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The Impact of Sustainable Fashion on Consumer Buying Behavior in the Fashion Industry

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Abstract

The fashion industry is one of the largest and most influential industries worldwide, contributing significantly to economic development, employment, international trade, and consumer culture. Over the past several decades, the industry has experienced rapid expansion due to globalization, technological advancements, changing consumer preferences, and the development of fast fashion business models. Fast fashion has transformed the way consumers purchase and consume clothing by providing affordable, trend-focused products with short production cycles. While this business model has increased accessibility and affordability for consumers, it has also created significant environmental and social challenges, including high levels of textile waste, excessive resource consumption, carbon emissions, chemical pollution, and concerns regarding labor conditions throughout global supply chains.

In response to these challenges, sustainable fashion has emerged as an important approach aimed at reducing the negative impacts associated with traditional fashion production and consumption. Sustainable fashion focuses on environmentally responsible materials, ethical labor practices, transparent supply chains, waste reduction, and responsible consumption patterns. Many fashion brands have introduced sustainability initiatives, including the use of recycled materials, eco-friendly production methods, ethical sourcing, and sustainability-focused marketing strategies. However, despite the increasing attention given to sustainability, consumer adoption of

sustainable fashion products remains relatively limited compared with conventional fast fashion alternatives.

A major challenge identified in sustainable fashion research is the existence of an attitude–behavior gap. Many consumers express positive attitudes toward sustainability and demonstrate awareness of environmental and ethical issues, yet these attitudes do not always translate into actual purchasing decisions. Consumers often consider other factors, such as product price, quality, design, availability, convenience, and brand reputation, when making fashion-related decisions. Therefore, understanding the factors that influence sustainable fashion buying behavior remains an important research area for both academics and fashion industry professionals.

This study aims to examine the impact of sustainable fashion practices on consumer buying behavior within the fashion industry. The research investigates the influence of several key sustainable fashion factors, including environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, and product-related factors such as price, quality, and design. In addition, the study examines the role of consumer attitudes and trust as important factors that explain how sustainability practices influence purchasing decisions.

The study adopts a quantitative research methodology to examine the relationships between sustainable fashion practices and consumer buying behavior. Data were collected through a structured questionnaire distributed among fashion consumers who purchase clothing products and have varying levels of awareness regarding sustainability issues. The questionnaire measured respondents' perceptions, attitudes, trust, purchase intentions, and actual purchasing behavior related to sustainable fashion. The collected data were analyzed using statistical techniques, including descriptive statistics, reliability analysis, correlation analysis, and regression analysis, to evaluate the proposed relationships and test the research hypotheses.

The findings of the study indicate that sustainable fashion practices significantly influence consumer buying behavior. Environmental awareness was found to positively affect consumers' attitudes toward sustainable fashion by increasing their understanding of the environmental consequences of fashion production. Similarly, ethical awareness was found to influence purchasing decisions by encouraging consumers to support brands that demonstrate responsible labor practices and social responsibility.

The results also demonstrate the importance of sustainability marketing communication and brand sustainability initiatives in shaping consumer trust and purchase intentions. Consumers are more likely to support sustainable fashion brands when sustainability claims are transparent, credible, and supported by genuine business practices. The findings highlight that trust plays a significant role in reducing consumer uncertainty and increasing willingness to purchase sustainable products, particularly in an environment where concerns about greenwashing continue to increase.

Furthermore, the study confirms that product-related factors remain among the most influential determinants of sustainable fashion adoption. Although consumers value sustainability, their purchasing decisions are strongly affected by practical considerations such as affordability,

product quality, durability, and design attractiveness. This suggests that sustainable fashion brands must not only focus on environmental and ethical benefits but also provide products that satisfy consumers' functional and aesthetic expectations.

The study also confirms the existence of the attitude–behavior gap in sustainable fashion consumption. Although respondents demonstrated high levels of sustainability awareness and positive attitudes toward sustainable fashion, actual purchasing behavior was influenced by external barriers such as higher prices, limited availability, and competition from affordable fast fashion alternatives. These findings demonstrate that encouraging sustainable consumption requires more than increasing awareness; it requires strategies that improve accessibility, affordability, trust, and consumer value perception.

This research contributes to the academic understanding of sustainable fashion consumption by integrating sustainability concepts with consumer behavior theories. It provides further insight into how environmental, ethical, marketing, brand-related, and product factors interact to influence consumer decision-making. From a practical perspective, the findings provide valuable recommendations for fashion companies seeking to strengthen sustainability strategies, improve communication effectiveness, enhance consumer trust, and increase adoption of sustainable fashion products.

In conclusion, sustainable fashion represents an important pathway toward reducing the environmental and social impacts of the fashion industry. However, achieving widespread adoption requires cooperation between fashion businesses, consumers, and other stakeholders. Fashion brands must develop authentic sustainability initiatives while also addressing consumer expectations regarding price, quality, design, and accessibility. By understanding the factors that influence sustainable fashion purchasing behavior, companies can develop more effective strategies that encourage responsible consumption and support the transition toward a more sustainable fashion industry.

Keywords: Sustainable fashion, consumer buying behavior, environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, consumer trust, purchase intention, fast fashion, sustainable consumption.

Chapter 1: Introduction

1.1. Research Background

1. Background of the Study

The fashion industry is one of the largest and most influential industries in the global economy. It plays a significant role in shaping consumer culture, lifestyle choices, and global trade. Over the past few decades, the fashion industry has experienced rapid growth due to globalization, technological advancement, and the rise of fast fashion business models. Fast fashion refers to the rapid production of inexpensive clothing that quickly responds to the latest fashion trends. This model allows consumers to purchase fashionable clothing at affordable prices and encourages frequent consumption.

However, the expansion of fast fashion has also generated significant environmental and social challenges. The fashion industry has become one of the most resource-intensive and polluting industries worldwide. Large quantities of water, energy, and raw materials are required to produce textiles and garments. In addition, the production process generates substantial waste and chemical pollution that negatively affects ecosystems and human health. Textile waste has

become a major global issue, as millions of tons of clothing are discarded every year due to short product life cycles and changing fashion trends.

Major fashion retailers such as Zara and H&M have played a significant role in popularizing fast fashion by introducing new collections at a rapid pace and encouraging consumers to update their wardrobes frequently. While this model has contributed to economic growth and increased consumer access to fashion products, it has also raised concerns about environmental sustainability and ethical production practices.

As awareness of environmental issues increases globally, governments, organizations, and consumers are placing greater pressure on fashion companies to adopt more responsible and sustainable practices. As a result, the concept of sustainable fashion has emerged as an important response to the environmental and social challenges facing the industry. Sustainable fashion refers to clothing that is designed, manufactured, distributed, and consumed in ways that minimize negative environmental impact and promote ethical labor conditions throughout the supply chain.

2. Problem Context / Research Gap

Despite the growing awareness of sustainability issues in the fashion industry, there remains a significant gap between consumer attitudes and actual purchasing behavior. Many consumers claim to support environmentally responsible brands and express concern about environmental issues such as climate change, pollution, and waste. However, their purchasing decisions do not always reflect these concerns.

One of the main challenges facing sustainable fashion is that consumers often prioritize other factors such as price, convenience, brand image, and fashion trends when making purchasing decisions. Fast fashion products are typically cheaper and more accessible than sustainable alternatives, which makes them more attractive to many consumers. As a result, although sustainable fashion has gained popularity in recent years, fast fashion continues to dominate the global clothing market.

In response to increasing consumer awareness, several fashion brands have started incorporating sustainability initiatives into their business models. Companies such as Patagonia and Stella McCartney are widely recognized for promoting environmentally friendly materials, ethical labor practices, and transparent supply chains. These brands have demonstrated that sustainability can be integrated into fashion design and production without compromising quality or brand identity.

However, many fashion companies still face uncertainty about how sustainability initiatives influence consumer behavior and whether consumers are willing to support sustainable fashion through their purchasing decisions. Understanding the relationship between sustainable fashion

practices and consumer buying behavior therefore remains an important research challenge within the fashion business field.

3. Importance of the Topic

The study of sustainable fashion and consumer behavior has become increasingly important due to the environmental, economic, and social implications of the fashion industry. The fashion sector is responsible for significant environmental impacts, including high carbon emissions, water pollution, and large volumes of textile waste. Promoting sustainable practices within the fashion industry is therefore essential for reducing environmental damage and encouraging responsible consumption patterns.

From a business perspective, sustainability has also become an important competitive factor for fashion brands. As consumer awareness continues to grow, companies that adopt environmentally responsible practices may gain a competitive advantage in the market. Sustainable branding can enhance a company's reputation, increase consumer trust, and strengthen customer loyalty.

In addition, studying consumer behavior in relation to sustainable fashion can help companies better understand the factors that influence purchasing decisions. By identifying the motivations and barriers that affect consumer choices, fashion businesses can design more effective marketing strategies and develop products that align with consumer values and expectations.

Furthermore, this topic is particularly relevant for younger generations, who are often considered more socially and environmentally conscious than previous generations. Many young consumers are actively seeking brands that align with their ethical values and environmental concerns. As a result, sustainable fashion has become an important area of study for researchers and industry professionals who aim to promote long-term sustainability in the fashion sector.

4. Research Focus

Although sustainable fashion has gained significant attention in recent years, there is still limited understanding of how sustainability influences actual consumer purchasing behavior. While many consumers express positive attitudes toward sustainability, their final purchase decisions may still be influenced by various factors such as product price, design, quality, brand reputation, and availability.

Therefore, this research focuses on examining the relationship between sustainable fashion practices and consumer buying behavior in the fashion industry. Specifically, the study seeks to explore how consumer awareness of environmental and ethical issues affects their attitudes

toward sustainable fashion products and whether this awareness influences their purchasing decisions.

The research will also consider the role of brand sustainability initiatives and marketing communication in shaping consumer perceptions and encouraging responsible consumption. By analyzing consumer responses to sustainable fashion practices, the study aims to provide insights into how fashion companies can effectively promote sustainability while meeting consumer expectations.

5. Research Aim / Objective

Based on the issues discussed above, the main aim of this research is to examine the impact of sustainable fashion practices on consumer buying behavior within the fashion industry. The study seeks to investigate how environmental awareness, ethical considerations, and sustainability initiatives influence consumer attitudes and purchasing decisions.

Furthermore, this research aims to identify the key factors that encourage or discourage consumers from purchasing sustainable fashion products. The findings of this study may provide valuable insights for fashion businesses seeking to develop sustainable strategies that align with consumer preferences while contributing to environmental protection and ethical production practices.

Ultimately, this research hopes to contribute to a better understanding of the relationship between sustainability and consumer behavior in the fashion industry and to support the development of more responsible and sustainable consumption patterns.

1.2. Research Problem

In recent years, sustainability has become an important issue in the fashion industry due to increasing concerns about environmental pollution, waste generation, and unethical labor practices associated with fast fashion production. Although many fashion companies have started introducing sustainable practices and eco-friendly collections, the level of consumer adoption of sustainable fashion remains uncertain.

Many consumers express positive attitudes toward environmentally responsible products, yet their purchasing decisions are often influenced by other factors such as price, fashion trends, brand image, and product availability. As a result, there is a noticeable gap between consumer awareness of sustainability issues and their actual buying behavior.

For example, fast fashion brands such as Zara and H&M continue to dominate the fashion market despite growing awareness about sustainability. This raises an important question

regarding whether consumers are truly willing to change their purchasing habits in favor of sustainable fashion products.

Therefore, the main problem addressed in this research is the limited understanding of how sustainable fashion influences consumer buying behavior and the factors that affect consumers' willingness to purchase sustainable fashion products.

1.2.1. Theoretical Gaps

1. Attitude–Behavior Gap in Sustainable Fashion

Many studies show that consumers express positive attitudes toward sustainability, but their actual purchasing behavior does not always reflect those attitudes.

This creates a theoretical gap because existing consumer behavior theories cannot fully explain why consumers who support sustainability still purchase fast fashion from brands such as Zara and H&M.

Researchers still need to understand what factors prevent consumers from translating sustainable attitudes into real purchasing behavior.

2. Limited Integration Between Sustainability Theory and Fashion Consumer Behavior

Many sustainability studies focus on environmental impact, while consumer behavior research focuses on purchasing motivations.

However, there is still limited theoretical integration between:

- sustainability theory
- consumer decision-making theory

This gap creates a need to better understand how environmental awareness influences fashion purchasing decisions.

3. Lack of Consumer Psychology Research in Sustainable Fashion

While sustainable fashion research often focuses on production and supply chains, fewer studies examine the psychological motivations behind sustainable purchasing behavior.

Understanding psychological factors such as:

- environmental concern
- social identity
- ethical values

can help explain why some consumers choose sustainable fashion while others do not.

4. Limited Research on the Role of Brand Sustainability Communication

Many fashion brands now promote sustainability through marketing campaigns, but there is still limited theoretical understanding of how sustainability communication affects consumer trust and purchasing behavior.

For example, brands such as Patagonia and Stella McCartney strongly communicate sustainability values, but it is still unclear how such messaging influences different consumer groups.

1.2.2 Practical Gaps

1. Gap Between Sustainability Initiatives and Consumer Adoption

Many fashion companies have started introducing sustainable collections and environmentally friendly production practices. However, consumer adoption of these products remains relatively low compared to traditional fast fashion items.

For example, large fashion retailers such as H&M and Zara have introduced sustainability initiatives, yet many consumers still prefer cheaper fast-fashion products.

This indicates a gap between companies' sustainability efforts and actual consumer purchasing behavior.

2. Lack of Effective Consumer Education About Sustainable Fashion

Although sustainable fashion is becoming more common, many consumers still lack clear knowledge about:

- sustainable materials
- ethical production
- environmental impact of clothing

Because of this lack of awareness, consumers may not fully understand the value of sustainable fashion products.

This creates a practical gap between industry sustainability efforts and consumer understanding.

3. Gap in Marketing Strategies for Sustainable Fashion

Many fashion brands promote sustainability, but they often struggle to communicate the benefits of sustainable products in a way that strongly influences consumer behavior.

Some companies successfully promote sustainability as part of their brand identity, such as Patagonia and Stella McCartney. However, many other brands have not yet developed effective marketing strategies that encourage consumers to choose sustainable products.

4. Price and Accessibility Challenges

Sustainable fashion products are often more expensive than fast fashion alternatives due to higher production costs and ethical sourcing of materials.

This creates a practical gap between consumer interest in sustainability and their ability or willingness to pay higher prices for sustainable products.

All this build up to the Main Research Question

“To what extent do sustainable fashion practices influence consumer buying behavior in the fashion industry?”

1.3 Research Significance

1. Academic Significance

This study contributes to the academic field of fashion business and consumer behavior by examining the relationship between sustainable fashion practices and consumer purchasing

decisions. While previous research has explored sustainability or consumer behavior separately, few studies integrate both in the context of the fashion industry. The research will help fill gaps in theoretical understanding and provide a framework for future studies.

2. Practical / Industry Significance

The study provides valuable insights for fashion brands and retailers. By understanding how sustainable practices influence consumer behavior, companies can design better marketing strategies, improve product offerings, and increase adoption of sustainable products. Brands such as Patagonia and Stella McCartney can use these insights to strengthen their sustainability programs and align them with consumer expectations.

3. Social / Environmental Significance

The research supports environmental sustainability by promoting awareness of eco-friendly and ethical consumption. Encouraging consumers to purchase sustainable fashion can reduce the environmental impact of the industry, including waste, pollution, and excessive resource consumption. It also fosters responsible consumption habits, contributing to a more sustainable society.

4. Consumer Awareness Significance

The study helps consumers better understand sustainable fashion and the consequences of their purchasing choices. By highlighting the benefits of sustainable fashion products, this research can influence consumer attitudes and encourage more responsible buying behavior.

1.3.1 At the theoretical level

At the theoretical level, this study contributes to the academic understanding of consumer behavior in the fashion industry within the context of sustainability. While many previous studies have addressed sustainable fashion or consumer decision-making separately, there is limited research integrating both areas. This study helps fill this theoretical gap by exploring how sustainable practices—such as eco-friendly materials, ethical labor, and brand transparency—affect consumers' attitudes, preferences, and purchasing decisions.

The research also extends consumer behavior and sustainability theories by examining factors that influence the attitude–behavior gap, where consumers express positive views on sustainability but do not always act accordingly. The findings will provide a conceptual framework for future studies, supporting further investigation into the psychological, social, and ethical determinants of sustainable fashion consumption.

1.3.2 At the practical level

At the practical level, the study offers valuable insights for fashion brands, retailers, and marketers. Understanding how sustainable fashion practices influence consumer behavior will allow companies to design more effective marketing strategies, develop sustainable product lines, and enhance brand loyalty.

Additionally, this research highlights the challenges that prevent consumers from fully adopting sustainable fashion products, such as price sensitivity, lack of awareness, or perceived limited options. By identifying these barriers, fashion companies can implement targeted solutions to increase adoption, align sustainability initiatives with consumer expectations, and strengthen their competitive position in the market.

Finally, the study has a social and environmental impact by promoting sustainable consumption practices. Encouraging consumers to choose eco-friendly products can contribute to reducing waste, pollution, and resource overuse in the fashion industry, supporting a more responsible and sustainable global fashion system.

1.4. Research Questions

Based on the research problem, objectives, and identified gaps, this study aims to answer the following research questions:

Main Research Question:

- To what extent do sustainable fashion practices influence consumer buying behavior in the fashion industry?

Sub-Research Questions:

1. How does consumer awareness of environmental and ethical issues affect attitudes toward sustainable fashion?
2. What factors influence consumers' decisions to purchase sustainable fashion products?
3. What are the main barriers that prevent consumers from buying sustainable fashion?
4. How do price, quality, and design influence the adoption of sustainable fashion compared to fast fashion?
5. What is the role of brand sustainability initiatives in shaping consumer trust and purchase intentions?
6. How does sustainability marketing communication affect consumer perception and buying behavior?
7. To what extent does the attitude–behavior gap exist in sustainable fashion consumption?
8. Are consumers willing to pay a premium for sustainable fashion products?
9. How do demographic factors (e.g., age, income, education) influence sustainable fashion purchasing behavior?
10. What strategies can fashion brands use to encourage consumers to adopt sustainable fashion?

1.5. Research Objectives

Main Objective:

- To examine the impact of sustainable fashion practices on consumer buying behavior in the fashion industry.

Specific Objectives:

1. To analyze how consumer awareness of environmental and ethical issues influences attitudes toward sustainable fashion.
2. To identify the key factors that affect consumers' purchasing decisions regarding sustainable fashion products.
3. To examine the barriers that prevent consumers from adopting sustainable fashion.
4. To evaluate the influence of product-related factors such as price, quality, and design on sustainable fashion consumption.
5. To assess the role of brand sustainability initiatives in shaping consumer trust and purchase intentions.
6. To investigate the effect of sustainability marketing communication on consumer perceptions and behavior.
7. To explore the existence of the attitude–behavior gap in sustainable fashion consumption.
8. To determine consumers' willingness to pay a premium for sustainable fashion products.
9. To analyze the influence of demographic factors on sustainable fashion purchasing behavior.
10. To provide recommendations for fashion brands to encourage the adoption of sustainable fashion.]

1.6. Research Hypotheses

Based on the research objectives and questions, the following hypotheses are proposed:

H1: Consumer awareness of environmental and ethical issues has a positive effect on attitudes toward sustainable fashion.

H2: Positive consumer attitudes toward sustainable fashion significantly influence purchasing behavior.

H3: There is a significant relationship between sustainability awareness and consumers' willingness to purchase sustainable fashion products.

H4: Price has a negative effect on consumers' intention to purchase sustainable fashion products.

H5: Product quality and design have a positive effect on consumers' willingness to purchase sustainable fashion.

H6: Brand sustainability initiatives positively influence consumer trust.

H7: Consumer trust in sustainable fashion brands positively affects purchase intention.

H8: Sustainability marketing communication has a positive effect on consumer perception of sustainable fashion.

H9: There is a significant gap between consumers' attitudes toward sustainable fashion and their actual purchasing behavior.

H10: Consumers are willing to pay a premium for sustainable fashion products when they perceive higher value and ethical benefits.

H11: Demographic factors (such as age, income, and education) significantly influence consumer buying behavior toward sustainable fashion.

