

FROM CLOSET TO LANDFILL: THE IMPACT OF FAST FASHION ON SUSTAINABILITY

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“The most sustainable garment is the one already in your wardrobe.”

- Orsola de Castro, fashion designer and co-founder of Fashion Revolution

I. ABSTRACT

Sustainability has transcended modern trends to become a foundational imperative of the 21st century shifting global attention towards ecological balance. A study by ClimateSeed suggests that the fashion industry accounts for roughly 10% of global greenhouse gas (GHG) emissions, more than all international flights and maritime shipping combined. The emerging fast fashion industry has transformed clothing from a necessity into a symbol of status and consumerism, leading to overconsumption and inappropriate disposal practices. This study investigates consumer purchasing behaviour, awareness of the environmental impacts of fast fashion, clothing disposal practices, and the factors influencing purchasing decisions. It aims to foreground the importance of a sustainable approach towards fashion, especially in the Indian context while sensitizing the consumers towards judicious use of resources.

The Theory of Planned Behavior explains how behavioural intentions and perceived behavioral control influence individual actions. Addressing the environmental concerns and importance of sustainability many fashion companies are adopting ‘The Circular Model’ of economy and are coming up with recycling and upscaling techniques of manufacturing.

The study employed a mixed-methods research design with a collection of quantitative data through a structured survey and qualitative insights obtained from semi-structured interviews of clothing manufacturers and retailers/sellers along with a detailed study of secondary data followed by consumerism analysis. It aims to bring out and propose some solutions towards sustainable buying.

The survey explored purchasing frequency, influencing factors, awareness of sustainability, disposal of used products, and willingness to adopt environmentally responsible practices. The interviews provided an all-rounded industry perspective on production practices, consumer demand, pricing strategies, market trends, and the challenges associated with implementing sustainable fashion.

The findings indicate that while many consumers demonstrate awareness of the environmental consequences of fast fashion, this awareness does not consistently translate into sustainable purchasing behaviour. The study also reveals that many consumers believe fast fashion brands promote frequent buying through aggressive marketing and rapidly changing collections. Although respondents expressed willingness to adopt sustainable practices such as donating, recycling, purchasing durable clothing, and reducing unnecessary purchases, practical barriers including affordability, convenience, and limited awareness continue to hinder behavioural change.

The study concludes that promoting sustainable fashion requires collaborative efforts from consumers, manufacturers, retailers, and policymakers through awareness campaigns, responsible production practices, and policies that encourage circular fashion and reduce textile waste.

II. KEY WORDS

Theory of Planned Behavior (TPB), Green Product Recognition, Circular Fashion Economy, Perceived Behaviour Control, Ethical manufacturing, Resource efficient, Sustainable Development Goals.

III. INTRODUCTION

The late 1990s saw substantial changes in the fashion and apparel industry. Industry expansion and intense competition led to an increase in the number of fashion seasons and reshaped the structural characteristics of the supply chain (Bhardwaj & Fairhurst, 2010). Consumers have become more fashion-conscious, while the rich

cultural life and accelerated life pace have led to more frequent changes in consumer needs and demands (Gupta & Gentry, 2018).

Fast fashion, as a business strategy, responds quickly to consumer demand by offering the latest fashion trends and by shortening the time it takes for fashion products to reach shops and the consumer's purchase period (Barnes & Lea-Greenwood, 2010). The strategic business objective of fast fashion is to reduce the time to market, delivering latest styles at minimum cost. Under the business model of fast fashion, retailers update products and clear their stock quickly in response to the latest fashions (Gupta & Gentry, 2018), and may even intentionally limit the number of items available and shorten product lifespan to keep up with trends and stimulate consumption (Byun & Sternquist, 2008). Considered a key strategy for fashion retailers like ZARA and Uniqlo, fast fashion emerges as a temptation for most consumers between the ages of 15-29, who seek affordable, trend driven products that help them constantly redefine their identity. (Rostiani & Kuron, 2019).

Fast fashion and sustainability are like two ends of a pole. By promoting quick trends and frequent change in the designs, fast fashion promotes overconsumption. Discarded clothing leads to extensive load on the landfills, while synthetic fibres generate carbon emissions, consume excessive water, and cause soil contamination and resource depletion. These products usually have a shorter lifespan and many a time cannot even be recycled.

