit regression. This helped them see how different factors, like how much people know about the environment or how they feel about their ability to make a difference, affect their | ▪ The study found that environmental knowledge, attitude, and perceived consumer effectiveness significantly influence urban Indian consumers' intention to purchase sustainable clothing, indicating that the more people know and care about the environment, the more likely they are to buy eco-friendly clothes.
 ▪ It was also discovered that while there is a growing interest in sustainable fashion among urban Indians, factors like cost, family preferences, and accessibility can still hinder their decision to purchase sustainable clothing, suggesting that despite awareness, practical barriers exist.
 ▪ The research highlights that for sustainable fashion brands to be more | ▪ This paper provides insights into urban Indian consumers' perceptions and behaviors towards sustainable clothing, highlighting the importance of environmental knowledge, attitude, and perceived consumer effectiveness in influencing their green purchase decisions.
 ▪ It applies the Theory of Planned Behaviour to understand how these perceptions impact the decision to buy eco-friendly clothing, offering a new perspective on consumer behaviour in the context of sustainable fashion.
 ▪ The findings suggest practical implications for sustainable clothing brands and policymakers, aiming to enhance green marketing strategies and promote sustainable consumption |

		choices to buy sustainable clothing	appealing, they should focus on functionality, price benefits, and appearance, as these factors are highly considered by consumers over mere branding claims of sustainability	among urban populations in developing countries like India. ▪
Resta et al. (2013).	This paper talks about how textile companies are trying to be more environmentally friendly and competitive by using a special method called Life Cycle Assessment (LCA) to look at the environmental impact of their products from start to finish. However, the paper points out that this method doesn't fully consider how being environmentally	▪ The paper introduces a decision-making process that combines Life Cycle Assessment (LCA) with economic analysis to help textile companies become more sustainable by evaluating both environmental impacts and economic benefits. ▪ It uses a continuous improvement approach, where companies can measure,	▪ The paper successfully developed a new decision-making process that combines environmental impacts and economic benefits, helping textile companies to be more sustainable and competitive by integrating Life Cycle Assessment (LCA) with economic considerations. ▪ By applying this method to an Italian textile company, TexCo,	▪ This paper introduces a new way for textile companies to make decisions that help them be both environmentally friendly and economically beneficial by combining Life Cycle Assessment (LCA) with economic analysis.[SEP][SEP] ▪ It presents a continuous improvement approach that allows companies to measure, monitor, and enhance their

	friendly can also save money or affect costs, which is important for making decisions. To solve this problem, the authors propose a new way of making decisions that uses the LCA method but also includes looking at money matters. This new approach helps textile companies understand how being environmentally friendly can also be good for their business in both the short and long term[1] SEP.	monitor, and enhance their performance to achieve both economic and environmental advantages, utilizing Sustainable Textile Scorecards and Key Performance Indicators (KPIs) for this purpose. ■ Total Cost Assessment (TCA) is employed to include all costs and benefits, including environmental expenditures, of each solution to help select the best option for sustainability improvements. ■ The paper also details the application of this decision-making process to a real-world example, TexCo, focusing on improving the sustainability of hospital cotton bed linens through data collection, expert panels, and environmental and economic analyses.	focusing on hospital cotton bed linens, the study demonstrated significant environmental and economic savings, such as a 40% reduction in CO2 emissions and cost savings in the bleaching process, without needing new investments in technology. ■ The introduction of a peracid bleach for the bleaching process, which requires lower temperatures, resulted in lower gas consumption and, consequently, lower CO2 emissions and production costs, showcasing the practical benefits of combining LCA with economic analysis in real-world applications	performance for long-term and short-term economic and environmental advantages. ■ The study demonstrates the practical application of this decision-making process through a real-world example, showing significant reductions in CO2 emissions and cost savings in the bleaching process without the need for new technology investments.