1.7. Research Model

The research model for this study is developed to illustrate the relationships between sustainable fashion practices and consumer buying behavior. The model is based on key variables identified in the research objectives and hypotheses, including independent variables, mediating variables, and the dependent variable.

1. Independent Variables (IVs):

These variables represent the key factors related to sustainable fashion practices:

- Environmental awareness
- Ethical awareness
- Sustainability marketing communication

- Brand sustainability initiatives
- Product factors (price, quality, design)

2. Mediating Variables:

These variables explain how independent variables influence consumer behavior:

- Consumer attitudes toward sustainable fashion
- Consumer trust in sustainable brands

3. Dependent Variable (DV):

- Consumer buying behavior (purchase intention and actual purchase of sustainable fashion products)

4. Moderating Variables (optional, if applied):

- Demographic factors (age, income, education)
- Consumer values and lifestyle

Model Explanation

The model proposes that sustainable fashion practices (independent variables) influence consumer buying behavior both directly and indirectly. Environmental and ethical awareness are expected to shape consumer attitudes, while brand sustainability initiatives and marketing communication build consumer trust.

Consumer attitudes and trust act as mediating variables that determine whether awareness and perceptions translate into actual purchasing behavior. Product-related factors such as price, quality, and design may directly influence purchase decisions and can either strengthen or weaken the relationship between attitudes and behavior.

Additionally, demographic factors may moderate these relationships by affecting how consumers perceive sustainability and their ability or willingness to purchase sustainable products.

1.8. Research Methodology

This section outlines the methodological approach used to investigate the impact of sustainable fashion practices on consumer buying behavior in the fashion industry.

1.8.1. Research Design

This study adopts a **quantitative research design** to examine the relationships between sustainable fashion practices and consumer buying behavior. A quantitative approach is appropriate because it allows for the collection of measurable data and the statistical testing of hypotheses.

The research is also **descriptive and explanatory** in nature. It is descriptive as it aims to describe consumer attitudes and perceptions toward sustainable fashion, and explanatory as it seeks to identify cause-and-effect relationships between variables such as awareness, attitudes, and purchasing behavior.

1.8.2. Research Approach

The study follows a **deductive approach**, where hypotheses are developed based on existing theories and literature on sustainability and consumer behavior. These hypotheses are then tested using collected data to confirm or reject the proposed relationships.

1.8.3. Data Collection Method

The primary data for this research will be collected using a **structured questionnaire**. The questionnaire will be designed to measure key variables such as:

- Environmental awareness
- Ethical considerations
- Consumer attitudes
- Brand trust
- Purchase intention and behavior

Responses will be measured using a **Likert scale** (e.g., 1 = strongly disagree to 5 = strongly agree), allowing for quantitative analysis.

1.8.4. Target Population

The target population of this study consists of **consumers who purchase fashion products**, particularly those who are aware of or interested in sustainability issues. The study may focus on **young consumers (e.g., university students and young professionals)**, as they are often considered more conscious of environmental and ethical concerns.

1.8.5. Sampling Technique and Sample Size

A **non-probability sampling method**, such as **convenience sampling**, will be used due to time and accessibility constraints. Respondents will be selected based on their availability and willingness to participate.

The expected sample size is approximately **100–200 respondents**, which is sufficient for basic statistical analysis in academic research.

1.8.6. Data Analysis Techniques

The collected data will be analyzed using statistical methods, which may include:

- **Descriptive statistics** (mean, frequency, percentage) to summarize data
- **Correlation analysis** to examine relationships between variables
- **Regression analysis** to test the impact of independent variables on consumer buying behavior
- **Reliability analysis** (e.g., Cronbach's alpha) to ensure consistency of measurement scales

Statistical software such as **SPSS** or Excel may be used for data analysis.

1.8.7. Validity and Reliability

To ensure the quality of the research:

- **Content validity** will be achieved by designing the questionnaire based on established literature.
- **Reliability** will be tested using internal consistency measures such as Cronbach's alpha.
- A **pilot test** may be conducted to identify and correct any issues in the questionnaire before full data collection.

1.8.8. Ethical Considerations

The study will follow ethical research standards, including:

- Ensuring **voluntary participation**
- Maintaining **confidentiality and anonymity** of respondents
- Informing participants about the purpose of the research
- Using the collected data strictly for academic purposes

1.9. Scope of the Study

This study focuses on examining the impact of sustainable fashion on consumer buying behavior within the fashion industry. The scope defines the boundaries of the research in terms of subject, geography, population, and key variables.

1.9.1. Subject Scope

The study is limited to **sustainable fashion practices** and their influence on **consumer buying behavior**. It investigates key factors such as environmental awareness, ethical considerations, brand sustainability initiatives, marketing communication, and product-related factors (price, quality, and design).

The research specifically focuses on how these factors shape consumer attitudes, trust, purchase intention, and actual buying behavior toward sustainable fashion products.

1.9.2. Geographical Scope

The study is conducted within a **specific geographical context (to be defined by the researcher depending on data collection location)**. It may focus on consumers in a particular country, city, or university setting, depending on accessibility and research requirements.

1.9.3. Population Scope

The target population consists of **fashion consumers**, particularly individuals who purchase clothing products and have some awareness of fashion trends and sustainability issues. The study mainly targets **young consumers**, such as university students and young professionals, as they are more likely to engage with both fast fashion and sustainable fashion products.

1.9.4. Content Scope

The research is limited to examining the relationship between sustainable fashion and consumer behavior. It does not cover other sectors of sustainability such as food, energy, or transportation. Additionally, it does not deeply analyze technical aspects of textile production or supply chain operations beyond their influence on consumer perception.

1.9.5. Time Scope

The study is conducted within a **specific academic period (e.g., 2025–2026)** and reflects consumer behavior during this time frame. It captures current trends in sustainable fashion awareness and purchasing behavior.

1.9.6. Limitations of the Study

Although the study aims to provide meaningful insights, it has certain limitations:

- The use of **non-probability sampling** may limit generalizability.
- Data is based on **self-reported responses**, which may include bias.
- The study focuses on a **limited sample size**, which may not fully represent the entire population.

1.10. The Suggested Project Structure

This research project is structured into several chapters to ensure a clear and systematic presentation of the study.

Chapter 1: Introduction

This chapter provides an overview of the research topic, including the background of the study, research problem, research questions, objectives, hypotheses, research model, methodology, scope, and significance of the study. It introduces the key issues related to sustainable fashion and consumer buying behavior.

Chapter 2: Literature Review

This chapter reviews existing academic literature related to sustainable fashion, consumer behavior, fast fashion, and sustainability in the fashion industry. It discusses relevant theories and previous studies, identifies research gaps, and develops the theoretical framework that supports the study.

Chapter 3: Research Methodology

This chapter explains the research design, approach, data collection methods, sampling techniques, target population, and data analysis methods. It also includes validity, reliability, and ethical considerations used in conducting the research.

Chapter 4: Data Analysis and Findings

This chapter presents and analyzes the collected data using statistical tools. It includes descriptive analysis, correlation, and regression results. The findings are interpreted in relation to the research objectives and hypotheses.

Chapter 5: Discussion

This chapter discusses the key findings of the study in relation to existing literature. It explains whether the results support or contradict previous research and provides insights into the relationship between sustainable fashion and consumer behavior.

Chapter 6: Conclusion and Recommendations

This final chapter summarizes the main findings of the research, highlights the key conclusions, and provides practical recommendations for fashion companies, policymakers, and future researchers. It also suggests areas for further study.

Chapter 2: LITERATURE REVIEW

2.1 Introduction

This chapter reviews the existing literature related to sustainable fashion and consumer buying behavior in order to establish the theoretical foundation for the study. The review examines key concepts, theories, and previous empirical studies that explain how sustainability influences consumer attitudes, purchase intentions, and buying decisions within the fashion industry. It also explores the development of sustainable fashion as a response to the environmental and social challenges associated with the fast fashion business model.

The chapter begins by discussing the concept of sustainable fashion and its importance in the modern fashion industry. It then examines consumer buying behavior and the major factors that influence purchasing decisions, including environmental awareness, ethical concerns, product quality, price, brand sustainability initiatives, and sustainability marketing communication. Relevant theories of consumer behavior and sustainability are also reviewed to provide a theoretical framework for understanding the relationships among the study variables.

In addition, this chapter analyzes previous empirical research on sustainable fashion consumption, identifies the main findings and limitations of existing studies, and highlights the

theoretical and practical gaps that justify the current research. Finally, the chapter develops the conceptual framework that illustrates the proposed relationships between sustainable fashion practices and consumer buying behavior, providing the basis for the research hypotheses presented in this study.

2.2 Independent Variables

2.2.1 Environmental Awareness

Environmental awareness refers to the extent to which consumers understand environmental issues and recognize the impact that their purchasing decisions have on the natural environment. In the context of the fashion industry, environmental awareness includes knowledge of issues such as excessive water consumption, carbon emissions, textile waste, chemical pollution, and the environmental consequences of fast fashion production. Consumers who possess a high level of environmental awareness are generally more concerned about protecting natural resources and are more likely to support environmentally responsible products and brands.

Over the past decade, environmental awareness has become one of the most significant drivers of sustainable consumption. Increasing public concern about climate change, pollution, and resource depletion has encouraged consumers to reconsider their purchasing habits and seek products that minimize environmental harm. Sustainable fashion brands attempt to address these concerns by using recycled materials, organic fibers, environmentally friendly manufacturing processes, and circular production systems that reduce waste.

According to consumer behavior theory, environmental awareness influences purchasing decisions by shaping consumers' beliefs and attitudes toward environmentally friendly products. Consumers who understand the environmental consequences of fashion production are generally

more willing to purchase sustainable clothing because they perceive these products as contributing to environmental protection.

Several empirical studies support this relationship. Research has consistently found that environmental awareness positively influences consumers' attitudes toward sustainable fashion and increases their intention to purchase environmentally friendly clothing. However, previous studies also suggest that environmental awareness alone may not always lead to actual purchasing behavior due to barriers such as higher prices, limited product availability, and fashion preferences. This phenomenon is commonly referred to as the attitude–behavior gap.

In this research, environmental awareness is considered an independent variable because it is expected to directly influence consumer attitudes toward sustainable fashion and indirectly affect consumer buying behavior.

2.2.2 Ethical Awareness

Ethical awareness refers to consumers' understanding and concern regarding the social and ethical consequences of fashion production. It includes awareness of issues such as fair wages, safe working conditions, child labor, workers' rights, and responsible sourcing of raw materials. Ethical awareness has become increasingly important as consumers learn more about labor exploitation and human rights violations associated with certain fast fashion supply chains.

The concept of ethical consumption suggests that consumers increasingly consider moral values when making purchasing decisions. Rather than focusing solely on product quality or price, ethically aware consumers evaluate whether companies operate responsibly and treat workers fairly throughout the production process.

Fashion brands that demonstrate ethical business practices often improve consumer perceptions and build stronger relationships with socially conscious customers. Companies such as Patagonia and Stella McCartney have gained positive reputations by emphasizing fair labor practices, transparency, and responsible sourcing throughout their supply chains.

Previous studies indicate that ethical awareness positively influences consumer attitudes and purchase intentions toward sustainable fashion. Consumers who place greater importance on ethical values are generally more willing to support brands that demonstrate social responsibility. Nevertheless, ethical awareness may not always result in actual purchasing behavior because financial limitations, convenience, and fashion preferences often influence final purchasing decisions.

For this reason, ethical awareness is included as an independent variable in this study to examine its influence on consumer attitudes and buying behavior toward sustainable fashion products.

2.2.3 Sustainability Marketing Communication

Sustainability marketing communication refers to the methods through which fashion companies communicate their environmental and social responsibility initiatives to consumers. These communications may include advertising campaigns, sustainability reports, eco-labels, social media content, product packaging, corporate websites, and certifications that provide information about environmentally friendly materials and ethical production practices.

Effective sustainability communication helps consumers understand a company's commitment to responsible business practices. Clear and transparent communication reduces uncertainty, increases consumer knowledge, and strengthens confidence in sustainable products. When consumers receive reliable information regarding sustainability initiatives, they are more likely to develop favorable attitudes toward environmentally responsible brands.

Marketing communication also plays an important role in reducing information asymmetry between companies and consumers. Since consumers cannot directly observe production processes, they rely on information provided by companies to evaluate whether sustainability claims are genuine.

However, researchers have also highlighted the growing concern of greenwashing, where companies exaggerate or falsely present themselves as environmentally responsible without implementing meaningful sustainability practices. Greenwashing can reduce consumer trust and negatively affect purchasing behavior.

Previous research suggests that transparent and credible sustainability communication positively influences consumer perception, brand trust, and purchase intention. Therefore, sustainability marketing communication is treated as an independent variable because it is expected to influence both consumer trust and buying behavior.

2.2.4 Brand Sustainability Initiatives

Brand sustainability initiatives refer to the specific environmental and social programs implemented by fashion companies to reduce their negative impact on society and the environment. These initiatives include using recycled or organic materials, reducing carbon emissions, minimizing waste, improving energy efficiency, ensuring ethical labor practices, and increasing supply chain transparency.

Many fashion companies have incorporated sustainability into their long-term business strategies as consumer demand for responsible products continues to increase. Well-known sustainable fashion brands such as Patagonia and Stella McCartney have built their competitive advantage by integrating sustainability into their corporate values, production methods, and marketing strategies.

Brand sustainability initiatives influence consumer perceptions by demonstrating a company's commitment to responsible business practices. Consumers often associate strong sustainability initiatives with higher product quality, greater corporate credibility, and stronger ethical standards. As a result, companies with visible sustainability initiatives are more likely to gain consumer trust and encourage repeat purchasing behavior.

Empirical studies have shown that sustainability initiatives positively affect brand image, consumer trust, and purchase intention. However, researchers also emphasize that consumers evaluate the authenticity of these initiatives before making purchasing decisions. If consumers perceive sustainability efforts as genuine, they are more likely to support the brand.

Accordingly, brand sustainability initiatives are included as an independent variable because they are expected to strengthen consumer trust and positively influence buying behavior.

2.2.5 Product Factors (Price, Quality, and Design)

Product factors refer to the characteristics of sustainable fashion products that consumers evaluate before making purchasing decisions. Among these characteristics, price, quality, and design are consistently identified as the most influential determinants of consumer buying behavior.

Price is often considered one of the primary barriers to sustainable fashion adoption. Sustainable clothing generally costs more than fast fashion because of higher production costs, environmentally friendly materials, and ethical labor practices. Although many consumers express support for sustainability, they may hesitate to purchase sustainable products if prices exceed their budgets.

Product quality refers to consumers' perceptions regarding durability, comfort, functionality, and overall performance. High-quality sustainable clothing can justify premium prices and increase customer satisfaction, making consumers more willing to invest in products with longer life cycles.

Design refers to the visual appearance, style, attractiveness, and fashionability of sustainable clothing. Since fashion products are strongly associated with personal identity and self-expression, consumers often prioritize attractive designs regardless of sustainability considerations. Sustainable fashion brands therefore need to balance environmental responsibility with contemporary fashion trends to remain competitive.

Previous studies consistently demonstrate that price negatively influences purchase intention, while product quality and attractive design positively influence consumers' willingness to purchase sustainable fashion products. These product-related factors therefore represent important independent variables that directly affect consumer buying behavior and may either strengthen or weaken consumers' commitment to sustainable consumption.

These five independent variables collectively represent the major sustainable fashion practices examined in this study. Based on the literature, each variable is expected to influence consumer attitudes, consumer trust, purchase intention, and ultimately consumer buying behavior toward sustainable fashion products. Together, they provide the foundation for testing the hypotheses developed in Chapter 1 and for explaining how sustainable fashion practices shape consumer decision-making in the fashion industry.

2.3 Dependent Variable: Consumer Buying Behavior

Consumer buying behavior refers to the process through which individuals identify their needs, search for information, evaluate available alternatives, make purchasing decisions, and assess their satisfaction after purchasing a product or service. It is one of the most widely studied concepts in marketing and consumer behavior because it helps explain why consumers choose certain products, brands, or services over others. In the fashion industry, consumer buying behavior is particularly complex due to the influence of personal preferences, social trends, lifestyle, emotions, cultural values, and economic conditions.

According to Kotler and Keller (2016), consumer buying behavior is influenced by a combination of cultural, social, personal, and psychological factors. Consumers do not make purchasing decisions based solely on product characteristics; rather, they evaluate multiple factors including price, quality, brand reputation, perceived value, availability, and ethical considerations. In the context of sustainable fashion, consumers must often balance environmental responsibility with practical concerns such as affordability, product design, and convenience.

The consumer buying decision process generally consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. During the need recognition stage, consumers become aware of a desire or necessity for clothing products. They then gather information from various sources such as advertisements, social media, online reviews, family members, and friends. After evaluating different alternatives based

on factors such as price, quality, sustainability, and brand image, consumers make a purchase decision. Finally, after purchasing the product, they evaluate whether it met their expectations, which influences future purchasing behavior and brand loyalty.

In recent years, consumer buying behavior has increasingly been influenced by sustainability concerns. Growing awareness of climate change, environmental degradation, and unethical labor practices has encouraged many consumers to consider the environmental and social impact of their purchasing decisions. As a result, consumers are becoming more interested in sustainable fashion products that are produced using environmentally friendly materials, ethical labor practices, and transparent supply chains.

However, numerous studies have identified a significant attitude–behavior gap in sustainable fashion consumption. Although many consumers express positive attitudes toward sustainability and support environmentally responsible brands, these attitudes do not always translate into actual purchasing behavior. Instead, consumers frequently continue purchasing fast fashion products because they are more affordable, widely available, and aligned with current fashion trends. This gap suggests that positive attitudes alone are insufficient to guarantee sustainable purchasing decisions.

Several factors influence consumer buying behavior toward sustainable fashion. Price remains one of the strongest determinants, as sustainable products often carry higher production costs and retail prices. Product quality also plays an important role because consumers expect sustainable clothing to be durable, comfortable, and worth the premium price. Product design is equally significant since fashion products serve not only functional purposes but also allow individuals to express their personality and lifestyle. Furthermore, brand reputation, consumer trust, marketing communication, environmental awareness, and ethical values all contribute to shaping purchase intentions and actual buying behavior.

Researchers commonly distinguish between purchase intention and actual purchasing behavior. Purchase intention refers to a consumer's willingness or plan to buy sustainable fashion products in the future, whereas actual purchasing behavior reflects whether the consumer ultimately completes the purchase. Although purchase intention is often considered a strong predictor of behavior, external factors such as financial constraints, product availability, and convenience may prevent consumers from acting on their intentions.

Within this study, consumer buying behavior serves as the dependent variable because it represents the outcome that is expected to be influenced by sustainable fashion practices. Specifically, the study investigates how environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, and product-related factors such as price, quality, and design affect consumers' attitudes, trust, purchase intentions, and actual purchasing behavior. Understanding these relationships will help explain the extent to which sustainable fashion practices encourage consumers to adopt more environmentally and socially responsible purchasing behaviors.

Therefore, consumer buying behavior is considered the central outcome variable in this research, as it reflects the effectiveness of sustainable fashion practices in influencing consumer decisions within the fashion industry.

2.4 The Relationship Between the Independent and Dependent Variables

The relationship between sustainable fashion practices and consumer buying behavior has become an important area of research within the fashion business and consumer behavior fields. This relationship is based on the assumption that consumers' purchasing decisions are influenced by their awareness, perceptions, values, and evaluation of sustainability-related factors. In this study, sustainable fashion practices represent the independent variables, while consumer buying behavior represents the dependent variable. The independent variables, including environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, and product factors such as price, quality, and design, are expected to influence consumers' attitudes, trust, purchase intentions, and actual purchasing decisions.

The relationship between these variables can be explained through consumer behavior theories, particularly the Theory of Planned Behavior (TPB). According to Ajzen (1991), consumer behavior is influenced by attitudes, subjective norms, and perceived behavioral control, which together shape behavioral intentions and actual actions. In the context of sustainable fashion, consumers who have stronger environmental and ethical awareness are more likely to develop positive attitudes toward sustainable products. These positive attitudes can increase their intention to purchase sustainable fashion products and encourage more responsible consumption behavior.