With increasing awareness among the consumers about sustainability, the brands face extensive pressure to adopt an eco-friendly approach. Let us look at the given theories which explain the brand sustainability needs and the consumers inclination towards environmentalism.

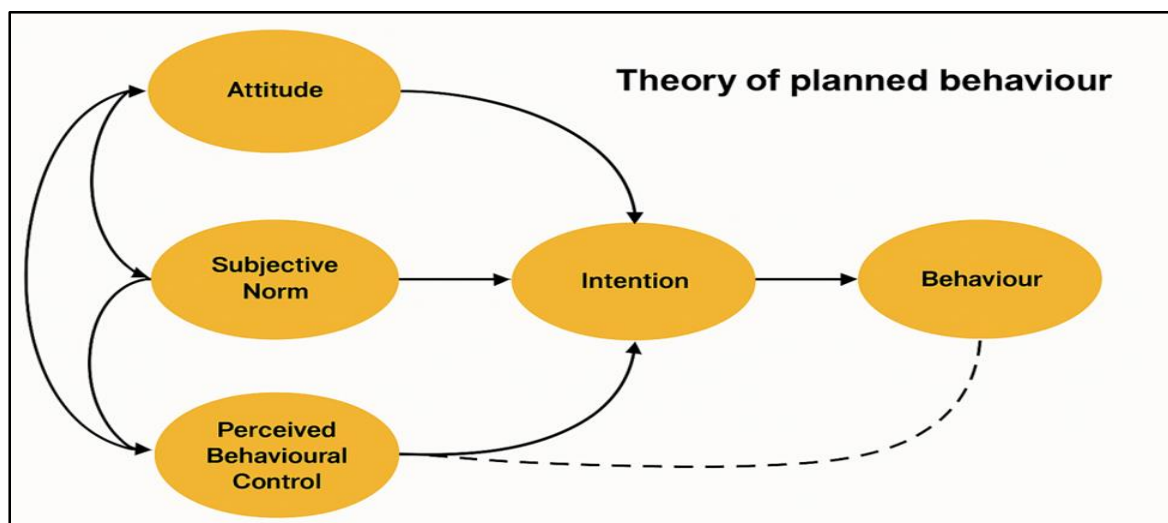


Fig 1. Theory of Planned Behaviour. Based on the original model from Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckmann (Eds.), *Action control: From cognition to behavior* (pp. 11–39). Springer.

Theory of Planned Behavior (TPB) (Ajzen, 1991)

The Theory of Planned Behavior explains how individuals are indirectly influenced not only by their behavioural intentions but also by their perceived behavioral control resulting from external constraints. According to this theory, three constructs - **an individual's attitudes**, the degree to which a person evaluates a favorable or unfavorable behavior, **subjective norms**, the perceived social pressure to perform or not to perform the behavior and **perceived behavioral control**, the perceived ease or difficulty of performing the behavior, can illustrate individuals' intentions to accept or reject a specific behaviour. Some studies suggest that consumers' cognition of products will affect their purchase intention (Yin, 2003). Perceived Behavioral Control (PBC) is affected by external barriers, such as price and availability, as well as internal factors, such as consumption pleasure versus disappointment.

Fast Fashion and Consumer Attitudes

Fast fashion brands use low cost material and quick manufacturing to satisfy the quantum of consumer demands, thus ignoring the environmental consequences. Consumers with positive environmental attitudes carefully consider their decision, preferring sustainable products or adopting the recycling and upscaling of the used clothing which help reduce waste.

Han (2007) describes consumers' **green product recognition** as a psychological activity in which consumers develop awareness of resource and environmental issues, acquire knowledge through learning or experience, and take the initiative to conserve resources and protect the environment in the process of consumption. Therefore, the level of consumers' recognition of sustainable products may impact their choice of fast fashion.

Environmental Concern (EC) (Hu et al., 2010)

Environmental Concern determines the extent to which individuals are aware of the environment and their personal willingness to support and take action to address environmental issues. A higher level of environmental concern among consumers is associated with more positive attitudes towards environmental protection, thereby encouraging green lifestyles and sustainable consumption.

Circular Fashion Economy

Study by Allison Zhang (2020) highlights growing consumer demand for sustainability and the financial pressure on companies/brands to adopt eco-friendly practices and release sustainability related press releases. Many fast fashion brands follow the circular economic model, which enlists that the products must be designed to last longer, be repairable. Business models must promote resale, rental, repair, and remaking services. And infrastructure must enable collection, sorting, and material recovery at scale. (Ellenmacarthurfoundation.org)

Hence, sustainable fashion brands prioritize ethical manufacturing, circular design and eco-friendly materials.