Luján-Ornelas et al. (2020).	This paper reviews how the textile industry is moving towards being more sustainable, focusing on the entire life cycle of textile products to find ways to improve. It highlights the importance of knowing the industry's impact and innovations for better production and consumption patterns. It was found that being open about where and how textiles are made and working together with different groups are key steps towards sustainability. However, challenges like the need for better training and connecting product design with recycling strategies are still present, suggesting a need for a deeper look into the industry and support for smaller companies.	▪ The researchers conducted a literature review, focusing on the sustainability of the textile industry by examining the life cycle stages of textile products to identify initiatives for improvement. ▪ They used specific search criteria across multiple databases and search engines, including Scopus, ScienceDirect, Google Scholar, and Google, to gather documents related to sustainable practices in the textile sector. ▪ The selection process involved screening titles, removing duplicates, and then reading abstracts to choose documents that matched their focus on social and environmental performance improvements in the textile industry.	▪ The paper found that transparency and collaboration in the textile industry's supply chain are crucial for moving towards sustainability, highlighting the role of multi-stakeholder clusters in addressing social and environmental issues. ▪ It identified a gap in training and skills across the industry's life cycle stages and a disconnect between product design and recycling strategies, suggesting a need for comprehensive industry diagnosis and support for small and medium-sized enterprises (SMEs). ▪ Technological innovations, such as reduced water and chemical consumption in dyeing processes and chemical-free dyeing systems, were	▪ This paper highlights the importance of transparency and traceability in the textile industry's supply chain as essential elements for achieving sustainability, emphasizing the role of multi-stakeholder collaborations in tackling social and environmental challenges. ▪ It identifies a significant gap in training and skills across the industry's lifecycle stages and points out the disconnection between product design and recycling strategies, suggesting the need for a comprehensive diagnosis and support strategies, especially for SMEs. ▪ The research showcases technological innovations and initiatives developed over the last decade aimed at promoting sustainable practices within the textile

		▪ A snowball technique was employed to find additional relevant private initiatives, international standards, and technological advances, further enriching the research base. ▪ The analysis was structured around seven identified life cycle stages for textile products, plus an additional category for cross-cutting initiatives, to systematically address the sustainability initiatives and innovations found	recognized as significant advancements towards environmental sustainability. ▪ The research emphasized the importance of international certifications and eco-labels in promoting sustainable practices and materials in the textile industry, alongside initiatives to improve working conditions and environmental regulations. ▪ Finally, the paper proposes the development of a methodological tool to help companies measure their sustainability performance and create continuous improvement strategies, especially for SMEs, to facilitate a smoother transition ▪ towards a sustainable textile sector.	industry, including the critical role of designers and major brands in adopting sustainable approaches. ▪ It also emphasizes the collective responsibility of government, private sector, and consumers in adopting higher quality and sustainable consumption patterns to mitigate the environmental impact of the textile sector .

Sanad, R. (2016).	This paper reviews the various factors that influence how people decide to buy clothes and textile products, including their cultural background, personal preferences, and the marketing strategies of the products. - It discusses how these factors, such as the way a product is presented, its price, and where it can be bought, play a crucial role in shaping a consumer's decision to purchase textile and apparel items.	▪ The paper utilized a comprehensive review method, analysing various research studies that explore the impact of different factors on the marketing and consumer purchase decisions of textile products, including cultural, social, personal, psychological, and environmental aspects. ▪ It included the examination of specific case studies, such as the study by Hume and Mills on the relationship between self-image and intimate fashion products, and Hodges and Tullar's exploration of Russian consumers' adaptation to a capitalist society, to understand consumer behaviour in different contexts. ▪ The research also involved the	▪ The paper found that consumers are interested in buying organic cotton apparel mainly for environmental benefits, not because it's a fashion trend, and they prefer products made in sweatshop-free conditions and those that are eco-friendly, but they need guidance to find these products. ▪ It was discovered that price, brand, country of origin, and style are significant factors affecting young consumers' decisions to buy denim jeans, with price being the most crucial factor for purchasing children's clothes in certain regions. ▪ The study highlighted that female consumers evaluate apparel products based on both functional and aesthetic qualities during the decision-making process,	▪ This paper provides a detailed review of the various factors that influence consumer decisions when buying textile and apparel products, including cultural, social, personal, psychological, and environmental aspects. ▪ It highlights the importance of product characteristics, purchase channels, price, and promotion in the textile market, offering insights into how these factors can be optimized to enhance consumer purchase decisions. ▪ By examining the role of mass customization in the textile industry, the paper suggests ways to meet consumer demands for personalized apparel products at low costs, addressing challenges like international competition and