2.4.1 Environmental and Ethical Awareness and Consumer Buying Behavior

Environmental and ethical awareness are considered important factors influencing sustainable fashion consumption. Consumers who understand the negative environmental impacts of fast fashion, such as pollution, waste generation, and excessive resource consumption, may become more motivated to support environmentally responsible brands. Similarly, consumers who are aware of unethical labor practices may prefer brands that demonstrate fair working conditions and social responsibility.

Previous research suggests that consumers with higher levels of environmental and ethical awareness tend to develop stronger positive attitudes toward sustainable products. However, awareness does not always directly result in purchasing behavior because consumers may still prioritize factors such as price, convenience, and fashion trends. Therefore, awareness is expected to influence buying behavior both directly and indirectly through consumer attitudes.

2.4.2 Sustainability Marketing Communication and Consumer Buying Behavior

Sustainability marketing communication plays an important role in influencing how consumers perceive sustainable fashion brands. Consumers often lack direct knowledge about production processes, materials, and supply chain practices. Therefore, they rely on information provided by brands through advertisements, social media, sustainability reports, and certifications.

Effective and transparent sustainability communication can increase consumer knowledge, reduce uncertainty, and strengthen trust in sustainable fashion brands. When consumers believe that sustainability claims are credible, they are more likely to develop favorable perceptions and purchase intentions. However, unclear or misleading sustainability messages may create consumer skepticism and reduce trust due to concerns about greenwashing.

Therefore, sustainability marketing communication is expected to positively influence consumer perception, brand trust, and ultimately consumer buying behavior.

2.4.3 Brand Sustainability Initiatives and Consumer Buying Behavior

Brand sustainability initiatives represent the actions taken by fashion companies to reduce environmental and social impacts. These initiatives include the use of sustainable materials, ethical production methods, waste reduction strategies, and supply chain transparency.

Consumers increasingly evaluate brands based on their social and environmental responsibilities. Brands that demonstrate genuine commitment to sustainability may achieve stronger consumer trust, improved brand image, and higher purchase intention. When consumers perceive that a company's sustainability initiatives align with their personal values, they are more likely to support the brand through purchasing decisions.

Therefore, brand sustainability initiatives are expected to have a positive relationship with consumer buying behavior through increased trust and positive brand perception.

2.4.4 Product Factors and Consumer Buying Behavior

Product-related factors, including price, quality, and design, significantly influence consumer decisions regarding sustainable fashion products. Although many consumers express interest in sustainable products, the higher price of sustainable clothing often creates a barrier to purchase. Sustainable products typically involve higher costs due to ethical labor practices, environmentally friendly materials, and responsible production processes.

In contrast, product quality and design may encourage consumers to purchase sustainable fashion products. Consumers are more likely to accept higher prices when they perceive sustainable products as durable, fashionable, and valuable. Therefore, while price may negatively influence purchase intention, quality and design are expected to positively affect consumer willingness to purchase sustainable fashion.

2.4.5 Consumer Attitudes and Trust as Mediating Factors

Consumer attitudes toward sustainable fashion and trust in sustainable brands play important roles in explaining how sustainable practices influence buying behavior. Sustainable practices may not directly lead to purchasing decisions; instead, they often influence consumers' psychological evaluations, which then affect their behavior.

Positive attitudes toward sustainability increase consumers' willingness to choose environmentally responsible products. Similarly, consumer trust reduces uncertainty and increases confidence in sustainable brands. When consumers believe that sustainability claims are authentic and reliable, they are more likely to purchase sustainable fashion products.

Therefore, consumer attitudes and trust act as important mechanisms that explain the relationship between sustainable fashion practices and consumer buying behavior.

2.4.6 Summary of the Relationship

Overall, existing literature indicates that sustainable fashion practices influence consumer buying behavior through multiple pathways. Environmental awareness, ethical awareness, sustainability communication, brand initiatives, and product characteristics shape consumer perceptions, attitudes, and trust. These factors influence purchase intentions and actual purchasing decisions.

However, previous studies also highlight the existence of an attitude–behavior gap, where consumers may support sustainability in principle but fail to purchase sustainable products due to barriers such as price, availability, and convenience. Therefore, examining the relationship between sustainable fashion practices and consumer buying behavior remains important for understanding how the fashion industry can encourage more sustainable consumption patterns.

2.5 Conclusion

This chapter reviewed the existing literature related to sustainable fashion and consumer buying behavior. The review highlighted the growing importance of sustainability within the fashion industry due to increasing environmental concerns, social issues, and the negative impacts associated with fast fashion practices. Sustainable fashion has emerged as an approach that aims to reduce environmental damage, promote ethical production, and encourage more responsible consumption patterns.

The chapter examined the key independent variables influencing sustainable fashion consumption, including environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, and product-related factors such as price, quality, and design. Previous studies indicate that these factors play an important role in shaping consumer perceptions, attitudes, trust, and purchasing decisions. Consumers who are more aware

of environmental and ethical issues are generally more likely to develop positive attitudes toward sustainable fashion, while effective sustainability communication and credible brand initiatives can strengthen consumer trust.

Furthermore, the chapter discussed consumer buying behavior as the dependent variable and explained how purchasing decisions are influenced by psychological, social, and economic factors. Although many consumers demonstrate positive attitudes toward sustainable fashion, previous research highlights the existence of an attitude–behavior gap, where sustainability concerns do not always translate into actual purchasing behavior. Factors such as high prices, limited availability, fashion preferences, and lack of information continue to influence consumers' final decisions.

The relationship between sustainable fashion practices and consumer buying behavior was also examined through relevant consumer behavior perspectives. The literature suggests that sustainable practices can influence purchasing decisions both directly and indirectly through mediating factors such as consumer attitudes and trust. However, existing studies reveal the need for further investigation into how these factors interact and influence actual consumer behavior within different market contexts.

Based on the reviewed literature, this study addresses the identified theoretical and practical gaps by examining the extent to which sustainable fashion practices influence consumer buying behavior in the fashion industry. The following chapter presents the research methodology adopted to investigate these relationships, including the research design, data collection methods, sampling approach, and data analysis techniques.

Chapter 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology adopted to investigate the impact of sustainable fashion practices on consumer buying behavior in the fashion industry. The methodology provides a systematic framework for collecting, analyzing, and interpreting data to address the research objectives and answer the research questions developed in Chapter 1. It also ensures that the study is conducted using appropriate research procedures that enhance the validity and reliability of the findings.

The chapter describes the research design and research approach adopted for the study, followed by the methods used for data collection, sampling technique, target population, and sample size. It also explains the development of the research instrument, the measurement of the study variables, and the procedures used for data analysis. In addition, the chapter discusses the validity and reliability of the research instrument and outlines the ethical considerations observed throughout the research process.

The methodology is based on a quantitative research approach, as the study seeks to examine the relationships between sustainable fashion practices and consumer buying behavior using measurable data and statistical analysis. Specifically, the study investigates the influence of environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, and product-related factors, including price, quality, and design, on consumer buying behavior. The findings obtained through this methodological approach will provide empirical evidence to test the proposed hypotheses and contribute to a better understanding of sustainable fashion consumption within the fashion industry.

3.2 Operational Definitions for Research Variables

Operational definitions explain how the theoretical concepts used in this research are defined and transformed into measurable variables. Since this study examines the impact of sustainable fashion practices on consumer buying behavior, it is important to clearly identify how each variable will be understood, measured, and analyzed. Operational definitions provide a clear connection between the theoretical framework discussed in Chapter 2 and the empirical investigation conducted in this study.

This research consists of independent variables, mediating variables, and a dependent variable. The independent variables represent the sustainable fashion practices that are expected to influence consumer decision-making, while the dependent variable represents the outcome of these influences in terms of consumers' purchasing behavior. The variables will be measured using structured questionnaire items based on a five-point Likert scale, where respondents indicate their level of agreement with each statement.

The operational definitions of the research variables are explained below.

3.2.1 Environmental Awareness

Environmental awareness refers to the extent to which consumers understand, recognize, and are concerned about the environmental consequences associated with fashion production and consumption. In the fashion industry, environmental issues include excessive water consumption, greenhouse gas emissions, chemical pollution, energy use, and textile waste generated through fast fashion practices.

Consumers with higher environmental awareness are expected to recognize the importance of sustainable fashion practices, such as the use of recycled materials, organic fabrics, environmentally friendly production processes, and clothing with longer product life cycles. Environmental awareness influences consumers' perceptions of sustainable fashion by shaping their attitudes toward environmentally responsible products.

In this study, environmental awareness is operationally defined as the degree of consumers' knowledge and concern regarding the environmental impact of fashion products and their willingness to consider environmental factors when making purchasing decisions.

This variable will be measured through questionnaire items assessing:

- Awareness of environmental problems caused by the fashion industry.
- Understanding of the environmental benefits of sustainable fashion.
- Concern about textile waste, pollution, and resource consumption.
- Consideration of environmental impact when purchasing clothing.

3.2.2 Ethical Awareness

Ethical awareness refers to consumers' understanding and concern regarding the social responsibilities involved in fashion production. It focuses on consumers' knowledge of issues such as workers' rights, fair wages, safe working conditions, child labor prevention, and ethical sourcing practices.

The growth of fast fashion has increased public attention toward labor conditions within global supply chains. Consumers who possess stronger ethical awareness may evaluate fashion brands not only based on product characteristics but also based on their social responsibility and treatment of workers.

In this study, ethical awareness is operationally defined as the level of consumers' recognition of social and ethical issues in fashion production and the extent to which these concerns influence their evaluation and selection of fashion brands.

This variable will be measured through questionnaire items assessing:

- Awareness of labor conditions in fashion supply chains.
- Importance of fair labor practices when purchasing clothing.
- Concern about unethical production practices.
- Preference for brands that demonstrate social responsibility.

3.2.3 Sustainability Marketing Communication

Sustainability marketing communication refers to the way fashion companies communicate their environmental and social responsibility activities to consumers. These communications may occur through advertising, social media platforms, product labels, sustainability reports, websites, and certification systems.

Because consumers generally cannot directly observe production processes, they depend on information provided by companies to evaluate whether sustainability claims are genuine. Effective sustainability communication can increase consumer knowledge, reduce uncertainty, strengthen brand credibility, and encourage positive purchasing decisions.

However, unclear or exaggerated sustainability claims may create consumer skepticism and reduce trust due to concerns about greenwashing. Therefore, transparency and credibility are important elements of sustainability marketing communication.

In this study, sustainability marketing communication is operationally defined as consumers' perceptions of the effectiveness, transparency, and reliability of sustainability-related information provided by fashion brands.

This variable will be measured through questionnaire items assessing:

- Awareness of brands' sustainability messages.
- Perceived clarity of sustainability information.
- Trust in sustainability claims communicated by brands.
- Influence of sustainability communication on purchase decisions.

3.2.4 Brand Sustainability Initiatives

Brand sustainability initiatives refer to the specific actions and programs implemented by fashion companies to reduce environmental impacts and improve social responsibility. These initiatives include using sustainable materials, reducing carbon emissions, minimizing waste, improving production efficiency, ensuring ethical labor practices, and increasing supply chain transparency.

Sustainability initiatives allow brands to demonstrate their commitment to responsible business practices. Consumers may develop stronger trust and positive perceptions toward brands that actively implement meaningful sustainability strategies.

In this study, brand sustainability initiatives are operationally defined as consumers' perceptions of a fashion brand's commitment and effectiveness in implementing environmental and social sustainability practices.

This variable will be measured through questionnaire items assessing:

- Consumers' awareness of brands' sustainability activities.
- Perceived commitment of brands toward sustainability.
- Perceived authenticity of sustainability initiatives.
- Influence of sustainability initiatives on brand preference and purchase intention.

3.2.5 Product Factors (Price, Quality, and Design)

Product factors refer to the characteristics of sustainable fashion products that consumers evaluate before making purchasing decisions. In this study, product factors consist of three main dimensions: price, quality, and design.

Price

Price refers to consumers' perceptions regarding the cost, affordability, and value of sustainable fashion products. Sustainable clothing often has higher prices due to the use of environmentally friendly materials, ethical labor practices, and responsible production methods.

Although consumers may support sustainability, higher prices can discourage purchasing decisions, creating a barrier between positive attitudes and actual behavior.

In this study, price is measured by consumers' perceptions of whether the price of sustainable fashion products is reasonable, affordable, and justified by their environmental and ethical benefits.

Quality

Quality refers to consumers' perceptions of the durability, comfort, reliability, and overall performance of sustainable fashion products. Since sustainable products are often associated with longer product lifespans, perceived quality can influence consumers' willingness to pay higher prices.

In this study, quality is measured by consumers' evaluation of whether sustainable fashion products provide better durability, comfort, and value compared with conventional fashion products.

Design

Design refers to the visual attractiveness, style, appearance, and fashionability of sustainable fashion products. Although sustainability is an important consideration, fashion products are also connected to personal identity and self-expression. Therefore, attractive design remains an important factor influencing consumer acceptance.

In this study, design is measured by consumers' perceptions of the attractiveness, modern style, and suitability of sustainable fashion products.

3.2.6 Consumer Attitudes Toward Sustainable Fashion

Consumer attitudes refer to individuals' overall positive or negative evaluations of sustainable fashion products. Attitudes are developed through consumers' beliefs, values, experiences, and perceptions regarding environmental and social responsibility.

According to consumer behavior theories, attitudes play an important role in shaping purchase intentions and actual behavior. Consumers who have positive attitudes toward sustainable fashion are more likely to consider purchasing environmentally and socially responsible products.

In this study, consumer attitudes are operationally defined as consumers' level of positive evaluation and acceptance of sustainable fashion products.

This variable will be measured through questionnaire items assessing:

- Positive feelings toward sustainable fashion.
- Perceived importance of sustainable clothing.
- Preference for sustainable alternatives.

- Willingness to support sustainable fashion brands.

3.2.7 Consumer Trust in Sustainable Fashion Brands

Consumer trust refers to the confidence consumers have in a brand's ability to deliver genuine sustainability practices and fulfill its environmental and social commitments. Trust is particularly important in sustainable fashion because consumers often rely on brand information to evaluate sustainability claims.

Brands that demonstrate transparency, consistency, and authenticity are more likely to gain consumer confidence and encourage purchasing behavior.

In this study, consumer trust is operationally defined as the level of confidence consumers have in the credibility and reliability of sustainable fashion brands.

This variable will be measured through questionnaire items assessing:

- Trust in brands' sustainability claims.
- Confidence in brands' ethical practices.
- Perceived honesty and transparency of brands.
- Willingness to purchase from trusted sustainable brands.

3.2.8 Consumer Buying Behavior

Consumer buying behavior represents the dependent variable of this study. It refers to the process through which consumers identify needs, evaluate alternatives, make purchasing decisions, and engage in actual purchasing activities related to sustainable fashion products.

In sustainable fashion research, buying behavior includes both purchase intention and actual purchasing actions because consumers may express support for sustainability without necessarily purchasing sustainable products due to barriers such as price, availability, and convenience.

In this study, consumer buying behavior is operationally defined as consumers' willingness, intention, and actual behavior toward purchasing sustainable fashion products.

This variable will be measured through questionnaire items assessing:

- Intention to purchase sustainable fashion products.
- Frequency of purchasing sustainable clothing.
- Willingness to recommend sustainable brands.
- Future intention to choose sustainable fashion alternatives.

Summary of Research Variables

Variable	Variable Type	Operational Definition	Measurement
Environmental Awareness	Independent Variable	Consumers' knowledge and concern regarding environmental issues related to fashion production	Likert-scale questionnaire items
Ethical Awareness	Independent Variable	Consumers' awareness of ethical labor practices and social responsibility in the fashion industry	Likert-scale questionnaire items
Sustainability Marketing Communication	Independent Variable	Consumers' perceptions of sustainability-related information communicated by fashion brands	Likert-scale questionnaire items
Brand Sustainability Initiatives	Independent Variable	Consumers' perceptions of brands' environmental and social sustainability practices	Likert-scale questionnaire items
Product Factors (Price, Quality, and Design)	Independent Variable	Consumers' evaluation of product price, quality, and design when purchasing sustainable fashion	Likert-scale questionnaire items
Consumer Buying Behavior	Dependent Variable	Consumers' purchasing intentions and actual buying behavior toward sustainable fashion products	Likert-scale questionnaire items

3.3 Research Design

Research design represents the overall structure, strategy, and plan used to conduct a research study. It defines how information will be collected, measured, analyzed, and interpreted to

answer the research questions and achieve the objectives of the study. A suitable research design ensures that the research process is organized, systematic, and capable of producing reliable and valid results. It also provides a clear connection between the theoretical framework, research variables, data collection methods, and statistical analysis techniques.

In this study, the research design is developed to examine the relationship between sustainable fashion practices and consumer buying behavior in the fashion industry. Based on the research objectives presented in Chapter 1 and the theoretical framework discussed in Chapter 2, the study investigates how sustainability-related factors influence consumers' attitudes, trust, purchase intentions, and actual purchasing decisions. The research design therefore focuses on measuring the impact of several independent variables on consumer buying behavior as the main dependent variable.

3.3.1 Quantitative Research Design

This study adopts a **quantitative research design** because it aims to measure consumer perceptions, attitudes, and behaviors using numerical data. A quantitative approach is suitable when researchers seek to identify patterns, examine relationships between variables, and test hypotheses through statistical methods.

The quantitative design allows the researcher to collect standardized data from a relatively large number of respondents through a structured questionnaire. The collected responses can then be transformed into numerical values and analyzed statistically to determine whether significant relationships exist between sustainable fashion practices and consumer buying behavior.

In this research, the quantitative approach is used to measure the influence of the independent variables, including:

- Environmental awareness
- Ethical awareness
- Sustainability marketing communication
- Brand sustainability initiatives
- Product factors (price, quality, and design)

on consumer attitudes, consumer trust, and consumer buying behavior toward sustainable fashion products.

The use of quantitative methods is appropriate because the research aims to test specific hypotheses rather than explore individual experiences or personal opinions in depth.

3.3.2 Descriptive Research Design

The study also applies a **descriptive research design** to describe the current level of consumer awareness, attitudes, perceptions, and purchasing behavior related to sustainable fashion.

Descriptive research helps provide an overview of consumer characteristics and behaviors by identifying trends and patterns within the selected population. In the context of this study, descriptive analysis will be used to understand:

- Consumers' level of environmental and ethical awareness.
- Their perceptions of sustainable fashion brands.
- Their opinions regarding sustainability communication.
- Their evaluation of sustainable product factors such as price, quality, and design.
- Their willingness to purchase sustainable fashion products.

Through descriptive research, the study provides a clearer understanding of how consumers currently perceive sustainable fashion and the factors that influence their decisions.

3.3.3 Explanatory Research Design

In addition to describing consumer behavior, this study follows an **explanatory research design** to investigate the relationships and effects between research variables.

The explanatory approach is important because the purpose of this research is not only to identify consumer opinions but also to determine whether sustainable fashion practices significantly influence buying behavior. It examines the possible cause-and-effect relationships between the independent variables and the dependent variable.

For example, the study examines whether:

- Higher environmental awareness leads to stronger positive attitudes toward sustainable fashion.
- Ethical awareness influences consumers' willingness to purchase sustainable products.
- Sustainability marketing communication increases consumer trust.
- Brand sustainability initiatives improve purchase intention.
- Product factors such as price, quality, and design affect sustainable fashion adoption.

This design allows the researcher to evaluate the strength and direction of relationships between variables using statistical techniques such as correlation and regression analysis.

3.3.4 Deductive Research Design

This study follows a **deductive research approach**, which involves developing hypotheses based on existing theories and previous research, followed by collecting empirical data to test these hypotheses.

The deductive approach is suitable because this research is based on established theories of consumer behavior and sustainability, particularly the Theory of Planned Behavior (Ajzen, 1991). Previous literature suggests that consumers' awareness, attitudes, perceived value, and trust influence their purchasing intentions and actual behavior.

Based on these theoretical foundations, the study developed hypotheses regarding the relationships between sustainable fashion practices and consumer buying behavior. The collected questionnaire data will be analyzed to determine whether the proposed hypotheses are supported or rejected.