Sustainability: A pressing concern

The clothing production doubled between 2000 and 2014, as the consumers started discarding clothes early as compared to earlier usage patterns. Purchases increased by 60% and three-fifths of this clothing ended up in landfills or incinerators within a year of production.

The Atacama desert has attained the distinction of being one of the world's fast-growing dumps of discarded clothes prompting the UN to call the situation "an environmental and social emergency."



Image source: The Sustainable Fashion Forum

Fig. 2 Circular Fashion Economy

Key Steps Toward Sustainability

Reduction in Waste: Brands like Doodlage, a zero-waste brand upcycles factory and post-consumer waste into limited-edition garments utilizing ethical production units and plastic-free packaging, whereas No Nasties, an organic, fair-trade, and carbon-negative apparel label, produces comfortable clothing using 100% organic cotton and plants trees for every order.

Lower Carbon Footprint: Renewable energy and sustainable materials reduce carbon footprint. According to the Textile Exchange, organic cotton produces up to 46% less CO₂ than conventional cotton. Additionally, McKinsey notes that doubling garment usage can cut greenhouse gas emissions by 44%.

Water Conservation: Brands like Stella McCartney and Reformation use eco-friendly dyes and recycle water, while Outland Denim prioritises vegetable dyes in its indigo denim and water and energy conserving technology in its vertically integrated wash house.

Social Benefits: Ethical brands ensure fair wages, safe working conditions, and community empowerment, while preserving traditional crafts. *Outland Denim* trains and employs women rescued from human trafficking.

Consumer Health Benefits: Sustainable fashion avoids toxic chemicals, reducing the risks of skin irritation. Organic fabrics are safer and more durable, offering better long-term value.

Higher Quality and Durability: Sustainable fashion emphasizes quality over quantity. By producing well-made garments with greater longevity, sustainable brands offer better value for money and reduce the need for recurrent replacements. This saves consumers money in the long run and reduces overall consumption.

Economic Benefits: Sustainable fashion can drive economic growth and innovation by creating jobs in areas such as recycling, eco-friendly textile production, and sustainable design.

Market Differentiation and Brand Loyalty: Brands that prioritise sustainability can differentiate themselves in a crowded market and build strong customer loyalty and goodwill.

IV. LITERARY REVIEW

1. **Introduction:** Fast fashion refers to the rapid production and distribution of cheap clothing based on current trends. While it has made fashion more accessible, it is now recognized as a major contributor to environmental

harm, resource depletion, overconsumption of waste and unsustainable consumption. This review examines the environmental, social, and behavioral aspects of fast fashion and explores sustainable fashion as an alternative.

1. *Growth of Fast Fashion and Consumer Culture:* Fast fashion rose in the late 1990s and early 2000s, when retailers adapted quickly to consumer's changing preferences and began to produce cheap clothing in large quantities. According to Zhang, Xin, and Li (2023), fast fashion retailers such as **Zara, H&M, and Uniqlo** reduced their production cycles and released new collections every few weeks. Disposable fashion made clothes more of a convenience item than a necessity. Global trends such as celebrity culture, fashion media, and social networking further fueled demand for affordable styles (Rachmil, 2022). Habitual consumption expanded the industry, making it one of the largest worldwide.
2. *Environmental Consequences of Fast Fashion:* Fast fashion's environmental impact is well documented. The industry generates about **92 million tonnes of textile waste annually** and is a major source of water pollution (Rachmil, 2022). Producing a single cotton T-shirt requires **2,700 litres of water**, while dyeing and finishing processes account for nearly **20% of global industrial water pollution**.
3. *Sustainable and Circular Fashion:* Sustainable fashion emphasizes durable garments, ethical labor, reduced resource use, and eco-conscious consumer behavior. The circular economy complements this by keeping products in use through reuse, repair, recycling, and resale. Extending garment lifespans significantly reduces emissions, water consumption, and waste (Rachmil, 2022; Goaiad, 2025). Similarly, Goaiad (2025) concludes that longer-lasting garments, local production systems, and the adoption of cleaner energy sources contribute substantially to lowering the environmental impacts of clothing production and consumption. Studies by Geissdoerfer et al. (2017) and Kirchherr et al. (2017) further emphasize that circular economy principles support sustainable development by decoupling economic growth from resource consumption and environmental harm. The **Ellen MacArthur Foundation** advocates a circular fashion system designed to keep products, materials, and resources circulating within the economy for as long as possible while minimizing waste generation. Despite awareness, consumer behavior remains inconsistent. Research shows that while **80% of young consumers** know about fast fashion's environmental effects, only **10% consider them when purchasing** (Zhang et al., 2023). Social status, peer influence, affordability, and fashion awareness often outweigh sustainability concerns.