		development and use of innovative data collection techniques, like the web-based method designed by English and Solomon, which allowed for rapid and visual consumer feedback on products, aiding in the detailed analysis of consumer behaviour towards design products. ▪ Additionally, the study reviewed the impact of product attributes, such as color, on consumer preference and behavior, highlighting the psychophysical reaction between colour and purchaser behaviour as a significant area of interest.	involving senses, emotions, and mind. ▪ Research indicated that clothing fit and comfort are paramount to consumers, affecting their satisfaction and decision to purchase, especially among early-adolescent female consumers and those with specific fit preferences based on body shape. ▪ The paper also revealed differences between fast and slow fashion consumers, with the former focusing on quantity and price, while the latter prioritize quality and items that fit their self-image and wardrobe needs.	short product life cycles. ▪ The research also delves into consumer involvement, showing how different levels of involvement (high, medium, low) among consumers affect their purchasing decisions, especially in the context of fashion apparel. It explores the impact of high-level personality variables like materialism, brand engagement, and status consumption on consumer behaviour, providing valuable insights for brand managers and marketers to develop effective strategies.

Research Gaps

Despite the growing interest in sustainable consumption patterns, there exists a notable gap in the literature regarding the economic dimensions of consumer decision in the context of traditional textiles in India. While previous studies have examined various aspects of sustainable consumption, few have specifically focused on traditional textile options and their economic implications. Additionally, there is a dearth of empirical research exploring the intersection of economic factors, consumer preferences, and sustainability within the Indian textile industry.

Furthermore, existing research tends to overlook the nuanced socio-cultural influences that shape consumer behaviour towards traditional textiles. India's diverse cultural landscape and deep-rooted traditions have a significant impact on

consumer preference, yet these dynamics remain underexplored in the context of sustainable textile consumption. By bridging these gaps in knowledge, this research aims to provide a holistic understanding of the economic drivers behind consumer decisions thereby informing policy interventions and industry practices aimed at promoting sustainable consumption in India's textile sector.

Objectives of the Study are:

1. Investigate the influence of price sensitivity on consumer decision for sustainable textiles.
2. Explore the perceived value of sustainable textiles among Indian consumers in comparison to traditional options.
3. To explore economic factors affecting consumer decisions to choose sustainable textiles in India.

Economic factors influence consumer decisions to choose sustainable textiles over traditional options:

1. **Price Sensitivity:**

   Consumers consider the price of sustainable textiles compared to traditional options. If sustainable textiles are priced higher, consumers may be hesitant to purchase them. Price sensitivity varies among consumers, with some willing to pay a premium for sustainability while others prioritize affordability. The textile sector is a major player in the global economy, with a value of US $2.5 trillion worldwide, showing its vast impact on economic activities across countries (A., & Narula, S. A. 2020). Economic factors such as disposable income, budget constraints, and perceived value affect consumers' willingness to pay for sustainable textiles. Being a major source of income and employment, the textile sector supports the livelihoods of a large number of families, making it a cornerstone for social and economic development in many regions Consumers (A., & Narula, S. A. 2020).

2. Perceived Value:

Consumers assess the value proposition of sustainable textiles, considering factors such as durability, quality, and environmental impact. There is a growing concern about the negative impacts of the fashion industry on the environment, leading to a need for more responsible ways of making, buying, and getting rid of clothes (Hassan et al. 2022). Sustainable textiles may offer perceived long-term value, such as reduced environmental harm, which can justify a higher price to consumers. Economic factors influence consumers' perceptions of value, as they weigh the benefits of sustainability against the cost of the product. Fast fashion has led to a lot of clothes being thrown away, contributing to environmental problems like pollution and waste, as the fashion industry is one of the biggest sources of pollution worldwide (Hassan et al. 2022).