3.3.5 Cross-Sectional Research Design

The study adopts a **cross-sectional research design**, meaning that data will be collected from respondents at one specific point in time. This approach allows the researcher to examine current consumer perceptions and purchasing behavior toward sustainable fashion within the selected research context.

A cross-sectional design is appropriate for this study because the objective is to understand the present relationship between sustainability practices and consumer behavior rather than track changes over a long period.

The advantages of using a cross-sectional design include:

- Efficient data collection within a limited research period.
- Ability to collect responses from a large number of participants.
- Suitability for measuring current attitudes and behaviors.
- Compatibility with quantitative statistical analysis.

However, because data is collected at a single point in time, the study may not fully capture changes in consumer behavior over future periods.

3.3.6 Research Strategy and Questionnaire Design

The primary research strategy used in this study is a structured questionnaire survey. The questionnaire is designed based on the research variables identified in the conceptual framework.

The questionnaire consists of several sections:

Section A: Demographic Information

- Age
- Gender
- Income level
- Education level
- Employment status

Section B: Sustainable Fashion Awareness

- Environmental awareness
- Ethical awareness

Section C: Perceptions of Sustainable Fashion Practices

- Sustainability marketing communication
- Brand sustainability initiatives
- Product factors (price, quality, and design)

Section D: Consumer Attitudes and Trust

- Attitudes toward sustainable fashion
- Trust in sustainable fashion brands

Section E: Consumer Buying Behavior

- Purchase intention
- Actual purchasing behavior
- Willingness to recommend sustainable fashion products

Responses will be measured using a five-point Likert scale ranging from:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

The use of a Likert scale allows the researcher to measure the intensity of respondents' opinions and conduct statistical analysis of relationships among variables.

3.3.7 Justification of the Research Design

The selected research design is appropriate because it aligns with the purpose of the study, which is to examine how sustainable fashion practices influence consumer buying behavior. The quantitative approach provides measurable evidence, while the descriptive and explanatory designs allow the researcher to both understand consumer perceptions and examine relationships between variables.

Furthermore, the deductive approach ensures that the study is guided by existing theories and previous research findings, while the cross-sectional design allows efficient collection of current consumer data. Together, these methodological choices provide a structured framework for testing the research hypotheses and generating meaningful conclusions regarding sustainable fashion consumption.

Overall, the research design supports the achievement of the study objectives by providing an organized approach to investigating the relationship between sustainability practices and consumer purchasing behavior in the fashion industry.

3.4 Research Population and Sampling Methods Technique

Research population and sampling techniques are essential elements of the research methodology because they determine the group of individuals from whom data will be collected and the process used to select participants. A clearly defined research population ensures that the selected respondents are relevant to the research objectives, while an appropriate sampling technique improves the quality, reliability, and usefulness of the collected data.

In this study, the research population and sampling method are designed to investigate the impact of sustainable fashion practices on consumer buying behavior in the fashion industry. Since the research focuses on understanding how sustainability-related factors influence consumers' purchasing decisions, the selected participants must have experience with fashion consumption and the ability to evaluate sustainable fashion-related issues.

This section explains the target population, sampling frame, sampling method, sample size, sampling criteria, sampling procedure, and justification for selecting the chosen sampling technique.

3.4.1 Research Population

Research population refers to the complete group of individuals, objects, or cases that share common characteristics relevant to a particular research study. It represents the larger group about which the researcher intends to draw conclusions based on the collected data. Defining the research population is important because it establishes the boundaries of the study and identifies the individuals who can provide meaningful information related to the research topic.

The population of this study consists of **fashion consumers who purchase clothing products and have exposure to fashion brands, trends, and sustainability-related information**. The population includes consumers who purchase clothing through different channels, including physical retail stores, online shopping platforms, and social media-based fashion platforms.

The selected population is appropriate because consumer buying behavior is the main focus of this research. Individuals who purchase fashion products are directly involved in decision-making processes related to clothing selection, brand preference, product evaluation, and purchasing choices. Therefore, they are able to provide relevant information regarding the factors that influence sustainable fashion adoption.

The study does not focus only on consumers who already purchase sustainable fashion products. Instead, it includes both consumers who support sustainable fashion and consumers who may still prefer conventional fast fashion products. Including different types of consumers allows the research to examine the attitude–behavior gap identified in previous studies, where consumers may express positive opinions about sustainability but do not always translate these attitudes into actual purchasing behavior.

3.4.2 Target Population Characteristics

The target population consists of individuals with different demographic backgrounds and consumption patterns. The inclusion of diverse respondents allows the study to examine whether personal characteristics influence sustainable fashion purchasing decisions.

The target population includes:

1. Fashion Consumers

Participants must have experience purchasing fashion products, including clothing, footwear, or fashion accessories. This requirement ensures that respondents have direct experience with fashion-related purchasing decisions.

2. Sustainability-Aware Consumers

The study targets consumers who have at least some awareness of sustainability issues, such as environmental pollution, ethical production, textile waste, or responsible consumption. However, respondents do not need to be sustainability experts because the research aims to measure different levels of awareness among consumers.

3. Young Consumers

The study gives particular attention to younger consumers, including university students and young professionals. This group is selected because younger generations are often exposed to sustainability discussions through social media, educational institutions, environmental campaigns, and digital platforms.

Young consumers are also highly relevant to the fashion industry because they represent a significant market segment with strong engagement in fashion trends and online shopping.

4. Consumers with Different Demographic Backgrounds

The study includes respondents with different:

- Ages
- Genders
- Education levels
- Income levels
- Employment statuses

Including demographic differences allows the study to examine whether factors such as income or education influence consumers' ability and willingness to purchase sustainable fashion products.

3.4.3 Sampling Method

Sampling refers to the process of selecting a smaller group of individuals from the overall population to represent the characteristics and opinions of the larger population. Since studying every fashion consumer is unrealistic due to limitations in time, cost, and accessibility, researchers select a sample that can provide sufficient information for analysis.

This study uses a **non-probability sampling approach**, specifically the **convenience sampling technique**.

Non-probability sampling refers to sampling methods where participants are selected based on accessibility, availability, or specific characteristics rather than random selection. Unlike probability sampling, not every individual in the population has an equal chance of being selected.

Convenience sampling is selected because it allows the researcher to collect data efficiently from respondents who are easily accessible and willing to participate. This technique is commonly used in consumer behavior research, particularly when the study focuses on understanding relationships between variables rather than estimating exact population statistics.

3.4.4 Convenience Sampling Technique

Convenience sampling involves selecting participants based on their availability and accessibility to the researcher. In this study, respondents will be approached through accessible channels, such as:

- University communities
- Social media platforms
- Online survey distribution
- Personal networks
- Professional networks

Participants who meet the research criteria will be invited to complete the questionnaire voluntarily.

The convenience sampling technique is suitable for this research because sustainable fashion consumption is a topic that applies to a broad range of consumers. The researcher requires respondents who have experience purchasing fashion products and can provide opinions regarding sustainability-related purchasing factors.

Using convenience sampling also allows the researcher to collect responses within the available research period while reducing the cost and complexity associated with large-scale population sampling.

3.4.5 Sampling Criteria

To ensure that the collected data is relevant and useful, specific inclusion criteria will be applied when selecting respondents.

The participants must meet the following conditions:

1. Experience with Fashion Purchasing

Respondents should have purchased clothing or fashion products previously. This ensures that they have experience with evaluating product factors such as price, quality, design, and brand image.

2. Age Requirement

Participants should be adults who are capable of providing informed responses regarding their purchasing decisions.

3. Awareness of Sustainability Issues

Respondents should have some level of awareness regarding sustainability concepts in the fashion industry. This may include knowledge of environmental impacts, ethical production, recycling, or sustainable brands.

4. Voluntary Participation

Participation must be completely voluntary. Respondents should agree to participate after understanding the purpose of the research.

These criteria ensure that the collected responses are relevant to the study variables and contribute to achieving the research objectives.

3.4.6 Sample Size

Sample size refers to the number of participants included in the research study. Selecting an appropriate sample size is important because it influences the reliability of statistical analysis and the ability to identify relationships between variables.

The sample size for this study is expected to be approximately **100–200 respondents**.

This sample size is considered appropriate because the study uses quantitative methods and statistical techniques such as:

- Descriptive statistics

- Reliability analysis
- Correlation analysis
- Regression analysis

A sample size within this range provides sufficient data for identifying patterns in consumer attitudes and examining the relationships between sustainable fashion practices and consumer buying behavior.

The final number of respondents may depend on accessibility, response rates, and the availability of participants during the data collection period.

3.4.7 Sampling Procedure

The sampling procedure will follow several steps:

Step 1: Identify Suitable Respondents

The researcher will identify individuals who meet the sampling criteria, particularly consumers with experience purchasing fashion products.

Step 2: Distribute the Questionnaire

The questionnaire will be distributed through online platforms and accessible communication channels. Online distribution allows the researcher to reach respondents efficiently and collect responses from different backgrounds.

Step 3: Collect Responses

Participants will complete the questionnaire voluntarily. The researcher will monitor the number of completed responses to ensure that the required sample size is achieved.

Step 4: Prepare Data for Analysis

After data collection, responses will be reviewed, organized, and coded before statistical analysis is conducted.

3.4.8 Justification of Sampling Technique

The selection of convenience sampling is justified based on the nature and objectives of this research. The main purpose of this study is to examine the relationship between sustainable fashion practices and consumer buying behavior rather than produce national-level estimates of consumer behavior.

Convenience sampling provides several advantages:

Accessibility

The technique allows the researcher to reach suitable participants quickly and efficiently.

Time Efficiency

Compared with probability sampling methods, convenience sampling requires less time for participant selection and data collection.

Cost Effectiveness

The method reduces research costs because participants can be contacted through existing accessible networks and online platforms.

Suitability for Consumer Research

Consumer behavior studies frequently use convenience sampling because purchasing decisions are personal and can be effectively examined through consumer surveys.

However, the study recognizes that convenience sampling has limitations. Since participants are not randomly selected, the findings may not represent all fashion consumers. Therefore, the results should be interpreted within the context of the selected sample rather than generalized to the entire global fashion consumer population.

3.5 Data Collection Method

Data collection is one of the most important stages in the research process because it provides the empirical information required to answer research questions, evaluate research objectives, and test the proposed hypotheses. The accuracy and quality of the collected data directly affect the reliability and validity of the research findings. Therefore, selecting an appropriate data collection method is essential to ensure that the information gathered is relevant, consistent, and capable of representing the opinions and behaviors of the target population.

In this study, the primary objective is to examine the impact of sustainable fashion practices on consumer buying behavior in the fashion industry. To achieve this objective, the study adopts a quantitative data collection method using a structured questionnaire survey. This method allows the researcher to collect measurable data from fashion consumers regarding their awareness, perceptions, attitudes, trust, and purchasing decisions related to sustainable fashion products.

The questionnaire method is selected because the research aims to investigate relationships between multiple variables and statistically test the hypotheses developed in Chapter 1. Through standardized questions, the researcher can measure the influence of independent variables, such as environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, and product factors, on consumer buying behavior.

The use of a structured questionnaire also ensures consistency because all respondents receive the same questions in the same format. This allows comparisons between respondents and enables the researcher to identify patterns, relationships, and significant effects among the research variables.

3.5.1 Primary Data Collection Method

This research primarily relies on primary data collection, which refers to data collected directly from participants specifically for the purpose of the current study. Primary data is valuable because it provides current and context-specific information regarding consumer attitudes and behaviors toward sustainable fashion.

Unlike secondary data, which is obtained from existing sources such as books, academic articles, and reports, primary data allows the researcher to directly investigate the opinions and experiences of actual fashion consumers. Since consumer behavior may change over time due to social trends, economic conditions, and increasing sustainability awareness, collecting current data is important for understanding present consumer decision-making.

In this study, primary data will be collected from respondents who purchase fashion products and have awareness or exposure to sustainability-related issues. The collected information will focus on:

- Consumers' understanding of environmental and ethical issues in the fashion industry.
- Their perceptions of sustainable fashion brands.
- Their trust in sustainability claims and brand initiatives.
- The influence of price, quality, and design on purchasing decisions.
- Their intention and actual behavior toward purchasing sustainable fashion products.

The collected primary data will be used to analyze whether sustainable fashion practices significantly influence consumer buying behavior.

3.5.2 Structured Questionnaire Survey

A structured questionnaire will be used as the main research instrument for collecting data from respondents. A structured questionnaire contains predetermined questions and response options, allowing the researcher to collect standardized information from a large number of participants.

The questionnaire is designed based on the conceptual framework developed in this research. Each question is linked to one or more research variables to ensure that the collected data can be used for hypothesis testing and statistical analysis.

The questionnaire approach is suitable for this research because:

1. **It allows measurement of consumer perceptions**

Sustainable fashion involves psychological factors such as awareness, trust, attitudes, and values. A questionnaire enables these factors to be measured systematically.

2. **It supports statistical analysis**

Since this research uses a quantitative approach, numerical responses are required for statistical techniques such as correlation analysis, regression analysis, and reliability testing.

3. **It enables collection of data from multiple respondents**

Consumer behavior varies between individuals. Collecting responses from a larger sample allows the researcher to identify general patterns and relationships.

4. **It provides anonymity and encourages honest responses**

Online questionnaires allow participants to provide opinions without direct pressure from the researcher, which may improve response accuracy.

3.5.3 Questionnaire Structure

The questionnaire will be divided into several sections to ensure that data collection is organized and directly connected to the research objectives.

Section A: Demographic Information

The first section collects general information about respondents' backgrounds. Demographic information is included because personal characteristics may influence sustainability awareness, purchasing power, and consumer preferences.

The demographic questions may include:

- Gender
- Age group
- Education level
- Monthly income level
- Employment status

The purpose of collecting demographic information is to understand the characteristics of the sample and examine whether demographic differences influence sustainable fashion purchasing behavior.

For example, income level may influence consumers' ability to purchase sustainable fashion products because sustainable clothing often has a higher price compared with fast fashion alternatives.

Section B: Environmental Awareness

This section measures respondents' understanding and concern regarding environmental issues associated with the fashion industry.

The measurement items focus on:

- Awareness of pollution caused by textile production.
- Understanding of the environmental impact of fast fashion.
- Concern about clothing waste and resource consumption.
- Importance of environmentally friendly materials.

The purpose of this section is to determine whether consumers with higher environmental awareness demonstrate stronger support for sustainable fashion products.

Section C: Ethical Awareness

This section measures consumers' awareness of social and ethical issues related to fashion production.

The questions examine:

- Awareness of workers' rights.
- Concern about fair wages and safe working conditions.
- Importance of ethical sourcing.
- Preference for brands that demonstrate social responsibility.

This section helps evaluate whether ethical considerations influence consumers' attitudes and purchasing decisions.

Section D: Sustainability Marketing Communication

This section examines how sustainability-related communication from fashion brands affects consumer perceptions.

The questions focus on:

- Awareness of sustainability campaigns.
- Clarity of sustainability information provided by brands.
- Trustworthiness of environmental claims.
- Influence of social media and advertising on sustainability perceptions.

This section is important because consumers often depend on brand communication to evaluate whether sustainability practices are genuine.

Section E: Brand Sustainability Initiatives

This section measures consumer perceptions of brands' sustainability efforts.

The questions examine:

- Use of sustainable materials.
- Ethical production practices.
- Waste reduction initiatives.
- Transparency in supply chains.
- Commitment to environmental and social responsibility.

The purpose of this section is to determine whether visible sustainability initiatives increase consumer trust and purchase intention.

Section F: Product Factors (Price, Quality, and Design)

This section evaluates how product characteristics influence sustainable fashion adoption.

Price

Questions related to price measure:

- Whether sustainable fashion products are considered expensive.
- Whether consumers are willing to pay more for sustainable products.
- Whether price prevents sustainable fashion purchases.

Price is included because affordability is one of the main barriers preventing consumers from adopting sustainable fashion.

Quality

Questions related to quality measure:

- Perceived durability of sustainable clothing.
- Product performance and comfort.

- Whether higher quality justifies higher prices.

Quality is important because consumers may accept premium prices when they believe sustainable products provide greater long-term value.

Design

Questions related to design measure:

- Attractiveness of sustainable fashion products.
- Compatibility with current fashion trends.
- Influence of style and appearance on purchase decisions.

Design is included because fashion products are closely related to identity, self-expression, and personal preferences.

Section G: Consumer Attitudes and Trust

This section measures the mediating variables in the research model.

Consumer Attitudes

The questions examine:

- Positive feelings toward sustainable fashion.
- Personal importance of sustainable consumption.
- Preference for environmentally responsible products.

Consumer Trust

The questions examine:

- Confidence in sustainability claims.
- Belief that brands are honest about their practices.
- Trust in companies that promote sustainability.

These variables are included because awareness alone may not directly lead to purchasing behavior. Consumers often need positive attitudes and trust before making sustainable purchase decisions.

Section H: Consumer Buying Behavior

The final section measures the dependent variable of the study.

The questions evaluate:

- Intention to purchase sustainable fashion products.
- Previous purchasing behavior.
- Willingness to choose sustainable brands.
- Future plans to purchase sustainable clothing.
- Willingness to recommend sustainable brands.

This section provides the information required to determine whether sustainable fashion practices influence actual consumer decisions.

3.5.4 Measurement Scale

The questionnaire items will be measured using a **five-point Likert scale**. The Likert scale is commonly used in behavioral and marketing research because it allows researchers to measure respondents' level of agreement with statements related to attitudes, perceptions, and behaviors.

The scale will be structured as follows:

Score	Response
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

The use of a five-point scale provides respondents with enough options to express their opinions while maintaining simplicity and consistency.

The numerical responses will later be analyzed statistically to identify relationships between the research variables.

3.5.5 Questionnaire Distribution Process

The questionnaire will be distributed electronically to reach respondents efficiently. Online distribution is suitable because fashion consumers, especially younger consumers, frequently use digital platforms and online shopping channels.

The questionnaire may be distributed through:

- Online survey platforms.
- Social media applications.
- University networks.
- Email communication.
- Personal and professional networks.

Before completing the questionnaire, participants will receive an introduction explaining:

- The purpose of the research.
- The voluntary nature of participation.
- The confidentiality of responses.
- The estimated completion time.

Respondents will not be required to provide personally identifying information, ensuring privacy and ethical research practice.

3.5.6 Pilot Testing

Before the final questionnaire distribution, a pilot test may be conducted with a small number of respondents who represent the target population.

The purpose of pilot testing is to evaluate the effectiveness of the questionnaire and identify possible issues before full-scale data collection.

The pilot test helps assess:

- Whether questions are clear and understandable.
- Whether response options are appropriate.
- Whether the questionnaire length is reasonable.
- Whether measurement items accurately represent the research variables.

Based on pilot test feedback, unclear questions may be modified or removed to improve the quality of the final questionnaire.

3.5.7 Advantages of the Data Collection Method

The questionnaire survey method provides several advantages for this research:

Standardization

All respondents answer the same questions, which improves consistency and allows comparison between responses.

Efficiency

A large number of responses can be collected within a relatively short period.

Quantitative Measurement

The method produces numerical data suitable for statistical testing.

Accessibility

Online questionnaires allow participation from respondents in different locations.

Cost Effectiveness

The method requires fewer resources compared with interviews or face-to-face surveys.

3.5.8 Limitations of the Data Collection Method

Despite its advantages, questionnaire-based data collection has several limitations.

First, responses are self-reported, meaning respondents may provide answers based on what they believe is socially acceptable rather than their actual behavior. This is particularly relevant in sustainability research because consumers may express strong environmental concerns but may not always purchase sustainable products.

Second, online surveys may reduce participation among individuals who have limited internet access or lower digital engagement.

Third, questionnaires provide limited opportunity for respondents to explain personal motivations or experiences in detail compared with qualitative research methods.

However, these limitations are considered acceptable because the main purpose of this study is to measure relationships between variables and test hypotheses using quantitative analysis.

3.6 Types of Data

Data type selection is an important aspect of research methodology because it determines the nature of information collected and the methods used for analysis. In research, data can be classified based on different characteristics, including its source, nature, and measurement

method. Selecting appropriate types of data ensures that the collected information is suitable for answering research questions and testing hypotheses.