The study argues that extending a garment's lifespan through resale and reuse can significantly decrease carbon emissions, water consumption, and textile waste. According to the Ellen MacArthur Foundation, Research suggests that circular strategies such as product life extension, remanufacturing, closed-loop recycling, and take-back schemes can significantly reduce environmental degradation. There is a strong effect of fashion on purchasing choices among young people, and the researchers found that although nearly 80% of respondents knew about the environmental effects of fast fashion, only 10% took these effects into consideration when they were buying clothes. According to research by Zhang et al. (2023), there is no need to solely focus on environmental factors when it comes to making purchasing decisions. In fact, factors like social status, influence from peers, affordability, and fashion awareness can often outweigh environmental factors. Thus, while consumers know about the negative effects of fast fashion, most people don't choose sustainable choices.

4. *Consumer-Driven Alternatives:* Initiatives such as clothing swaps, second-hand shopping, repair culture, rentals, and mindful consumption reduce textile waste and promote circularity. Brands with circular business models, such as repair services, resale platforms, and garment take-back programs, also play an important role in providing a resource-efficient fashion system. These strategies are in line with the Sustainable Development Goals (SDGs), particularly Goal 12: Responsible Consumption and Production.
5. *Role of social media in promoting fashion consumption:* Social media has been a force for fashion communication in that it has shifted the way fashion information is created, shared, and consumed. Platforms like **Instagram, Twitter, YouTube, and TikTok** connect influencers and consumers through curated content, tutorials, reviews, and campaigns. However, concerns remain about impulsive buying, trend pressure, authenticity, and online criticism.
6. *Research Gap:* Although numerous studies examined the environmental impacts and consumer awareness, limited research explores the link between **purchase habits, disposal practices, and landfill waste**, especially among young consumers. Kim and Ko (2012) find that the use of social media marketing positively impacts customer engagement, brand awareness, and intentions to buy in the fashion industry. Djafarova and Rushworth (2017) suggest that young fashion lovers are heavily influenced by fashion influencers whom they perceive as trustworthy and relatable. George et al. (2025) report that influencer marketing in social media has a significant impact on consumers' intentions to buy fashion products, especially among young people. (Frontiers) on top of that, Vladimirova et al. (2023) found that social media such as Instagram, TikTok, and Twitter have a role in influencing fashion consumption by shaping attitudes, trends, and building relationships with consumers (Research Explorer). The findings of this research suggest that, on one hand, social media has facilitated the spreading of fashion trends, increased consumer participation, and promoted body-positive and inclusive content

for women, but on the other hand, there have been some concerns regarding buying impulses, the pressure to follow trends, authenticity in influencer marketing, and the consequences of online criticism. Overall, studies indicate that social media is a key factor in fashion consumption, influencing consumer behavior, trend adoption, and brand engagement worldwide (Springer). Additionally, there is a lack of studies in the Indian context that investigate the praxis of knowledge of sustainable issues.

This study aims to bridge this gap by examining how young consumers purchase, use, dispose of, and perceive clothing, while also examining their willingness to embrace sustainable fashion habits and exploring practical solutions to responsible consumption.

V. HYPOTHESES

1. Consumers who are more aware of the environmental impacts of fast fashion are more likely to support sustainable clothing choices and reduce fast fashion consumption.
2. Factors such as price, fashion trends, discounts, and brand reputation significantly influence fast fashion purchasing decisions.
3. Consumers perceive that fast fashion brands encourage overbuying and overconsumption.

VI. RESEARCH OBJECTIVES

1. To examine the purchasing habits of consumers in the context of fast fashion products.
2. To assess the awareness of the environmental impacts of fast fashion.
3. To investigate clothing disposal practices and their contribution to textile waste.
4. To identify the factors that influence consumers' clothing purchase decisions.
5. To evaluate consumer perceptions about the role of fast fashion brands in encouraging excessive purchasing.
6. To identify sustainable alternatives and measures that consumers are willing to adopt to reduce textile waste due to fast fashion.