3. Affordability:

Affordability is a critical economic factor influencing consumer decisions. Consumers with limited financial resources may prioritize affordability over sustainability. Economic factors such as income level, household expenses, and budget constraints determine consumers' ability to afford sustainable textiles. Consumers play a big role too, by choosing clothes that don't need dry cleaning, using eco-friendly detergents, and preferring durable items, they can help reduce the environmental impact of their clothing (Catarino et al., 2023). Strategies to improve affordability, such as offering competitive pricing, discounts, or financing options, can make sustainable textiles more accessible to a broader range of consumers.

4. **Cost-Benefit Analysis:**

Consumers conduct a cost-benefit analysis when choosing between sustainable textiles and traditional options Economic factors play a significant role in this analysis, as consumers weigh the benefits of sustainability (e.g., environmental conservation, ethical sourcing) against the costs (e.g., higher price, potential trade-offs in product features). The textile and fashion industry is moving towards using materials that are better for the environment, like renewable sources and recycled materials, because people want products that are eco-friendly and have less negative impact on our planet (Catarino et al., 2023). Consumers may prioritize sustainability if they perceive the benefits to outweigh the costs, considering long-term savings and ethical considerations.

5. *Market Competition and Price Transparency:*

Market competition and price transparency influence consumers' perceptions of value and affordability. Economic factors such as competition among brands and availability of price information affect consumers' ability to compare prices and make informed choices. brand's image and its pricing influence a consumer's intention to purchase sustainable products (Silva et al., 2023).

Sustainable textiles may face competition from traditional options with lower prices, requiring effective marketing strategies to communicate their value proposition to consumers.

6. *Marketing Strategies and Promotions:*

Marketing strategies and promotions can influence consumer decisions by highlighting the economic benefits of sustainable textiles. Economic factors such as discounts, promotions, and incentives can make sustainable textiles more attractive to consumers, addressing affordability concerns. The fashion industry is constantly changing, with new collections being launched frequently at low prices, leading to a trend called fast fashion, which encourages people to buy a lot of clothes and throw them away quickly (Hassan et al. 2022). Marketing messages emphasizing the long-term value and cost-effectiveness of sustainable textiles can resonate with consumers, driving adoption despite higher initial costs. Companies not only reduce their negative effects on the environment but also save money and stay competitive in the long run by continuously improving their processes (Resta et al. 2013).

By understanding these economic factors and their impact on consumer behaviour, businesses can develop targeted marketing strategies and pricing policies to promote sustainable textiles and meet the diverse needs and preferences of consumers.

Research Methodology

This research has been done on the basis of secondary research for which existing literature review were used.

Screening No.	Screening Method	No. Of Articles/CaseLaws Studied
1st screening	Google Scholar, ScienceDirect, ResearchGate, and other similar websites were selected to locate the publications.	100 articles were identified after 1st search.
2nd screening	The papers were chosen based on specific criteria, including keywords, abstract, title, related content, and contributions.	67 articles were selected after 2nd screening.
Final screening	The articles were found and assessed using criteria such as relativity, impact factor, citation, and review process.	16 articles were chosen for investigation after the final screening.

Conclusion and Recommendations

Study concludes that understanding the economic drivers behind consumer behaviour is essential for fostering the adoption of sustainable textiles in India, particularly within the realm of traditional options. The findings of this research are expected to inform policy interventions, industry practices, and marketing strategies aimed at promoting sustainable consumption in India's textile sector. Recommendations include incentivizing sustainable practices, enhancing consumer awareness, and supporting indigenous artisans and traditional textile practices to ensure the preservation of India's rich textile heritage for future generations. By understanding these factors and leveraging effective marketing strategies, businesses can promote sustainable consumption and drive positive change in the textile industry. Policymakers can also play a role by implementing regulations and incentives to encourage the adoption of sustainable practices. Further research is needed to explore the long-term impact of economic factors on consumer behaviour and the effectiveness of interventions aimed at promoting sustainable textiles

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