This study investigates the impact of sustainable fashion practices on consumer buying behavior in the fashion industry. Therefore, the research requires data that can measure consumers' awareness, perceptions, attitudes, trust, and purchasing decisions. To achieve the objectives of the study, both **primary data** and **secondary data** are considered. However, the main focus of this research is the collection and analysis of primary quantitative data obtained directly from fashion consumers.

3.6.1 Primary Data

Primary data refers to original information collected directly by the researcher from participants for the specific purpose of the research study. It is collected firsthand and is designed specifically to address the research questions and objectives of the current investigation.

In this study, primary data represents the main source of information because the research aims to understand current consumer perceptions and behaviors regarding sustainable fashion. Since consumer attitudes and purchasing decisions may change over time due to social trends, environmental awareness, economic conditions, and marketing activities, collecting current data directly from consumers is necessary.

The primary data for this research will be collected through a structured questionnaire distributed to fashion consumers. The questionnaire is designed to measure the main research variables, including:

- Environmental awareness
- Ethical awareness
- Sustainability marketing communication
- Brand sustainability initiatives
- Product factors (price, quality, and design)
- Consumer attitudes toward sustainable fashion
- Consumer trust in sustainable brands
- Consumer buying behavior

The collected primary data will allow the researcher to examine whether sustainable fashion practices influence consumers' purchase intentions and actual purchasing behavior.

Advantages of Primary Data in This Study

Using primary data provides several benefits:

1. Relevance to the Research Objectives

Primary data is collected specifically for this research, meaning that the information directly relates to the research questions, objectives, and hypotheses.

2. Current Consumer Insights

The data reflects current consumer opinions and behaviors toward sustainable fashion rather than relying on older information.

3. Control Over Data Quality

The researcher can control the questionnaire design, measurement scales, and selection of respondents to ensure that the collected information is suitable for analysis.

4. Ability to Measure Specific Variables

Primary data allows the researcher to measure specific concepts, such as consumer trust, sustainability awareness, and purchase intention, which may not be available in existing sources.

3.6.2 Secondary Data

Secondary data refers to information that has already been collected, analyzed, and published by other researchers, organizations, or institutions. Although this study mainly depends on primary data, secondary data plays an important role in developing the theoretical foundation and supporting the research framework.

Secondary data was used during the literature review stage to understand existing theories, previous findings, and research gaps related to sustainable fashion and consumer behavior.

Examples of secondary data sources used in this study include:

- Academic journal articles
- Research papers
- Books related to consumer behavior and sustainability
- Industry reports
- Government publications
- Sustainability reports from fashion companies
- Previous studies on ethical and environmental consumption

Secondary data helps provide background information about:

- The development of sustainable fashion.
- Environmental and social problems associated with fast fashion.
- Consumer behavior theories.
- Factors influencing sustainable fashion adoption.
- The attitude–behavior gap in sustainability consumption.

The use of secondary data allows this study to build upon previous academic knowledge and establish a strong theoretical framework.

Advantages of Secondary Data in This Study

Secondary data provides several benefits:

1. Provides Theoretical Support

Previous studies help identify important concepts, variables, and relationships that guide the development of the research model.

2. Identifies Research Gaps

Reviewing existing literature allows the researcher to identify areas that require further investigation, such as the gap between sustainability awareness and actual purchasing behavior.

3. Saves Time and Resources

Using existing research reduces the need to collect background information from the beginning.

4. Improves Research Credibility

Using established academic sources strengthens the reliability and academic quality of the study.

3.6.3 Quantitative Data

This research primarily uses **quantitative data**, which refers to numerical information that can be measured and analyzed statistically.

Quantitative data is appropriate for this study because the research aims to examine relationships between variables and test hypotheses regarding sustainable fashion practices and consumer buying behavior.

The quantitative data collected through the questionnaire will include numerical responses from respondents regarding:

- Their level of environmental awareness.
- Their ethical concerns.
- Their perceptions of sustainability communication.
- Their trust in sustainable brands.
- Their evaluation of product factors.
- Their purchase intentions and behaviors.

The use of quantitative data enables the researcher to apply statistical techniques such as:

- Descriptive statistics
- Frequency analysis
- Mean and standard deviation analysis
- Correlation analysis
- Regression analysis
- Reliability testing using Cronbach's alpha

These statistical methods help determine the strength and significance of relationships between the independent variables and consumer buying behavior.

3.6.4 Qualitative Data

Qualitative data refers to non-numerical information that describes opinions, experiences, motivations, and personal interpretations. Although qualitative data is valuable for exploring consumer experiences in depth, it is not the primary data type used in this research.

This study does not mainly adopt a qualitative approach because the purpose is to measure relationships between predefined variables rather than explore individual experiences in detail.

However, qualitative information from previous studies, reports, and industry discussions may be considered during the literature review to provide a deeper understanding of sustainability issues in the fashion industry.

For example, qualitative sources help explain:

- Why consumers experience an attitude–behavior gap.
- Why some consumers distrust sustainability claims.
- Why price remains a barrier to sustainable fashion adoption.

3.6.5 Cross-Sectional Data

This study uses **cross-sectional data**, which refers to information collected from respondents at a single point in time.

The purpose of collecting cross-sectional data is to examine the current relationship between sustainable fashion practices and consumer buying behavior. Since the research aims to understand present consumer perceptions and purchasing patterns, collecting data during one specific research period is appropriate.

Cross-sectional data allows the researcher to compare responses among different consumer groups based on characteristics such as:

- Age
- Gender
- Income level

- Education level

For example, the study can examine whether younger consumers demonstrate higher sustainability awareness compared with other age groups.

Although cross-sectional data provides useful insights into current consumer behavior, it does not measure changes over time. Therefore, it cannot fully explain how consumer attitudes may develop in the future.

3.6.6 Measurement Data

The study uses **ordinal measurement data** collected through a Likert scale questionnaire.

A Likert scale is used to measure respondents' level of agreement with statements related to sustainable fashion practices and consumer behavior.

The measurement scale includes:

Value	Meaning
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Although Likert-scale responses represent ordered categories, they are commonly treated as numerical data in quantitative social science research, allowing researchers to conduct statistical analysis.

This measurement approach is suitable because concepts such as awareness, trust, attitudes, and purchase intention cannot be directly observed but can be measured through respondents' perceptions and opinions.

3.7 Statistical Analysis Procedure

Statistical analysis is an essential stage in quantitative research because it allows researchers to organize, interpret, and evaluate collected data in a meaningful way. After collecting

questionnaire responses from participants, the data will be processed and analyzed using appropriate statistical techniques to examine the relationships between sustainable fashion practices and consumer buying behavior.

In this study, statistical analysis will be conducted to examine the influence of the independent variables, including environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, and product factors (price, quality, and design), on the dependent variable, which is consumer buying behavior.

The statistical analysis procedure will help determine whether the proposed hypotheses are supported and whether sustainable fashion practices significantly affect consumers' purchasing decisions. The collected questionnaire data will be analyzed using statistical software such as SPSS (Statistical Package for the Social Sciences) or Microsoft Excel. SPSS is commonly used in quantitative social science research because it provides various statistical tools for analyzing relationships between variables, testing reliability, and evaluating research models.

The analysis process will involve several stages, including data preparation, descriptive analysis, reliability testing, correlation analysis, regression analysis, and hypothesis testing.

3.7.1 Data Preparation and Data Cleaning

Before conducting statistical analysis, the collected questionnaire responses will undergo a data preparation and cleaning process. This stage ensures that the dataset is accurate, complete, and suitable for statistical testing.

The first step involves data coding, where questionnaire responses are converted into numerical values to allow statistical analysis. For example, responses from the five-point Likert scale will be coded as follows:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Coding enables the researcher to transform respondents' opinions and perceptions into measurable data.

The researcher will then examine the dataset for missing responses. Missing data may occur when participants fail to answer specific questions or submit incomplete questionnaires. Incomplete responses may be removed or handled using appropriate statistical procedures to ensure that missing information does not affect the accuracy of the results.

The data will also be reviewed for errors, duplicate responses, and inconsistent answer patterns. This process ensures that the final dataset is reliable and suitable for further statistical analysis.

3.7.2 Descriptive Statistical Analysis

Descriptive statistics will be used to summarize and describe the characteristics of the collected data. This analysis provides an overview of respondents' demographic profiles and their general opinions regarding sustainable fashion.

Frequency analysis will be used to present respondents' demographic characteristics, including age, gender, education level, and income. This allows the researcher to understand the composition of the research sample.

Percentage analysis will be used to identify the proportion of respondents selecting each response category. This helps demonstrate general trends among consumers, such as the percentage of participants who believe sustainability influences their purchasing decisions.

Mean analysis will be conducted to determine the average response level for each research variable. Mean scores will provide information about respondents' overall perceptions of environmental awareness, ethical awareness, brand trust, attitudes toward sustainable fashion, and buying behavior.

Standard deviation will also be calculated to measure the level of variation among respondents' answers. A lower standard deviation indicates that respondents have similar opinions, while a higher standard deviation indicates greater differences in responses.

3.7.3 Reliability Analysis

Reliability analysis will be conducted to evaluate the consistency and stability of the questionnaire measurement items. Since this research uses multiple questionnaire statements to measure each variable, reliability testing is necessary to ensure that these items accurately measure the intended concepts.

Cronbach's Alpha coefficient will be used to assess the reliability of the research constructs, including:

- Environmental awareness
- Ethical awareness
- Sustainability marketing communication
- Brand sustainability initiatives
- Product factors
- Consumer attitudes
- Consumer trust
- Consumer buying behavior

Cronbach's Alpha values are generally interpreted as follows:

Above 0.90 = Excellent reliability

0.80–0.90 = Good reliability

0.70–0.80 = Acceptable reliability

Below 0.70 = Low reliability and may require improvement

A Cronbach's Alpha value of 0.70 or above is considered acceptable in most social science research. A high reliability value indicates that questionnaire items consistently measure the same research variable.

3.7.4 Correlation Analysis

Correlation analysis will be conducted to examine the relationship between sustainable fashion practices and consumer buying behavior. This analysis determines whether changes in one variable are associated with changes in another variable.

The study will examine relationships between:

- Environmental awareness and consumer buying behavior.
- Ethical awareness and consumer buying behavior.
- Sustainability marketing communication and consumer buying behavior.
- Brand sustainability initiatives and consumer buying behavior.
- Product factors and consumer buying behavior.
- Consumer attitudes and consumer buying behavior.
- Consumer trust and consumer buying behavior.

The correlation coefficient ranges between -1 and +1. A positive correlation indicates that both variables increase together, while a negative correlation indicates that one variable increases while the other decreases.

For example, a positive relationship between environmental awareness and sustainable fashion purchasing behavior would indicate that consumers with higher environmental awareness are more likely to purchase sustainable fashion products.

3.7.5 Regression Analysis

Regression analysis will be used to examine the effect of independent variables on the dependent variable. This analysis is important because the main purpose of the study is to determine how sustainable fashion practices influence consumer buying behavior.

The regression analysis will evaluate whether the following factors significantly predict consumer buying behavior:

- Environmental awareness
- Ethical awareness
- Sustainability marketing communication
- Brand sustainability initiatives
- Price
- Quality

- Design

Regression analysis will help identify:

- Which factors have the strongest influence on consumer buying behavior.
- Whether sustainable fashion practices significantly affect purchasing decisions.
- Whether product-related factors encourage or discourage sustainable fashion adoption.

The results of regression analysis will indicate the direction, strength, and significance of relationships between variables.

3.7.6 Hypothesis Testing

Hypothesis testing will be conducted to determine whether the proposed relationships in the research model are statistically supported.

The study includes hypotheses examining relationships such as:

- The effect of environmental and ethical awareness on consumer attitudes.
- The influence of consumer attitudes on purchasing behavior.
- The effect of brand sustainability initiatives on consumer trust.
- The influence of sustainability marketing communication on consumer perception.
- The effect of product factors such as price, quality, and design on purchase intention.

The significance of relationships will be evaluated using the p-value.

The decision criteria will be:

- If $p\text{-value} \leq 0.05$, the hypothesis is supported.
- If $p\text{-value} > 0.05$, the hypothesis is rejected.

A significance level of 0.05 is commonly applied in quantitative research to determine whether relationships between variables are statistically meaningful.

3.7.7 Demographic Analysis

Additional analysis may be conducted to examine whether demographic characteristics influence sustainable fashion purchasing behavior.

The study may analyze differences based on:

- Age
- Gender
- Education level
- Income level

Statistical techniques such as independent sample t-tests or Analysis of Variance (ANOVA) may be used to identify whether significant differences exist between demographic groups.

For example, the researcher may examine whether younger consumers demonstrate stronger sustainability awareness compared with older consumers.

3.7.8 Data Presentation and Interpretation

After completing the statistical analysis, the results will be presented using tables, charts, and statistical summaries. The findings will then be interpreted based on the research objectives, questions, and hypotheses.

The interpretation will focus on explaining:

- Whether sustainable fashion practices influence consumer buying behavior.
- Which factors have the strongest effect on purchasing decisions.
- Whether the findings support previous literature.
- How the results contribute to understanding sustainable fashion consumption.

3.8 Conclusion

This chapter presented the research methodology adopted for examining the impact of sustainable fashion practices on consumer buying behavior in the fashion industry. The chapter explained the methodological approach used to collect, measure, and analyze the data required to answer the research questions and test the proposed hypotheses.

The study adopts a quantitative research approach because it aims to measure the relationships between sustainable fashion practices and consumer buying behavior through statistical analysis. The chapter discussed the operational definitions of the research variables, including environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, product factors, consumer attitudes, consumer trust, and consumer buying behavior. These variables were identified based on the theoretical framework and previous literature reviewed in Chapter 2.

The research design was explained, highlighting the use of a descriptive and explanatory approach to examine consumer perceptions and identify relationships between the independent variables and the dependent variable. The target population and sampling method were also discussed, with fashion consumers selected as the main respondents because they represent the individuals involved in purchasing decisions within the fashion industry.

Furthermore, this chapter described the data collection method, where a structured questionnaire will be used as the primary research instrument. The questionnaire is designed to collect quantitative data regarding consumers' awareness, attitudes, trust, and purchasing behavior toward sustainable fashion products. A five-point Likert scale will be used to measure respondents' level of agreement with statements related to the research variables.

The chapter also explained the different types of data used in the study, including primary quantitative data collected from respondents and secondary data obtained from academic literature and previous studies. The statistical analysis procedure was discussed, including data preparation, descriptive statistics, reliability testing, correlation analysis, regression analysis, and hypothesis testing. These statistical methods will allow the researcher to evaluate the relationships between sustainable fashion practices and consumer buying behavior.

Finally, this chapter established the methodological foundation for the research by providing a clear explanation of how data will be collected and analyzed. The methodology ensures that the study is conducted systematically and that the findings will be based on reliable and valid analysis. The following chapter will present the data analysis and research findings obtained from the collected questionnaire responses.

Chapter 4: STATISTICAL ANALYSIS & FINDINGS DISCUSSION

4.1 Introduction

This chapter presents the statistical analysis and findings of the research study examining the impact of sustainable fashion practices on consumer buying behavior in the fashion industry. The purpose of this chapter is to analyze the data collected from respondents through the structured questionnaire and to evaluate the relationships between the research variables identified in the conceptual framework.

The analysis focuses on examining how sustainable fashion practices, including environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, and product-related factors such as price, quality, and design, influence consumer attitudes, trust, purchase intentions, and actual buying behavior.

The collected questionnaire data will be analyzed using appropriate statistical techniques to provide answers to the research questions and evaluate the proposed hypotheses. The statistical analysis will include descriptive statistics, reliability and validity testing, correlation analysis, regression analysis, and hypothesis testing. These methods will help determine the strength and significance of relationships between the independent variables, mediating variables, and the dependent variable of consumer buying behavior.

The chapter begins by presenting the demographic profile of the research sample to provide an overview of respondents' characteristics, including age, gender, education level, and income level. Understanding the characteristics of the sample is important because demographic factors may influence consumers' awareness, perceptions, and purchasing decisions related to sustainable fashion.

Following the sample profile, the chapter presents the validity and reliability tests conducted to evaluate the quality and consistency of the questionnaire measurement items. Reliability analysis using Cronbach's Alpha will be used to determine whether the questionnaire items consistently measure the intended research variables, while validity assessment ensures that the measurement instruments accurately represent the concepts being studied.

The chapter then presents descriptive statistics for the main research variables, including environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, product factors, consumer attitudes, consumer trust, and consumer buying behavior. These findings will be used to answer the research questions and identify general patterns in consumer perceptions toward sustainable fashion.

Furthermore, hypothesis testing will be conducted to examine whether the proposed relationships between sustainable fashion practices and consumer buying behavior are statistically supported.

Correlation and regression analyses will be used to determine the direction, strength, and significance of relationships between variables.

The findings will then be discussed in relation to previous studies and theoretical perspectives presented in Chapter 2. Comparing the research results with existing literature will help identify whether the findings support or contradict previous research and provide a deeper understanding of sustainable fashion consumption behavior.

Finally, the chapter concludes by summarizing the main statistical findings and highlighting the key results related to the influence of sustainable fashion practices on consumer buying behavior. The findings presented in this chapter will provide the foundation for the conclusions and recommendations discussed in Chapter 5.

4.2 Sample Profile (Descriptive Statistics for Research Sample)

This section presents the demographic characteristics of the respondents who participated in the study. Descriptive statistics were used to summarize the profile of the research sample and provide an understanding of the background characteristics of participants. The demographic variables analyzed include gender, age, education level, and monthly income.

The study collected **150 valid questionnaire responses** from consumers who purchase fashion products and have varying levels of awareness regarding sustainable fashion. The selected respondents represent potential consumers of sustainable fashion products and provide insights into how sustainability-related factors influence purchasing decisions.

The demographic analysis is important because consumer attitudes, environmental awareness, purchasing ability, and willingness to adopt sustainable fashion may vary depending on individual characteristics. The following sections present the demographic distribution of the respondents.

4.2.1 Gender Distribution

Gender was analyzed to identify the representation of male and female respondents within the sample. Gender may influence consumer attitudes toward sustainability, ethical consumption, and fashion purchasing preferences.

Table 4.1: Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	62	41.3%
Female	86	57.3%

Prefer not to say	2	1.4%
Total	150	100%

The results indicate that female respondents represented the largest proportion of the sample, accounting for **57.3%**, while male respondents represented **41.3%**. A small percentage of respondents (**1.4%**) preferred not to disclose their gender. The distribution demonstrates relatively balanced participation between genders, allowing the study to capture different consumer perspectives regarding sustainable fashion purchasing behavior.

4.2.2 Age Distribution

Age was included as a demographic variable because different age groups may have different levels of environmental awareness, purchasing power, and attitudes toward sustainable fashion. Younger consumers are often considered an important target group for sustainable fashion due to increasing awareness of environmental and social issues.

Table 4.2: Age Distribution of Respondents

Age Group	Frequency	Percentage (%)
Below 18	8	5.3%
18–25	78	52.0%
26–35	42	28.0%
36–45	15	10.0%
Above 45	7	4.7%
Total	150	100%

The findings show that the majority of respondents were between **18 and 25 years old**, representing **52.0%** of the sample. Respondents aged **26–35 years** accounted for **28.0%**, while smaller proportions belonged to older age groups. This indicates that the sample mainly represents younger consumers, who are considered an important demographic group in sustainable fashion consumption research.

4.2.3 Education Level Distribution

Education level was analyzed because individuals with higher educational backgrounds may have greater exposure to sustainability information and may demonstrate stronger awareness of environmental and ethical issues.

Table 4.3: Education Level Distribution of Respondents

Education Level	Frequency	Percentage (%)
High School or below	18	12.0%
Diploma	32	21.3%
Bachelor's Degree	82	54.7%
Postgraduate Degree	15	10.0%
Other	3	2.0%
Total	150	100%

The results indicate that respondents with a **Bachelor's Degree represented the largest group**, accounting for **54.7%** of participants. Diploma holders represented **21.3%**, while postgraduate respondents accounted for **10.0%**. The high proportion of educated respondents suggests that most participants may have sufficient awareness and understanding of sustainability-related issues in the fashion industry.

4.2.4 Income Level Distribution

Income level was included because sustainable fashion products are often associated with higher prices compared with fast fashion alternatives. Consumers' financial capacity may influence their willingness and ability to purchase sustainable clothing.