VII. RESEARCH METHODOLOGY

Research Design

The study adopted a mixed-methods research design. Integration of both quantitative and qualitative approaches provided a comprehensive understanding of consumer behaviour and industry perspectives related to fast fashion. Quantitative data enabled statistical analysis of consumer attitudes and practices, while qualitative data offered in-depth insights into manufacturing and retail practices influencing fast fashion consumption.

Sources of Data

Primary Data - A structured questionnaire administered to consumers, Semi-structured interviews conducted with garment manufacturers, export house, buying house and clothing retailers/sellers.

Secondary Data - Research journals, Government and international reports, Fashion industry publications, Sustainability reports, Credible online resources on fast fashion and textile waste

Sample

The study consisted of two respondent groups:

- Consumers aged 15 and above, i.e, school students, college students, working professionals and homemakers
- Manufacturers and garment sellers who participated in interviews to provide industry insights.

Data Analysis

This section presents the analysis and interpretation of data collected from 61 respondents to understand their clothing consumption patterns and attitudes towards sustainable fashion. The findings are presented using pie charts and graphs, with frequencies and percentages used to identify trends and draw meaningful conclusions. The analysis provides insights into consumer behaviour, awareness, and preferences regarding sustainable fashion and understanding the practices that support responsible clothing consumption.

