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MASTERS OF FASHION BUSINESS MANAGEMENT

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The Impact of Sustainable Marketing on Customer Decision to buy Fast Fashion in Sri Lanka

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Abstract

Fast fashion has gained immense popularity globally due to its affordability and rapid production cycle. However, it has also faced criticism for its negative impact on environment and society. In response to growing sustainability concerns, fashion brands increasingly adopted sustainable marketing approaches to attract eco-conscious customers. Sustainable marketing is a holistic approach that aims to balance economic success with environmental and social responsibility. It recognizes that the businesses have a role to play in addressing global challenges, such as climatic change and social inequality, and that by aligning their practices with sustainability principles, they can contribute to a more responsible and resilient future. Sri Lanka fast fashion brands have not realized the value of sustainability marketing when compared to the global market. However, with the expansion in Sri Lankan fast fashion industry, the brands must begin to evaluate and further enhance their sustainable marketing strategies in order to increase sales and to generate revenue.

This study examines the dimensions of sustainable marketing with the adoption of empirical findings and theoretical frameworks to evaluate the impact of customer buying decision on fast fashion in the context of Sri Lanka. This research investigates the extent to which sustainable marketing practices affect consumer choices in the fast fashion industry within the Sri Lankan market. There are four dimensions identified as product perception, brand messaging and storytelling, attitudes and beliefs, and customer awareness and knowledge. Based on these four independent variables the hypothesis was developed. Deductive research methods were used to perform this study and an online survey questionnaire was circulated among 393 respondents.

The outcome of this research is a favorable response towards sustainable marketing having an impact on customer buying decision. This has been analyzed using the SPSS Software. Through multiple regression it is clearly stated that brand messaging and storytelling, attitude and beliefs, and customer awareness and knowledge were used to develop this model. Finally, the study gives recommendations to the Sri Lankan Fast Fashion retailers to use in local context to attract more customers.

Keywords: Sustainable Marketing, Customer Buying Decision, Fast Fashion