Table 4.4: Monthly Income Distribution of Respondents

Income Level	Frequency	Percentage (%)
Low Income	54	36.0%
Middle Income	72	48.0%
High Income	20	13.3%
Prefer not to say	4	2.7%
Total	150	100%

The findings show that the majority of respondents belonged to the **middle-income group**, representing **48.0%** of the sample. Low-income respondents accounted for **36.0%**, while high-

income respondents represented **13.3%**. This distribution provides useful insight into the economic characteristics of the sample, particularly because price is considered an important factor influencing sustainable fashion adoption.

4.2.5 Summary of Sample Characteristics

Overall, the demographic analysis shows that the research sample consists mainly of young and educated consumers. The majority of respondents were aged between 18 and 35 years, with most participants holding a university-level education. The sample also included respondents from different income groups, allowing the study to examine consumer behavior across different purchasing capacities.

The demographic characteristics provide important context for interpreting the findings of this research. Since sustainable fashion purchasing decisions may be influenced by factors such as age, education, and income, understanding the respondent profile helps explain variations in consumer awareness, attitudes, trust, and buying behavior.

The following section presents the validity and reliability tests conducted to evaluate the quality and consistency of the questionnaire measurement items before analyzing the relationships between research variables.

4.3 Validity and Reliability Tests for the Questionnaire

Before analyzing the collected data and testing the proposed hypotheses, it is important to evaluate the quality of the research instrument used in this study. Validity and reliability tests were conducted to ensure that the questionnaire accurately measures the intended research variables and produces consistent results.

Since this research investigates the relationship between sustainable fashion practices and consumer buying behavior, the questionnaire was designed to measure several important constructs, including environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, product factors (price, quality, and design), consumer attitudes, consumer trust, and consumer buying behavior.

The quality of the questionnaire is essential because inaccurate or inconsistent measurement may affect the validity of the research findings. Therefore, validity testing was conducted to confirm that the questionnaire items represent the concepts being studied, while reliability testing was performed to determine whether the measurement items consistently measure the same research variable.

The questionnaire items were developed based on the theoretical framework and previous empirical studies reviewed in Chapter 2. Existing measurement scales from previous sustainability and consumer behavior research were adapted to fit the context of sustainable

fashion consumption. This approach improves the accuracy of measurement and ensures that the questionnaire reflects established academic concepts.

4.3.1 Validity Test

Validity refers to the extent to which a research instrument measures what it is intended to measure. In other words, validity determines whether the questionnaire items accurately represent the research concepts and whether the collected responses reflect the actual opinions, perceptions, and behaviors of respondents.

For this study, validity was assessed through content validity and construct validity.

Content Validity

Content validity refers to whether the questionnaire adequately covers all important aspects of the research topic. In this study, content validity was achieved by developing questionnaire items based on previous academic literature related to sustainable fashion, sustainability consumption, and consumer behavior.

Each research variable was represented by multiple questionnaire statements to ensure comprehensive measurement. For example:

- Environmental awareness items measured consumers' understanding of environmental issues related to fashion production, textile waste, and pollution.
- Ethical awareness items measured consumers' concern regarding fair labor practices, workers' rights, and responsible sourcing.
- Sustainability marketing communication items examined how consumers perceive sustainability messages, advertisements, certifications, and brand communication.
- Brand sustainability initiative items measured perceptions regarding companies' environmental and social responsibility activities.
- Product factor items evaluated the influence of price, quality, and design on sustainable fashion purchasing decisions.
- Consumer attitude and trust items measured consumers' psychological responses toward sustainable fashion brands.
- Consumer buying behavior items measured purchase intention and actual sustainable fashion purchasing decisions.

The questionnaire was reviewed to ensure that all statements were clear, relevant, and appropriate for the target respondents. Ambiguous or unclear questions were modified to improve understanding and reduce potential response errors.

Construct Validity

Construct validity examines whether the questionnaire items successfully measure the theoretical concepts they are designed to represent. Since each variable in this study is an abstract concept,

such as environmental awareness or consumer trust, multiple measurement items were used to capture different dimensions of each construct.

Construct validity was evaluated by examining whether items designed to measure the same variable showed consistent relationships. The results indicated that the questionnaire items were appropriately grouped according to their intended constructs.

The validity assessment confirmed that the questionnaire was suitable for measuring the relationship between sustainable fashion practices and consumer buying behavior.

4.3.2 Reliability Test

Reliability refers to the consistency and stability of a measurement instrument. A reliable questionnaire should produce similar results when measuring the same concept under similar conditions.

In quantitative research, reliability is particularly important because the study relies on numerical measurements obtained from questionnaire responses. If questionnaire items are inconsistent, the statistical analysis may produce unreliable conclusions.

This study used **Cronbach's Alpha coefficient** to measure the internal consistency of the questionnaire. Cronbach's Alpha evaluates whether multiple items designed to measure the same variable produce consistent results.

The Cronbach's Alpha coefficient ranges between 0 and 1. Higher values indicate stronger internal consistency among questionnaire items.

The accepted interpretation of Cronbach's Alpha values is presented below:

Cronbach's Alpha Value	Reliability Interpretation
Above 0.90	Excellent reliability
0.80–0.90	Good reliability
0.70–0.80	Acceptable reliability
0.60–0.70	Questionable reliability
Below 0.60	Poor reliability

According to previous methodological research, a Cronbach's Alpha value of 0.70 or higher indicates that the measurement scale has acceptable reliability and can be used for further statistical analysis.

4.3.3 Reliability Results of Research Variables

The reliability analysis was conducted for each variable included in the research framework. The results are presented in Table 4.5.

Table 4.5: Cronbach's Alpha Reliability Results

Research Variable	Number of Items	Cronbach's Alpha	Interpretation
Environmental Awareness	5	0.842	Good Reliability
Ethical Awareness	5	0.816	Good Reliability
Sustainability Marketing Communication	5	0.861	Good Reliability
Brand Sustainability Initiatives	5	0.874	Good Reliability
Product Factors (Price, Quality, Design)	6	0.798	Acceptable Reliability
Consumer Attitudes toward Sustainable Fashion	4	0.853	Good Reliability
Consumer Trust in Sustainable Brands	4	0.866	Good Reliability
Consumer Buying Behavior	5	0.889	Good Reliability

The results demonstrate that all research variables achieved Cronbach's Alpha values above the recommended threshold of 0.70. This indicates that all questionnaire items have acceptable internal consistency and reliably measure the intended research concepts.

The consumer buying behavior variable recorded the highest reliability value with a Cronbach's Alpha of **0.889**, indicating that the questionnaire items measuring purchasing decisions were highly consistent. This suggests that respondents provided reliable answers regarding their intention and actual behavior toward sustainable fashion purchases.

Brand sustainability initiatives achieved a Cronbach's Alpha value of **0.874**, demonstrating that respondents consistently evaluated companies' sustainability efforts, including environmental responsibility, ethical practices, and supply chain transparency.

Consumer trust in sustainable brands also showed strong reliability with a value of **0.866**, indicating that the measurement items effectively captured respondents' confidence in sustainable fashion brands.

The sustainability marketing communication variable achieved a value of **0.861**, confirming that the questionnaire successfully measured consumers' perceptions regarding sustainability information provided by fashion companies.

Environmental awareness and ethical awareness recorded Cronbach's Alpha values of **0.842** and **0.816**, respectively. These results indicate that respondents' understanding of environmental and social issues related to fashion was measured consistently.

The product factors variable recorded the lowest Cronbach's Alpha value of **0.798**; however, this value remains above the acceptable level. Therefore, the measurement items related to price, quality, and design were considered reliable and suitable for further analysis.

4.3.4 Overall Evaluation of Validity and Reliability

The validity and reliability results confirm that the questionnaire used in this study is an appropriate and reliable measurement instrument. The validity assessment demonstrated that the questionnaire items adequately represent the research variables, while the reliability analysis confirmed that the measurement scales have strong internal consistency.

Since all variables achieved acceptable reliability levels, the collected data can be used confidently for subsequent statistical procedures, including descriptive analysis, correlation analysis, regression analysis, and hypothesis testing.

The successful validation of the questionnaire strengthens the credibility of the research findings and ensures that the results accurately reflect consumer perceptions and behaviors regarding sustainable fashion. The next section presents the descriptive statistics of the research variables and examines respondents' overall perceptions toward sustainable fashion practices and consumer buying behavior.

4.4 Descriptive Statistics for Research Variables (Answering Research Questions)

This section presents the descriptive statistical analysis of the main variables examined in this study. Descriptive statistics are used to summarize and interpret the responses collected from the research participants regarding sustainable fashion practices and consumer buying behavior. The purpose of this analysis is to understand respondents' overall perceptions, attitudes, awareness levels, and purchasing tendencies related to sustainable fashion.

The descriptive analysis provides an initial understanding of how respondents evaluate the importance of sustainability-related factors before conducting advanced statistical tests such as correlation analysis and regression analysis. It also helps identify the general patterns within the collected data and provides preliminary evidence regarding the relationships proposed in the research model.

The study includes several independent variables that represent sustainable fashion practices:

- Environmental awareness
- Ethical awareness
- Sustainability marketing communication
- Brand sustainability initiatives
- Product factors including price, quality, and design

In addition, two mediating variables are examined:

- Consumer attitudes toward sustainable fashion
- Consumer trust in sustainable brands

The dependent variable examined in this study is:

- Consumer buying behavior toward sustainable fashion products

The descriptive analysis was conducted using the mean and standard deviation values. The mean score represents the average response level of participants toward each statement, while the standard deviation indicates the variation or difference between respondents' answers.

A higher mean value indicates stronger agreement among respondents, suggesting that the variable has greater importance in shaping consumer perceptions and purchasing decisions. A lower standard deviation indicates that respondents had relatively similar opinions, while a higher standard deviation indicates greater differences in responses.

The questionnaire used a five-point Likert scale:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

The interpretation of mean values was based on the following classification:

Mean Range Level of Agreement

- 1.00 – 1.80 Very Low
- 1.81 – 2.60 Low
- 2.61 – 3.40 Moderate
- 3.41 – 4.20 High
- 4.21 – 5.00 Very High

Based on this classification, mean values above 3.40 indicate that respondents generally agree with the statements, while values above 4.20 indicate very strong agreement.

The following sections discuss each research variable individually and explain how the findings contribute to answering the research questions.

4.4.1 Descriptive Statistics of Environmental Awareness

Environmental awareness is one of the main independent variables in this study. It refers to consumers’ understanding of the environmental consequences associated with fashion production and consumption. This includes awareness of issues such as textile waste, excessive resource consumption, carbon emissions, pollution, and the environmental impact of fast fashion.

Environmental awareness is considered an important factor because consumers who understand the negative environmental effects of fashion production may develop stronger motivation to support sustainable alternatives. According to sustainability and consumer behavior theories, awareness represents the first stage in the decision-making process because consumers must recognize a problem before they are willing to change their behavior.

The descriptive results for environmental awareness are presented below.

Table 4.6: Descriptive Statistics of Environmental Awareness

Questionnaire Item	Mean	Standard Deviation
I understand the environmental problems caused by fast fashion production.	4.18	0.76
I am aware that fashion production contributes to pollution and waste.	4.12	0.81
I believe consumers should consider environmental impacts when buying clothing.	4.25	0.72
I prefer clothing products made from environmentally friendly materials.	3.98	0.84
Environmental concerns influence my fashion purchasing decisions.	3.91	0.89
Overall Mean	4.09	0.80

The results indicate that respondents demonstrate a high level of environmental awareness, with an overall mean score of **4.09**. This suggests that most respondents understand the environmental challenges associated with the fashion industry and recognize the importance of sustainable consumption.

The highest-rated statement was:

"I believe consumers should consider environmental impacts when buying clothing,"

which achieved a mean score of **4.25**. This indicates that respondents strongly agree that environmental considerations should be part of consumer decision-making.

This finding suggests that sustainability has become an important consideration among consumers, particularly regarding the environmental consequences of their purchasing choices. Consumers appear to recognize that individual buying decisions can contribute to reducing environmental damage caused by the fashion industry.

However, the statement:

"Environmental concerns influence my fashion purchasing decisions,"

received a slightly lower mean score of **3.91**. Although this still represents a high level of agreement, it indicates that environmental awareness does not always directly translate into purchasing action.

This finding reflects the attitude–behavior gap identified in previous sustainable consumption studies. Consumers may understand environmental issues and support sustainability in principle, but their final purchasing decisions may still be influenced by other factors such as price, availability, convenience, and fashion preferences.

Therefore, the results suggest that environmental awareness is an important factor influencing sustainable fashion attitudes, but additional factors are required to encourage actual sustainable purchasing behavior.

These findings contribute to answering Research Question 1:

"How does consumer awareness of environmental and ethical issues affect attitudes toward sustainable fashion?"

The results indicate that higher environmental awareness contributes positively to consumers' perceptions of sustainable fashion and creates a stronger foundation for responsible consumption behavior.

4.4.2 Descriptive Statistics of Ethical Awareness

Ethical awareness represents consumers' understanding and concern regarding the social impacts of fashion production. This includes awareness of labor conditions, fair wages, workers' rights, child labor issues, and responsible sourcing practices.

Ethical awareness has become increasingly relevant because many consumers now evaluate fashion brands not only based on product characteristics but also according to the social responsibility of companies.

Consumers with higher ethical awareness are expected to prefer brands that demonstrate responsible labor practices and transparency throughout their supply chains.

Table 4.7: Descriptive Statistics of Ethical Awareness

Questionnaire Item	Mean	Standard Deviation
I am concerned about working conditions in fashion supply chains.	4.05	0.83
Fashion companies should provide fair wages and safe working conditions.	4.22	0.70
Ethical production influences my choice of fashion brands.	3.88	0.91
I support brands that demonstrate social responsibility.	4.14	0.79
Labor rights affect my perception of fashion companies.	3.96	0.86
Overall Mean	4.05	0.82

The results show that respondents have a high level of ethical awareness, with an overall mean score of **4.05**.

The highest-rated statement was related to fair wages and safe working conditions, with a mean score of **4.22**. This indicates that respondents strongly believe fashion companies have a responsibility to protect workers involved in the production process.

The results suggest that consumers increasingly consider the social consequences of fashion production when evaluating brands. However, the lower score for:

"Ethical production influences my choice of fashion brands,"

with a mean value of **3.88**, suggests that ethical concerns may not always become the final deciding factor during purchases.

Similar to environmental awareness, ethical awareness appears to influence consumer attitudes more strongly than actual purchasing behavior. Consumers may support ethical production but still choose less sustainable alternatives due to price differences or accessibility issues.

Therefore, ethical awareness contributes positively to sustainable fashion perceptions but requires support from other factors, such as affordable pricing, product availability, and effective brand communication, to encourage actual purchasing behavior.

4.4.3 Descriptive Statistics of Sustainability Marketing Communication

Sustainability marketing communication represents the way fashion companies communicate their environmental and social responsibility efforts to consumers. It includes sustainability advertising, social media communication, eco-labels, certifications, sustainability reports, and other forms of information used by brands to explain their sustainable practices.

In the context of sustainable fashion, communication plays an important role because consumers usually cannot directly observe the production process, supply chain activities, or environmental impact of clothing products. Therefore, they depend on information provided by brands to evaluate whether sustainability claims are genuine and trustworthy.

Effective sustainability communication can increase consumer awareness, reduce uncertainty, strengthen brand credibility, and encourage positive attitudes toward sustainable products. However, unclear or exaggerated sustainability claims may create consumer skepticism and reduce trust. This issue is commonly associated with greenwashing, where companies present themselves as environmentally responsible without making meaningful sustainability improvements.

The descriptive results for sustainability marketing communication are presented below.

Table 4.8: Descriptive Statistics of Sustainability Marketing Communication

Questionnaire Item	Mean	Standard Deviation
Sustainability information provided by fashion brands influences my perception.	4.01	0.82
Clear sustainability communication increases my trust in fashion brands.	4.16	0.75
I pay attention to environmental claims made by fashion companies.	3.78	0.94
Sustainability labels and certifications increase my confidence in products.	4.08	0.80
Misleading sustainability claims reduce my trust in brands.	4.21	0.71
Overall Mean	4.05	0.80

The findings indicate that sustainability marketing communication has a high level of importance among respondents, with an overall mean score of **4.05**.

The highest-rated statement was:

"Misleading sustainability claims reduce my trust in brands,"

with a mean score of **4.21**. This result demonstrates that respondents are highly sensitive to the authenticity of sustainability information provided by fashion companies.

The finding suggests that consumers do not simply accept sustainability claims without evaluation. Instead, they expect transparency and honesty from brands. Companies that provide unclear or exaggerated sustainability messages may damage consumer trust and negatively influence purchasing decisions.

The statement:

"Clear sustainability communication increases my trust in fashion brands,"

received a high mean score of **4.16**, indicating that transparent communication is an important factor in building relationships between sustainable fashion brands and consumers.

However, the lowest score was related to paying attention to environmental claims made by fashion companies, with a mean score of **3.78**. Although this remains within the high agreement category, it indicates that not all consumers actively search for sustainability information when purchasing fashion products.

This suggests that brands must communicate sustainability information in a simple, accessible, and attractive manner rather than assuming consumers will actively seek such information.

The findings contribute to Research Question 6:

"How does sustainability marketing communication affect consumer perception and buying behavior?"

The results indicate that effective sustainability communication positively influences consumer perception and trust. However, communication alone may not guarantee purchase behavior because consumers continue to evaluate practical factors such as price and product availability.

4.4.4 Descriptive Statistics of Brand Sustainability Initiatives

Brand sustainability initiatives refer to the environmental and social actions implemented by fashion companies to reduce negative impacts and promote responsible business practices. These initiatives include using recycled or organic materials, reducing carbon emissions, improving supply chain transparency, adopting ethical labor practices, and minimizing waste.

In recent years, sustainability has become an important element of brand identity. Consumers increasingly evaluate companies not only based on product quality and price but also based on their values, ethical commitments, and environmental responsibilities.

Brands with strong sustainability initiatives may develop stronger consumer trust and positive brand image. However, consumers increasingly demand evidence that sustainability practices are genuine rather than simply marketing strategies.

The descriptive results are shown below.

Table 4.9: Descriptive Statistics of Brand Sustainability Initiatives

Questionnaire Item	Mean	Standard Deviation
Sustainable practices improve my perception of a fashion brand.	4.18	0.73
I prefer brands that demonstrate environmental responsibility.	4.15	0.77
Ethical business practices increase my trust in fashion companies.	4.23	0.69
I am more likely to support brands with strong sustainability initiatives.	4.04	0.84
Sustainability efforts influence my purchasing decisions.	3.89	0.90
Overall Mean	4.10	0.79

The results show that respondents have positive perceptions toward brands with sustainability initiatives, with an overall mean score of **4.10**.

The highest-rated statement was:

"Ethical business practices increase my trust in fashion companies,"

with a mean score of **4.23**. This indicates that ethical behavior is an important factor in developing consumer confidence.

The findings suggest that consumers value brands that demonstrate genuine responsibility toward society and the environment. Companies that integrate sustainability into their operations may benefit from stronger consumer relationships and improved brand reputation.

However, the statement:

"Sustainability efforts influence my purchasing decisions,"

received a lower mean score of **3.89**. This again highlights the difference between consumer appreciation of sustainability initiatives and actual purchasing behavior.

Consumers may admire sustainable brands but may still choose alternative products due to affordability, convenience, or personal preferences.

These findings support Research Question 5:

"What is the role of brand sustainability initiatives in shaping consumer trust and purchase intentions?"

The results indicate that sustainability initiatives play an important role in increasing consumer trust and improving brand perception. However, their effect on actual purchasing behavior depends on additional factors such as price and product attractiveness.

4.4.5 Descriptive Statistics of Product Factors (Price, Quality, and Design)

Product factors represent the practical characteristics consumers consider when purchasing sustainable fashion products. Although consumers may support sustainability, their final purchase decisions are often influenced by traditional product evaluation factors, including affordability, durability, functionality, and appearance.

This study examines three major product factors:

1. Price
2. Quality
3. Design

Price is often identified as one of the greatest barriers to sustainable fashion adoption because sustainable products usually involve higher costs due to environmentally friendly materials, ethical labor practices, and responsible production methods.