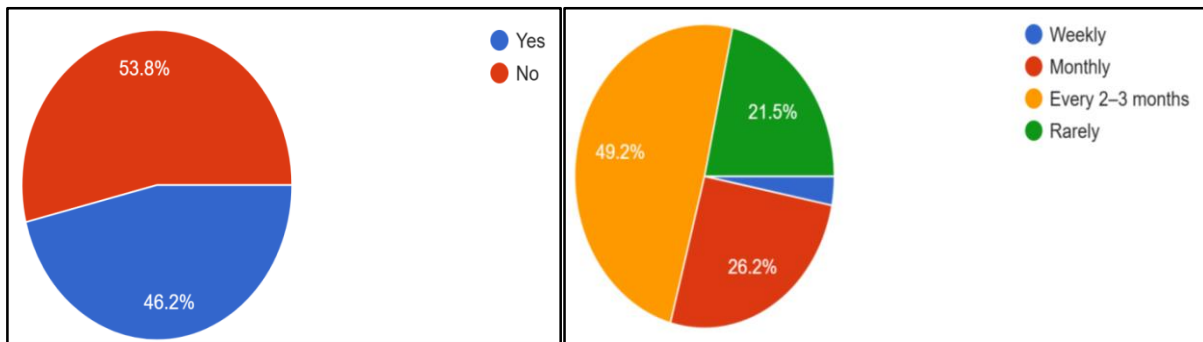


Fig. 3. Frequency of Buying Clothes Among respondents

Fig. 4 Awareness about Disposal of Old Clothes in Landfills

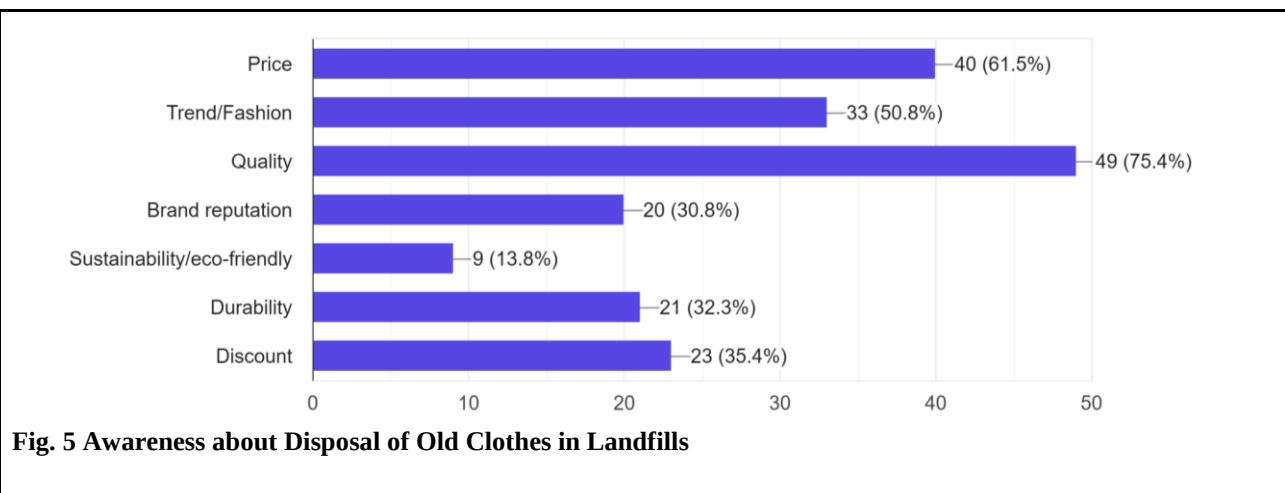


Fig. 5 Awareness about Disposal of Old Clothes in Landfills

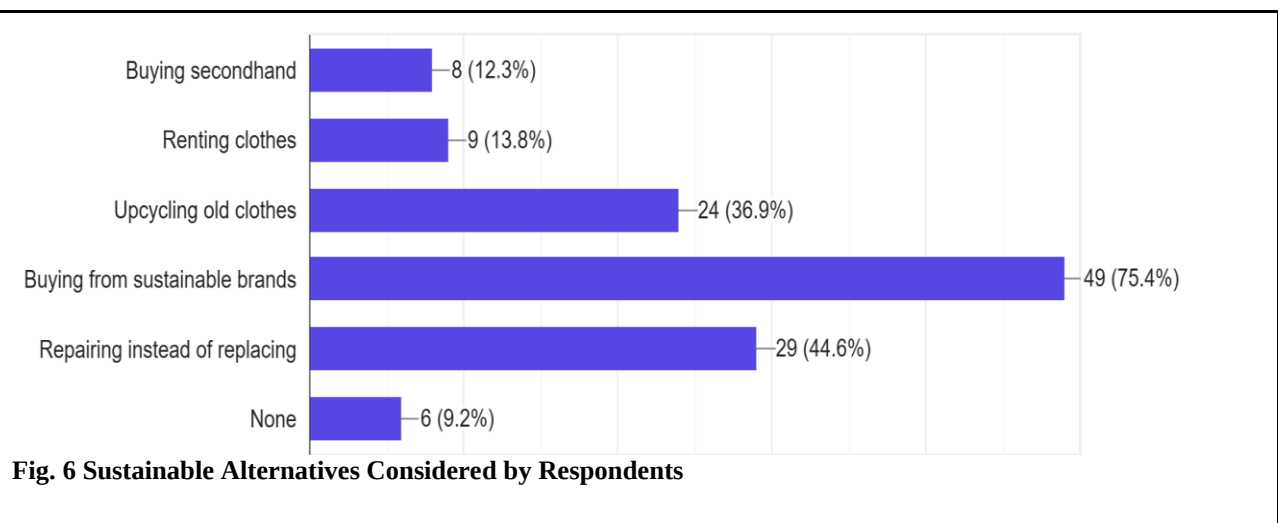


Fig. 6 Sustainable Alternatives Considered by Respondents

Quantitative Analysis

Survey responses were analysed using statistical techniques like percentages which were graphically represented through pie-charts. Inferential analysis was done by examining the relationships between consumer awareness and sustainable behaviour.

Analysis

The survey results highlighted that a major proportion of customers purchase clothes every 2-3 months, and almost one-fourth (26.2%) of consumers indulge in monthly purchases. A minor segment of population also purchases weekly. The results underscore that an average person in the Indian market is tempted to overconsume due to fast-changing trends, and this is most likely to increase in the years to come.

As Fig 4 suggests, almost half of the population is oblivious to the fact that 85% of the textile waste ends up in landfills. This explains their lack of familiarisation towards the landfill burden due to overconsumption of textile products.

The purchasing decisions of the buyer are mainly influenced by the three determinants, i.e., price, quality and the trend or fashion. Most of the respondents opted for more than one factor for this concern. This clearly highlights that no single factor solely guides their decision. Sustainability clearly was not the preferred choice for most of the respondents. This, as per other responses, is mainly due to the high price bracket for sustainable items and lack of affordability.