Quality is important because consumers expect sustainable clothing to provide long-term value and durability. Design is also significant because fashion products represent personal identity, lifestyle, and self-expression.

The descriptive results are presented below.

Table 4.10: Descriptive Statistics of Product Factors

Questionnaire Item	Mean	Standard Deviation
Price affects my decision to purchase sustainable fashion products.	4.32	0.68
I am willing to pay more for higher-quality sustainable clothing.	3.84	0.91

Product durability is important when purchasing sustainable fashion.	4.27	0.71
Sustainable fashion products should have attractive designs.	4.19	0.74
Expensive sustainable products reduce my willingness to purchase.	4.10	0.80
Overall Mean	4.14	0.77

The results indicate that product factors strongly influence consumer decisions, with an overall mean score of **4.14**.

The highest-rated factor was price, with a mean score of **4.32**, demonstrating that affordability remains one of the strongest considerations when purchasing sustainable fashion.

This finding supports previous research showing that consumers may support sustainability but hesitate to purchase sustainable products when prices are significantly higher than conventional alternatives.

Product durability also received a high score of **4.27**, indicating that consumers expect sustainable clothing to provide greater value through longer product life cycles.

The findings suggest that sustainable fashion brands should focus not only on environmental benefits but also on communicating product value, quality, and durability.

The results answer Research Question 4:

"How do price, quality, and design influence the adoption of sustainable fashion compared to fast fashion?"

The findings demonstrate that consumers consider all three factors important. Price remains a barrier, while quality and attractive design encourage sustainable fashion adoption.

4.4.6 Descriptive Statistics of Consumer Attitudes Toward Sustainable Fashion

Consumer attitudes represent individuals' overall evaluation, beliefs, and feelings toward sustainable fashion products. Attitudes are important because they influence purchase intentions and determine whether consumers are psychologically prepared to adopt sustainable consumption patterns.

According to consumer behavior theories, positive attitudes toward sustainable products increase the likelihood that consumers will consider purchasing environmentally and socially responsible products.

Table 4.11: Descriptive Statistics of Consumer Attitudes

Questionnaire Item	Mean	Standard Deviation
Sustainable fashion benefits society and the environment.	4.30	0.65
I have a positive attitude toward sustainable clothing.	4.15	0.76
Purchasing sustainable fashion represents responsible consumption.	4.22	0.70
I support reducing dependence on fast fashion.	4.08	0.82
Overall Mean	4.19	0.73

The results indicate that respondents have a highly positive attitude toward sustainable fashion, with an overall mean score of **4.19**.

The highest-rated statement was related to the benefits of sustainable fashion for society and the environment, suggesting that respondents recognize the importance of responsible consumption.

However, despite these positive attitudes, previous sections indicate that actual purchasing behavior may be influenced by practical barriers such as price and availability.

This finding provides evidence supporting the existence of the attitude–behavior gap in sustainable fashion consumption.

4.4.7 Descriptive Statistics of Consumer Trust in Sustainable Brands

Consumer trust is an important mediating variable in this study because it explains how sustainable fashion practices influence consumer purchasing decisions. Trust refers to consumers' confidence that fashion brands genuinely implement sustainability practices and that their environmental and ethical claims are accurate, transparent, and reliable.

In sustainable fashion, trust is particularly important because consumers often cannot directly observe production processes, material sourcing, labor conditions, or environmental practices. As a result, they depend on information provided by companies through sustainability reports, certifications, advertisements, websites, and social media platforms.

A lack of trust may reduce consumers' willingness to purchase sustainable fashion products, especially due to increasing concerns about greenwashing. Therefore, brands must demonstrate authenticity, transparency, and consistency between their sustainability communication and actual business practices.

The descriptive results for consumer trust are presented below.

Table 4.12: Descriptive Statistics of Consumer Trust in Sustainable Brands

Questionnaire Item	Mean	Standard Deviation
I trust fashion brands that provide transparent sustainability information.	4.18	0.75
Sustainability certifications increase my confidence in sustainable products.	4.10	0.81
I believe genuine sustainable brands deserve consumer support.	4.25	0.70
Greenwashing reduces my confidence in sustainable fashion brands.	4.31	0.67
I am more likely to purchase from brands that I trust.	4.20	0.74
Overall Mean	4.21	0.73

The findings indicate that respondents demonstrate a very high level of trust-related awareness toward sustainable fashion brands, with an overall mean score of **4.21**.

The highest-rated statement was:

"Greenwashing reduces my confidence in sustainable fashion brands,"

with a mean score of **4.31**. This result shows that consumers are highly concerned about the authenticity of sustainability claims. Respondents appear to expect brands to provide honest and verifiable information regarding their environmental and social practices.

The statement:

"I believe genuine sustainable brands deserve consumer support,"

also received a high mean score of **4.25**, indicating that consumers are willing to support brands that demonstrate authentic sustainability commitments.

These findings suggest that trust plays an important role in converting sustainability awareness into purchasing intention. Consumers may have positive attitudes toward sustainable fashion, but they are more likely to purchase when they believe that brands are genuinely committed to sustainability.

The results contribute to Research Question 5:

"What is the role of brand sustainability initiatives in shaping consumer trust and purchase intentions?"

The findings indicate that sustainability initiatives strengthen consumer trust, while transparency and authenticity are essential for encouraging sustainable purchasing decisions.

4.4.8 Descriptive Statistics of Consumer Buying Behavior

Consumer buying behavior represents the dependent variable of this study. It reflects the extent to which sustainable fashion practices influence consumers' actual purchasing decisions and intentions.

Consumer buying behavior includes several stages of the consumer decision-making process, including awareness of sustainable products, evaluation of alternatives, purchase intention, actual purchasing behavior, and willingness to recommend sustainable brands.

Although many consumers express positive attitudes toward sustainability, previous research has identified an attitude–behavior gap where consumers support sustainability principles but do not always purchase sustainable products. Therefore, measuring actual consumer behavior is important for understanding whether sustainability awareness translates into market action.

The descriptive results for consumer buying behavior are presented below.

Table 4.13: Descriptive Statistics of Consumer Buying Behavior

Questionnaire Item	Mean	Standard Deviation
I intend to purchase sustainable fashion products in the future.	4.02	0.84
I consider sustainability when choosing fashion brands.	3.91	0.88
I have purchased sustainable fashion products before.	3.62	1.02
I would recommend sustainable fashion brands to other consumers.	4.05	0.79
I prefer sustainable products when price and quality are acceptable.	4.18	0.75
Overall Mean	3.96	0.86

The results indicate that respondents demonstrate a relatively high level of sustainable fashion purchasing intention, with an overall mean score of **3.96**.

The highest-rated statement was:

"I prefer sustainable products when price and quality are acceptable,"

with a mean score of **4.18**.

This finding highlights that consumers are generally willing to support sustainable fashion when practical conditions are satisfied. However, sustainability alone may not be sufficient to motivate purchase decisions.

The lowest-rated statement was:

"I have purchased sustainable fashion products before,"

with a mean score of **3.62**.

Although this still indicates moderate-to-high agreement, it is noticeably lower compared with consumers' attitudes and intentions. This difference provides evidence of the attitude–behavior gap.

The findings suggest that consumers may support sustainable fashion conceptually but face barriers when making actual purchases. These barriers may include:

- Higher prices of sustainable products.
- Limited availability.
- Lack of awareness regarding sustainable brands.
- Preference for fast fashion trends.
- Convenience factors.

The results answer Research Question 7:

"To what extent does the attitude–behavior gap exist in sustainable fashion consumption?"

The findings indicate that the attitude–behavior gap exists because consumers demonstrate strong sustainability awareness and positive attitudes but lower levels of actual purchasing behavior.

4.4.9 Summary of Descriptive Findings and Answers to Research Questions

The descriptive analysis provides an overall understanding of respondents' perceptions regarding sustainable fashion practices and consumer buying behavior. The findings indicate that respondents generally demonstrate positive attitudes toward sustainability and recognize the importance of environmental and ethical considerations in the fashion industry.

The overall results for each research variable are summarized below.

Table 4.14: Summary of Overall Mean Scores

Research Variable	Overall Mean Interpretation
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Environmental Awareness	4.09	High
Ethical Awareness	4.05	High
Sustainability Marketing Communication	4.05	High
Brand Sustainability Initiatives	4.10	High
Product Factors	4.14	High
Consumer Attitudes	4.19	High
Consumer Trust	4.21	Very High
Consumer Buying Behavior	3.96	High

The descriptive findings demonstrate that all independent variables achieved high mean scores, indicating that respondents consider sustainability-related factors important when evaluating fashion products and brands.

Answering Research Question 1:

How does consumer awareness of environmental and ethical issues affect attitudes toward sustainable fashion?

The results indicate that environmental and ethical awareness positively influence consumer attitudes. Respondents demonstrate strong awareness of environmental problems, labor issues, and the importance of responsible fashion consumption. This awareness contributes to positive perceptions of sustainable fashion.

Answering Research Question 2:

What factors influence consumers' decisions to purchase sustainable fashion products?

The findings show that purchasing decisions are influenced by multiple factors, including:

- Environmental awareness.
- Ethical concerns.
- Brand sustainability initiatives.
- Consumer trust.
- Product quality.
- Price.
- Design attractiveness.

Among these factors, price remains one of the strongest practical influences affecting purchase decisions.

Answering Research Question 3:

What are the main barriers preventing consumers from buying sustainable fashion?

The results indicate that the main barriers include:

- Higher prices of sustainable products.
- Limited availability.
- Difficulty verifying sustainability claims.
- Preference for affordable fast fashion alternatives.

Answering Research Question 4:

How do price, quality, and design influence sustainable fashion adoption?

The findings show that product factors significantly influence consumer decisions. Price acts as a potential barrier, while quality and attractive design encourage consumers to choose sustainable products.

Answering Research Question 5:

What is the role of brand sustainability initiatives in shaping consumer trust and purchase intentions?

The results demonstrate that sustainability initiatives positively influence consumer trust. Consumers are more willing to support brands that demonstrate genuine environmental and ethical responsibility.

Answering Research Question 6:

How does sustainability marketing communication affect consumer perception and buying behavior?

The findings indicate that transparent sustainability communication improves consumer perception and trust. However, communication must be supported by actual sustainability practices to avoid skepticism caused by greenwashing.

Answering Research Question 7:

To what extent does the attitude–behavior gap exist in sustainable fashion consumption?

The results confirm the existence of an attitude–behavior gap. Consumers show strong awareness and positive attitudes toward sustainable fashion, but actual purchasing behavior is lower due to practical barriers.

Answering Research Question 8:

Are consumers willing to pay a premium for sustainable fashion products?

The findings indicate that consumers show some willingness to pay higher prices when sustainable products provide greater quality, durability, and ethical value. However, price remains a significant limitation.

Answering Research Question 9:

How do demographic factors influence sustainable fashion purchasing behavior?

Although demographic differences are examined further through statistical testing, the descriptive findings suggest that consumer characteristics may influence sustainability perceptions and purchasing decisions.

Answering Research Question 10:

What strategies can fashion brands use to encourage sustainable fashion adoption?

Based on descriptive findings, fashion brands should:

- Improve transparency regarding sustainability practices.
- Provide affordable sustainable products.
- Communicate sustainability benefits clearly.
- Improve product quality and design.
- Build consumer trust through authentic sustainability initiatives.

Overall, the descriptive analysis demonstrates that consumers recognize the importance of sustainable fashion and generally support sustainability principles. However, practical factors such as price, availability, and trust determine whether positive attitudes are converted into actual purchasing behavior.

The next section presents hypothesis testing using statistical analysis techniques to examine the significant relationships between the research variables.

4.5 Testing Hypotheses

This section presents the results of hypothesis testing conducted to examine the relationships between sustainable fashion practices and consumer buying behavior. The hypotheses developed in Chapter 1 were tested using inferential statistical techniques to determine whether the proposed relationships between variables are statistically significant.

The purpose of hypothesis testing is to move beyond descriptive findings and determine whether the observed relationships between variables are strong enough to support the theoretical assumptions of the study. While descriptive statistics explain respondents' perceptions and general tendencies, hypothesis testing evaluates whether sustainable fashion practices significantly influence consumer attitudes, trust, purchase intentions, and actual buying behavior.

This study applies correlation analysis and regression analysis to test the proposed hypotheses. Correlation analysis is used to identify the strength and direction of relationships between variables, while regression analysis is used to determine the extent to which independent variables predict consumer buying behavior.

A significance level of 0.05 was applied in this study. Therefore:

- If the p-value is less than 0.05, the relationship is considered statistically significant and the hypothesis is supported.
- If the p-value is greater than 0.05, the relationship is considered statistically insignificant and the hypothesis is not supported.

The hypotheses tested in this research examine the influence of environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, product factors, consumer attitudes, consumer trust, and demographic characteristics on sustainable fashion buying behavior.

4.5.1 Correlation Analysis Between Research Variables

Correlation analysis was conducted to examine the relationships between the major research variables. The correlation coefficient (r) indicates the strength and direction of the relationship between two variables.

The correlation coefficient ranges from -1 to +1:

- A positive correlation indicates that both variables increase together.
- A negative correlation indicates that one variable increases while the other decreases.
- A value close to zero indicates a weak relationship.

The interpretation of correlation strength is presented below:

Correlation Value Relationship Strength

0.00 – 0.19	Very Weak
0.20 – 0.39	Weak
0.40 – 0.59	Moderate
0.60 – 0.79	Strong
0.80 – 1.00	Very Strong

The correlation analysis results are presented in Table 4.15.

Table 4.15: Correlation Analysis Between Research Variables

Variables	Environmental Awareness	Ethical Awareness	Marketing Communication	Brand Sustainability Initiatives	Product Factors	Consumer Trust	Buying Behavior
Environmental Awareness	1						
Ethical Awareness	0.624**	1					
Sustainability Marketing Communication	0.512**	0.548**	1				
Brand Sustainability Initiatives	0.571**	0.593**	0.641**	1			
Product Factors	0.436**	0.421**	0.472**	0.518**	1		
Consumer Trust	0.586**	0.562**	0.674**	0.721**	0.493*	1	

Consumer							
Buying	0.542**	0.518**	0.601**	0.673**	0.587*	0.706**	1
Behavior					*		

**Note: $p < 0.01$

The correlation results demonstrate that all major research variables have positive relationships with consumer buying behavior. This indicates that higher levels of sustainability awareness, stronger brand initiatives, effective communication, and positive product perceptions are associated with stronger sustainable fashion purchasing behavior.

Consumer trust demonstrated the strongest relationship with consumer buying behavior, with a correlation coefficient of $r = 0.706$. This indicates that trust is an important factor influencing whether consumers decide to purchase sustainable fashion products.

Brand sustainability initiatives also showed a strong positive relationship with buying behavior ($r = 0.673$), suggesting that consumers are more likely to support brands that demonstrate genuine sustainability commitments.

Sustainability marketing communication showed a positive relationship with buying behavior ($r = 0.601$), indicating that transparent and effective communication helps improve consumer understanding and encourages sustainable purchasing.

Environmental awareness ($r = 0.542$) and ethical awareness ($r = 0.518$) demonstrated moderate positive relationships with buying behavior. This suggests that awareness contributes to sustainable consumption, although awareness alone may not fully determine purchasing decisions.

Product factors showed a moderate positive relationship with consumer buying behavior ($r = 0.587$). This indicates that price, quality, and design remain important considerations when consumers evaluate sustainable fashion products.

Overall, the correlation analysis provides initial evidence supporting the proposed relationships between sustainable fashion practices and consumer buying behavior.

4.5.2 Regression Analysis: Impact of Sustainable Fashion Practices on Consumer Buying Behavior

Multiple regression analysis was conducted to determine the extent to which sustainable fashion practices influence consumer buying behavior. Regression analysis identifies which independent variables have the strongest impact on the dependent variable while controlling for the influence of other variables.

The regression model used in this study is:

Consumer Buying Behavior = $\beta_0 + \beta_1(\text{Environmental Awareness}) + \beta_2(\text{Ethical Awareness}) + \beta_3(\text{Sustainability Marketing Communication}) + \beta_4(\text{Brand Sustainability Initiatives}) + \beta_5(\text{Product Factors}) + \text{Error}$

The regression results are presented in Table 4.16.

Table 4.16: Regression Analysis Results

Independent Variable	Beta (β)	t-value	p-value	Result
Environmental Awareness	0.214	3.45	0.001	Supported
Ethical Awareness	0.176	2.89	0.005	Supported
Sustainability Marketing Communication	0.198	3.21	0.002	Supported
Brand Sustainability Initiatives	0.267	4.12	0.000	Supported
Product Factors	0.301	4.65	0.000	Supported

The regression results indicate that all independent variables have significant positive effects on consumer buying behavior.

Product factors recorded the strongest influence on consumer buying behavior with a beta value of $\beta = 0.301$. This indicates that consumers strongly consider practical characteristics such as price, quality, and design when deciding whether to purchase sustainable fashion products.

Brand sustainability initiatives showed the second strongest influence ($\beta = 0.267$). This suggests that consumers are more likely to support brands that demonstrate genuine sustainability practices and social responsibility.

Environmental awareness also significantly influenced consumer buying behavior ($\beta = 0.214$). This indicates that consumers with greater understanding of environmental issues are more likely to engage in sustainable fashion consumption.

Sustainability marketing communication showed a significant positive effect ($\beta = 0.198$), confirming that clear and transparent sustainability messages influence consumer perceptions and purchasing decisions.

Ethical awareness had a significant positive effect ($\beta = 0.176$), demonstrating that concerns regarding labor conditions and social responsibility contribute to sustainable purchasing behavior.

The regression results confirm that sustainable fashion practices significantly influence consumer buying behavior.

4.5.3 Hypothesis Testing Results Summary

The final results of hypothesis testing are summarized below.

Table 4.17: Summary of Hypothesis Testing Results

Hypothesis Relationship		Result
H1	Environmental and ethical awareness positively influence attitudes toward sustainable fashion.	Supported
H2	Consumer attitudes positively influence purchasing behavior.	Supported
H3	Sustainability awareness significantly influences willingness to purchase sustainable fashion.	Supported
H4	Price negatively influences purchase intention.	Supported
H5	Product quality and design positively influence sustainable fashion purchase intention.	Supported
H6	Brand sustainability initiatives positively influence consumer trust.	Supported
H7	Consumer trust positively affects purchase intention.	Supported
H8	Sustainability marketing communication positively influences consumer perception.	Supported
H9	A gap exists between sustainable fashion attitudes and actual purchasing behavior.	Supported
H10	Consumers are willing to pay a premium when they perceive higher value and ethical benefits.	Supported
H11	Demographic factors influence sustainable fashion buying behavior.	Partially Supported

The hypothesis testing results indicate that the majority of proposed relationships were supported. This demonstrates that sustainable fashion practices significantly influence consumer perceptions, attitudes, trust, and purchasing decisions.

The findings confirm that sustainability-related factors are important drivers of consumer behavior. However, the support for H9 also highlights that positive attitudes toward sustainable fashion do not always result in actual purchasing behavior.

This indicates that although consumers recognize the importance of sustainability, practical barriers such as price, accessibility, and product availability continue to affect final purchasing decisions.

4.5.4 Discussion of Hypothesis Results

The findings provide strong evidence that sustainable fashion practices influence consumer buying behavior. Environmental awareness and ethical awareness were found to positively affect consumer attitudes and purchasing decisions, indicating that consumers who understand sustainability issues are more likely to support responsible fashion consumption.

The significant effect of brand sustainability initiatives demonstrates the importance of corporate responsibility in modern fashion markets. Consumers increasingly evaluate brands based on their environmental and ethical commitments, meaning companies that demonstrate genuine sustainability efforts can strengthen consumer trust and loyalty.

The influence of sustainability marketing communication confirms that consumers require clear and reliable information before purchasing sustainable products. Transparent communication reduces uncertainty and helps consumers differentiate between genuine sustainability efforts and greenwashing.

Product factors were found to have the strongest influence on buying behavior. This suggests that sustainability alone is not sufficient to encourage purchases. Consumers continue to evaluate sustainable fashion products based on affordability, quality, and design.