More than three-fourths of the respondents viewed 'purchasing from sustainable brands' as an alternative towards sustainability. This was followed by 44.6% of them opting for repairing over replacing, and more than 35% showed an inclination towards upcycling old clothes. Less than 10% of the respondents showed complete alienation towards sustainability by choosing none of the alternatives, indicating a noteworthy level of awareness among Indian consumers regarding the problem of sustainability.

Qualitative Analysis

Interview responses were tabulated and analysed using thematic analysis. Recurring themes were identified based on the responses and were interpreted to complement the quantitative findings.

Table 1: Qualitative Analysis - Interview Responses

Theme	Manufacturing unit	Buying house	Outlet Retailer	Local Vendor
Consumer demand patterns	Demand for more environmentally friendly products.	Prefer regular garments over sustainable as they are more affordable	Clothing, which is affordable and trendy, is much more in demand. Eco-friendly products are gaining popularity but high prices limit demand.	Regular clothing, which is affordable, is much more in demand. Very few customers ask for sustainable products.
Production and inventory practices	Earlier, production lead time was 120-150 days, but now it has reduced to 60-80 days.	Consumers expect faster design development, sampling, production and delivery.	Earlier, the store received seasonal collections every few months, but now new designs may arrive every week or fortnight.	Earlier, new stock arrived every few months, but now it changes in a week or two only which results in constant purchases from wholesalers to meet evolving fashion trends.
Sustainability initiatives	Reduced water consumption in processing, using dyes which require less water, use of solar energy, treating and recycling water.	Reusing water, water treatment plants for purification, adopting water - efficient dyeing process, use of solar energy, rice husk in place of coal.	Use LED lighting, energy-efficient air-conditioning. Reduced paper usage via digital billing. Reusing shopping bags.	Reduce electricity usage, reuse shopping bags when possible. Minimize unnecessary packaging.
Challenges in promoting	Increased pressure due to speeding up	Availability of skilled labour and	Constant pressure to stock the latest	Expectations of new designs at low prices.

sustainable fashion	the process of fabric procurement to final production. This leads to compromised quality. Only big players survive who are vertical.	recent hike in wages by the state government.	trends. Large unsold inventory. Reduced profit margins. Increased competition from online retailers and global brands.	Unsold stock becomes outdated quickly. Lower profit margins due to heavy competition. Difficult to predict if the styles will sell.
Industry recommendations for reducing textile waste	Recycle fabric scraps, reuse materials, some scraps are sold too.	Recycle fabric scraps, reuse materials, some scraps are sold too.	Damaged products are returned to suppliers, sold at discounted prices, donated or sent for recycling. Packaging material is recycled through authorized waste collectors.	Very little textile waste. Unsold stock is sold at discounted prices or through clearance sales.

The interview highlighted that there is a high demand for regular, affordable, and trendy products, but an increase in awareness about sustainable fashion choices was also noted. To fulfill the rising demand for stylish fashion products, outlets are compelled to resort to a frequent assortment refresh in the products.

This adds to the pressure on the manufacturers for quick production, demands an increase in skilled labour, and ultimately leads to lower profit margins and compromised quality owing to increased competition and time constraints. The sustainable practices vouched for include energy efficiency, water conservation, recycling and reuse of packaging material. Most segments of the industry aim to overcome the problem of textile waste through recycling of fabric scraps and marketing strategies such as clearance sales and discounts.

VIII. PRESENT DAY EVIDENCE (INDIA)

1. Clothing Recycling and Textile Waste Management

- Goonj collects and redistributes used clothing through its *Cloth for Work* initiative.
- Hasiru Dala supports waste pickers in textile waste collection and recycling.
- Several fashion brands operate garment take-back programmes to encourage recycling.

2. Upcycling and Value Addition in Textile Waste

- Doodlage manufactures fashion products from factory surplus and textile waste.
- I Was A Sari transforms discarded saris into fashion products while generating employment for women.
- NGO-supported artisan groups convert textile scraps into bags, home décor items, and accessories.

3. Growth of Thrift and Second-Hand Fashion Markets

- FreeUp facilitates peer-to-peer resale of clothing and accessories.
- Kiabza promotes second-hand fashion.
- Instagram-based thrift stores and local community resale groups are becoming increasingly popular among young consumers.

4. Promotion of Sustainable Fabrics and Eco-friendly Textiles

- India is one of the world's leading producers of organic cotton.
- Sustainable materials increasingly used include organic cotton, hemp fibre, bamboo fibre, banana fibre, recycled polyester, and Khadi.
- NIFT and other research institutions are working on sustainable textile innovations.

5. Adoption of Circular Fashion Models

- Clothing rental platforms encourage sharing and reuse.
- Sustainable brands increasingly offer repair, refurbishment, resale, recycling, and take-back services.
- Examples include Rentomojo, Flyrobe, and other fashion rental startups.

6. Corporate Sustainability Initiatives

- Aditya Birla Fashion and Retail Ltd.
 - Sustainable sourcing
 - Renewable energy adoption
 - Waste reduction programmes

- Arvind Limited
 - Water conservation
 - Sustainable cotton sourcing
 - Renewable energy in production
- Raymond Limited
 - Energy-efficient manufacturing
 - Wastewater treatment
 - Sustainable production practices

IX. ONGOING WORK (INDIA)

1. Employment and Social Welfare Initiatives in the Garment Sector

- Employees' State Insurance Corporation (ESIC) provides health insurance and social security benefits.
- Employees' Provident Fund Organisation (EPFO) provides retirement and pension benefits.
- PM MITRA Parks Scheme aims to develop integrated textile manufacturing hubs with improved infrastructure and employment opportunities.

2. Government Policies and Regulatory Framework

- Ministry of Textiles Initiatives
 - PM MITRA Parks Scheme
 - National Technical Textiles Mission
 - Scheme for Integrated Textile Parks (SITP)
- Regulatory Measures
 - Extended Producer Responsibility (EPR) for post-consumer textile waste.
 - Plastic Waste Management Rules for reducing synthetic textile packaging waste.
 - Environment Protection Act regulating pollution from textile industries.
 - Water (Prevention and Control of Pollution) Act regulating industrial wastewater discharge.

3. Promotion of Khadi and Sustainable Textiles

- The Khadi and Village Industries Commission (KVIC) continues to promote environmentally friendly hand-spun and handwoven textiles through various schemes and market support initiatives.

X. CONCLUSION

Fast fashion being the modern trend sets a relevant ground for the rationale of this study. In today's rapid and fashion-driven lifestyles, sustainability and green consumerism emerge as crucial concerns. The study aims to sensitise consumers to reflect if their purchases are imperative. It suggests that purchases are usually prompted by the need to keep up with the shifting fashion trends, which results in overconsumption and ultimately irresponsible dumping of clothing. Many respondents (75% approx.) revealed that sometimes the items purchased are not even worn once and are donated or lead to a wardrobe-bloat. There is a pressing need to spread awareness about the increasing load on landfills due to textile waste. Less than half of the sample reflected cognizance of the fact and the need to adopt sustainable methods to reduce consumption. They also seem to identify ways to reduce textile waste. Few, though mindful of the problem, are not able to adopt sustainability in daily purchases due to low affordability or lack of mandatory measures.

Hence the quantitative data collected through a survey and the qualitative data collected through unstructured interviews support the research hypotheses. This underscores the need to implement measures to ensure the adoption of sustainable practices in textile consumption.

The pressure of quick production and frequent designing is also experienced by the manufacturers and the need to continuously upgrade the store stock at the outlets for regular profits. This, in turn leads to higher water consumption for dyeing and manufacturing purposes, increased carbon emissions along with an expanded load on landfills.

However, policy adoption by the government to reduce the environmental effects of production processes, encourages the manufacturers to resort to water recycling, use of solar energy and the special dyes that need less water and using rice husk in place of coal for energy production. The methods adopted, sometimes, are way costlier and hence leave an impact on profit building. Also the unsold items which get continuously replaced at the retail stores are either sold on discounts or given away for free, causing a surge in the incurred losses.

Hence overconsumption and frequently changing trends are not only leading to environmental overload but also hyper consumerism. Hence, the study foregrounds the demand to impose effective sustainability measures and sensitise the buyers to assess their buying impulse and undertake recycling and upcycling, while also prioritizing quality over quantity by adopting a "Cost-per-Wear" mindset. Celebrities who are role models for the lot should promote repeated usage of clothes, sharing of clothes within family, friends & relatives, promoting the jingle 'Repair but don't replace'. Upcycling and mindful refurbishing of clothing by fixing minor damages like loose seams or missing buttons rather than discarding

the item, adopting thrifting culture, embracing a circular wardrobe and emphasizing upon stricter measures and laws to hold fashion brands accountable, can go a long way in developing unequivocal environmental stewardship.

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