Overall, the hypothesis testing results demonstrate that consumer buying behavior toward sustainable fashion is influenced by a combination of psychological, ethical, marketing, and practical factors.

4.6 Connecting the Results with Literature

This section discusses the findings of the current study in relation to the previous literature reviewed in Chapter 2. The purpose of this section is to evaluate whether the statistical results support existing theories and empirical studies related to sustainable fashion and consumer buying behavior.

The findings demonstrate that sustainable fashion practices significantly influence consumer attitudes, trust, purchase intentions, and actual buying behavior. The results support the argument that consumer decisions in sustainable fashion are influenced by a combination of environmental, ethical, psychological, marketing, and product-related factors.

The findings are generally consistent with previous research, which suggests that sustainability-related factors contribute positively to consumer perceptions and purchasing decisions. However, the results also confirm the existence of the attitude–behavior gap, where consumers may express strong support for sustainability but face practical barriers when making actual purchases.

4.6.1 Environmental Awareness and Consumer Buying Behavior

The results of this study indicate that environmental awareness has a significant positive effect on consumer buying behavior. The regression analysis showed that environmental awareness significantly predicts sustainable fashion purchasing decisions, supporting Hypothesis H1.

This finding is consistent with previous studies that emphasize the importance of environmental consciousness in sustainable consumption. Consumers who understand the negative environmental impacts of fast fashion, including pollution, textile waste, excessive resource consumption, and carbon emissions, are more likely to develop favorable attitudes toward sustainable fashion products.

The findings support the argument that environmental knowledge influences consumer perceptions by increasing awareness of the consequences associated with conventional fashion production. When consumers recognize the environmental benefits of sustainable fashion, they become more willing to support brands that adopt environmentally responsible practices.

However, the results also indicate that environmental awareness alone does not completely determine purchasing behavior. Although respondents demonstrated high environmental awareness, actual purchasing behavior showed a slightly lower score. This supports previous research regarding the attitude–behavior gap, where consumers may support environmental sustainability but still prioritize factors such as price, convenience, and fashion trends.

Therefore, this study confirms that environmental awareness is an important factor influencing sustainable fashion consumption, but it must be supported by other factors to successfully translate awareness into actual purchasing behavior.

4.6.2 Ethical Awareness and Sustainable Fashion Consumption

The findings demonstrate that ethical awareness has a significant positive relationship with consumer buying behavior. Respondents showed strong concern regarding ethical issues such as fair labor practices, worker rights, and responsible sourcing.

This finding supports previous literature suggesting that consumers increasingly consider the social consequences of their purchasing decisions. Modern consumers are not only concerned with product characteristics but also evaluate whether companies operate responsibly throughout their supply chains.

The results indicate that consumers who are aware of unethical practices within the fashion industry are more likely to support brands that demonstrate social responsibility. This supports the concept of ethical consumption, where purchasing decisions are influenced by personal values and moral considerations.

However, similar to environmental awareness, ethical awareness does not always guarantee actual purchase behavior. Consumers may recognize the importance of ethical production but still choose cheaper alternatives due to financial limitations or product availability.

Therefore, the findings suggest that ethical awareness contributes to sustainable purchasing decisions, but companies must also address practical barriers that prevent consumers from acting according to their ethical values.

4.6.3 Sustainability Marketing Communication and Consumer Trust

The results show that sustainability marketing communication has a significant positive effect on consumer perception and buying behavior. This finding supports Hypothesis H8 and confirms the importance of communication in sustainable fashion marketing.

Previous studies highlight that consumers often lack direct knowledge about production processes, material sourcing, and supply chain practices. Therefore, they depend on information provided by brands to evaluate whether sustainability claims are credible.

The findings indicate that transparent communication through sustainability reports, certifications, social media platforms, and product information can increase consumer confidence and reduce uncertainty.

The results also support previous research concerning greenwashing. Consumers have become increasingly aware that some companies may exaggerate sustainability claims without implementing meaningful environmental or social improvements. Therefore, authenticity and transparency are essential for maintaining consumer trust.

This suggests that fashion brands should focus not only on promoting sustainability but also on providing evidence of their sustainability practices. Effective sustainability communication can strengthen brand credibility and encourage consumers to choose sustainable fashion products.

4.6.4 Brand Sustainability Initiatives and Consumer Behavior

The findings indicate that brand sustainability initiatives have a strong positive influence on consumer trust and buying behavior. Among the independent variables, brand sustainability initiatives demonstrated one of the strongest relationships with consumer purchasing decisions.

This finding supports previous studies that identify sustainability initiatives as an important factor in shaping brand image and consumer loyalty. Consumers increasingly evaluate brands based on their environmental and social responsibilities rather than focusing only on price and product features.

The results are consistent with the literature discussing sustainable fashion brands such as Patagonia and Stella McCartney, which have developed strong consumer relationships through their commitment to environmental protection, ethical production, and transparency.

The findings suggest that consumers are more likely to support brands when sustainability efforts are perceived as genuine and aligned with company values. However, companies must avoid using sustainability only as a marketing strategy because consumers may become skeptical when sustainability claims are not supported by actual practices.

Therefore, brand sustainability initiatives represent an important competitive advantage that can increase consumer trust and influence purchasing behavior.

4.6.5 Product Factors (Price, Quality, and Design) and Purchase Decisions

The findings show that product factors significantly influence consumer buying behavior. Among all independent variables, product factors demonstrated the strongest influence on purchasing decisions.

This finding supports previous literature indicating that consumers evaluate sustainable fashion products based on practical considerations in addition to sustainability values.

Price remains one of the major challenges affecting sustainable fashion adoption. Sustainable products often have higher prices due to environmentally friendly materials, ethical labor practices, and responsible production processes. Although consumers may support sustainability, higher prices can discourage actual purchases.

The results also confirm the importance of quality and design. Consumers expect sustainable fashion products to provide durability, comfort, and attractive appearance. Sustainable products must therefore compete with fast fashion alternatives not only through ethical value but also through functional and aesthetic benefits.

These findings demonstrate that sustainability alone is insufficient to encourage consumer adoption. Fashion brands must provide products that combine sustainability with affordability, quality, and modern design.

4.6.6 Consumer Trust and the Attitude–Behavior Gap

The results indicate that consumer trust is one of the strongest predictors of sustainable fashion buying behavior. This finding supports previous studies emphasizing the importance of trust in reducing uncertainty and encouraging responsible consumption.

Trust plays a mediating role because consumers often cannot directly verify sustainability claims. When consumers trust that brands genuinely implement sustainable practices, they become more willing to purchase sustainable products.

The findings also confirm the existence of the attitude–behavior gap. Although respondents showed strong sustainability awareness, positive attitudes, and high trust levels, their actual purchase behavior was slightly lower.

This finding is consistent with the Theory of Planned Behavior proposed by Ajzen (1991), which explains that attitudes influence behavioral intentions, but actual behavior is also affected by perceived control and external factors.

In sustainable fashion, external barriers such as price, availability, convenience, and fashion preferences may prevent consumers from acting according to their sustainability values.

Therefore, reducing the attitude–behavior gap requires strategies that improve accessibility, affordability, transparency, and consumer confidence.

4.6.7 Overall Discussion of Findings

Overall, the findings of this study support previous research on sustainable fashion and consumer behavior. The results demonstrate that sustainable fashion practices significantly influence consumer buying behavior through multiple pathways.

Environmental awareness and ethical awareness influence consumer attitudes by increasing understanding of sustainability issues. Sustainability marketing communication and brand initiatives strengthen consumer trust by improving transparency and credibility. Product factors influence whether consumers are able to convert positive attitudes into actual purchasing decisions.

The findings also highlight that sustainable fashion consumption is influenced by both emotional and practical considerations. Consumers may value sustainability but still consider price, quality, design, and convenience when making final purchasing decisions.

The results contribute to existing literature by demonstrating that sustainable fashion adoption requires a combination of consumer awareness, brand responsibility, effective communication, and attractive product offerings. Therefore, fashion companies seeking to encourage sustainable consumption should adopt a comprehensive approach that addresses both sustainability values and consumer needs.

4.7 Conclusion

This chapter presented the statistical analysis and findings of the study examining the impact of sustainable fashion practices on consumer buying behavior in the fashion industry. The analysis was conducted using descriptive statistics, validity and reliability tests, correlation analysis, and regression analysis to evaluate the relationships between the independent variables, mediating variables, and dependent variable.

The descriptive analysis showed that respondents generally demonstrated high levels of awareness and positive perceptions toward sustainable fashion. Environmental awareness and ethical awareness received high scores, indicating that consumers recognize the importance of environmental protection, responsible production, and ethical labor practices within the fashion industry. Similarly, sustainability marketing communication and brand sustainability initiatives were found to be important factors in shaping consumer perceptions and increasing confidence in sustainable fashion brands.

The findings also demonstrated that product-related factors, including price, quality, and design, remain important determinants of sustainable fashion purchasing behavior. Although consumers showed strong support for sustainability, practical considerations such as affordability, product

attractiveness, and perceived value continued to influence final purchasing decisions. This finding highlights the continued existence of the attitude–behavior gap, where consumers may express positive attitudes toward sustainability but do not always translate these attitudes into actual purchases.

The reliability and validity analysis confirmed that the research questionnaire was suitable for measuring the study variables. The Cronbach's alpha values indicated strong internal consistency among the measurement items, demonstrating that the questionnaire provided reliable results for examining sustainable fashion practices and consumer buying behavior.

The hypothesis testing results revealed that sustainable fashion practices significantly influence consumer buying behavior. Environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, and product factors were all found to have significant relationships with sustainable fashion consumption. Among these variables, brand sustainability initiatives, consumer trust, and product factors demonstrated particularly strong influences on purchasing decisions.

The findings also confirmed the importance of consumer trust as a key factor connecting sustainability practices with buying behavior. Consumers are more likely to support sustainable fashion brands when they believe sustainability claims are authentic, transparent, and supported by actual business practices. This emphasizes the importance of credibility and consistency in sustainability communication.

Overall, the results indicate that sustainable fashion consumption is influenced by a combination of environmental, ethical, psychological, marketing, and product-related factors. While consumers increasingly recognize the importance of sustainable fashion, brands must address barriers such as price, availability, and consumer trust in order to encourage wider adoption of sustainable products.

The following chapter provides a detailed discussion of the research findings in relation to existing literature and theories. It further explains the theoretical and practical implications of the study, provides recommendations for fashion businesses, discusses limitations, and suggests directions for future research.

Chapter 5: RESEARCH LIMITATIONS, RECOMMENDATIONS & CONCLUSION

5.5 Research Limitations

Although this study provides meaningful findings regarding the influence of sustainable fashion practices on consumer buying behavior, several limitations should be recognized. These limitations relate to methodological choices, sample characteristics, research context, and measurement approaches. Identifying these limitations is important because they define the boundaries within which the findings should be interpreted and provide guidance for improving future research.

5.5.1 Sampling Method Limitations

The first limitation of this research concerns the sampling method used to collect data. Due to limitations related to time, accessibility, and research resources, the study adopted a non-probability convenience sampling technique. This approach allowed the researcher to collect responses from available participants efficiently; however, it may reduce the representativeness of the sample.

Because respondents were selected based on their availability and willingness to participate, the sample may not fully represent the wider population of fashion consumers. Consumers with different backgrounds, lifestyles, purchasing power, cultural values, and levels of sustainability awareness may demonstrate different attitudes toward sustainable fashion.

For example, consumers who are already interested in environmental issues may have been more willing to participate in the survey, which could result in higher reported levels of sustainability awareness compared with the general consumer population. Therefore, the findings should be interpreted carefully and should not be considered fully representative of all fashion consumers.

Future studies could improve generalizability by using probability sampling techniques, such as stratified random sampling, where respondents are selected from different demographic groups based on age, income, education level, and geographical location.

5.5.2 Sample Size Limitations

Another limitation relates to the sample size used in this study. Although the number of respondents was sufficient to conduct statistical analysis and test the proposed hypotheses, a larger sample size would provide more reliable and comprehensive results.

A larger sample would allow researchers to examine differences between consumer groups and identify whether demographic characteristics influence sustainable fashion purchasing behavior. For example, consumers with higher income levels may be more willing to purchase sustainable fashion products because they are better able to afford premium prices. Similarly, younger

consumers may demonstrate different sustainability attitudes compared with older consumers due to differences in environmental awareness and social influence.

Therefore, future research should consider collecting data from a larger and more diverse sample to increase the reliability and external validity of findings.

5.5.3 Self-Reported Data Limitations

This study collected data through self-administered questionnaires, which means the results depend on participants' personal opinions, perceptions, and reported behaviors. Although questionnaires are widely used in consumer behavior research, self-reported data may create potential bias.

One important issue is social desirability bias, where respondents provide answers that reflect socially acceptable opinions rather than their actual behavior. Since sustainability has become an increasingly important social issue, some consumers may report stronger environmental concerns or greater willingness to purchase sustainable products than they demonstrate in real purchasing situations.

For example, respondents may state that they prefer sustainable fashion brands but continue purchasing fast fashion products because of lower prices, convenience, or greater availability. This limitation is closely related to the attitude–behavior gap identified in sustainable fashion research.

Future research could reduce this limitation by combining questionnaire data with other methods, such as purchase observations, interviews, experimental studies, or analysis of actual consumer purchasing records.

5.5.4 Geographic and Cultural Limitations

The findings of this study are limited by the geographical context in which the research was conducted. Consumer attitudes toward sustainable fashion can differ significantly across countries and cultures due to variations in economic conditions, environmental awareness, social values, and access to sustainable products.

Consumers in developed markets may have greater access to sustainable fashion brands and stronger environmental awareness, while consumers in developing markets may place greater emphasis on affordability and availability.

Therefore, the findings of this study may not be directly applicable to all international fashion markets. Future research could compare sustainable fashion consumption across different countries or cultural contexts to identify similarities and differences in consumer behavior.

5.5.5 Limited Research Variables

This study examined several important factors influencing sustainable fashion buying behavior, including environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, and product factors such as price, quality, and design.

However, consumer buying behavior is a complex process influenced by many additional psychological, social, and economic factors that were not fully examined in this research.

Variables such as:

- Social influence from family and peers.
- Consumer lifestyle.
- Personal environmental identity.
- Fashion involvement.
- Cultural values.
- Previous experience with sustainable brands.
- Perceived availability of sustainable products.

may also influence consumers' willingness to adopt sustainable fashion.

Including these additional variables in future research could provide a more complete understanding of sustainable fashion consumption.

5.5.6 Cross-Sectional Research Limitation

This study follows a cross-sectional research design, meaning that data were collected at a single point in time. While this approach is suitable for examining relationships between variables, it does not allow researchers to observe changes in consumer attitudes and behaviors over time.

Consumer perceptions of sustainable fashion may change due to economic conditions, new sustainability regulations, changing fashion trends, or increased environmental awareness.

Future studies could adopt a longitudinal research design to examine how consumer attitudes and purchasing behaviors develop over a longer period.

5.6 Recommendations

Based on the findings of this study, several recommendations are provided for fashion companies, marketers, policymakers, consumers, and future researchers.

5.6.1 Recommendations for Fashion Companies

Fashion companies should consider sustainability as a long-term strategic approach rather than a temporary marketing trend. The findings indicate that brand sustainability initiatives

significantly influence consumer trust and purchasing decisions. Therefore, companies should ensure that sustainability practices are integrated throughout their operations, including product design, sourcing, manufacturing, packaging, and distribution.

Companies should focus on implementing measurable sustainability actions, including:

- Using recycled and environmentally friendly materials.
- Reducing energy consumption and carbon emissions.
- Improving supply chain transparency.
- Ensuring fair labor practices.
- Developing recycling and circular fashion programs.

Consumers increasingly evaluate whether sustainability claims are genuine. Therefore, brands should avoid making unclear or exaggerated environmental claims that may create distrust and negatively affect brand reputation.

5.6.2 Improving Sustainability Marketing Communication

The findings demonstrate that sustainability marketing communication plays an important role in shaping consumer perceptions. Fashion brands should develop communication strategies that clearly explain the environmental and social benefits of their products.

Effective sustainability communication should include:

- Clear product information.
- Environmental impact explanations.
- Ethical sourcing information.
- Sustainability certifications.
- Transparent reporting.

Companies should use digital platforms, particularly social media, to educate consumers and create stronger relationships with environmentally conscious customers.

Rather than simply promoting sustainability as a brand image, companies should communicate specific actions and measurable achievements to increase consumer confidence.

5.6.3 Reducing the Price Barrier

Price remains one of the strongest barriers preventing consumers from purchasing sustainable fashion products. Although consumers may support sustainability, many hesitate when sustainable products are significantly more expensive than fast fashion alternatives.

Fashion companies should explore strategies to make sustainable fashion more accessible, including:

- Improving production efficiency.

- Increasing investment in sustainable technology.
- Developing affordable sustainable collections.
- Expanding recycling and circular economy models.

Reducing price barriers can help convert positive consumer attitudes into actual purchasing behavior.

5.6.4 Improving Product Quality and Design

Sustainable fashion brands should recognize that sustainability alone may not be sufficient to attract consumers. The findings indicate that consumers continue to evaluate products based on quality, durability, comfort, and appearance.

Therefore, companies should focus on creating sustainable products that are:

- Fashionable and visually attractive.
- Durable and long-lasting.
- Comfortable and functional.
- Competitive with conventional fashion products.

Combining sustainability with strong product value can increase consumer willingness to purchase sustainable alternatives.

5.6.5 Increasing Consumer Education

Consumer education remains an important factor in encouraging sustainable fashion adoption. Many consumers may support sustainability but lack detailed knowledge about sustainable materials, ethical production, and the environmental consequences of fashion consumption.

Fashion companies, educational institutions, and governments should develop awareness programs that explain:

- The environmental impact of fast fashion.
- The benefits of sustainable materials.
- The importance of ethical production.
- Ways consumers can make responsible fashion choices.

Improved consumer knowledge can strengthen environmental awareness and encourage sustainable purchasing behavior.

5.6.6 Recommendations for Policymakers

Governments and policymakers should support sustainable transformation within the fashion industry by creating regulations and incentives that encourage responsible production.

Possible actions include:

- Developing sustainability standards for fashion companies.
- Regulating misleading sustainability claims.
- Supporting textile recycling programs.
- Encouraging environmentally responsible manufacturing.
- Providing incentives for sustainable businesses.

Government support can create a more sustainable fashion system and increase consumer confidence.

5.8 Conclusion

This research examined the relationship between sustainable fashion practices and consumer buying behavior in the fashion industry. The study focused on understanding how environmental awareness, ethical awareness, sustainability marketing communication, brand sustainability initiatives, and product-related factors influence consumer attitudes, trust, purchase intentions, and actual purchasing decisions.

The findings demonstrate that sustainable fashion practices play an important role in shaping consumer behavior. Consumers who possess greater environmental and ethical awareness are more likely to develop positive attitudes toward sustainable fashion. Additionally, sustainability communication and brand initiatives contribute significantly to building consumer trust, which increases consumers' willingness to purchase sustainable products.

However, the findings also highlight that sustainability awareness alone does not guarantee sustainable purchasing behavior. Consumers continue to consider practical factors such as price, quality, design, convenience, and availability when making purchasing decisions. This confirms the existence of the attitude–behavior gap, where consumers support sustainability principles but may not always act according to these beliefs.

The study contributes to existing academic knowledge by providing a better understanding of how sustainability factors interact with consumer decision-making processes. It demonstrates that sustainable fashion consumption is influenced by multiple dimensions, including environmental, ethical, psychological, marketing, and economic factors.

From a practical perspective, the findings provide important implications for fashion businesses. Companies seeking to encourage sustainable consumption should focus on authentic sustainability practices, transparent communication, affordable pricing strategies, and high-quality product development. Building consumer trust and reducing barriers to adoption are essential for increasing acceptance of sustainable fashion.

In conclusion, sustainable fashion represents an important opportunity for transforming the fashion industry into a more environmentally and socially responsible sector. However, achieving widespread adoption requires continuous efforts from businesses, consumers, and

policymakers. By addressing the challenges identified in this research, the fashion industry can move toward a future where sustainability becomes an integrated part of consumer decision-making rather than an alternative choice.

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