



MA Fashion Business Management

Final Fashion Business Project Report

**The consumer behavior towards sustainable
fashion brands**

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Abstract

The environment is as important to the wealth and well-being of people as it is to the developing and developing world economies. All human activities affect biodiversity and the ecosystem and ecological balance. Sustainability is a challenging concept to the fashion industry, and it can make a significant impact on the environment and society as well.

The focus of the research study was to evaluate the consumer behavior of sustainable fashion brands in Sri Lanka. It is important to examine the factors underlying the behavior of Sri Lankan consumers towards sustainable fashion brands as one of the leading quality apparel exporting countries in the world. The study was conducted with the prime objective of unraveling various factors that persuade the consumer behavior towards sustainable fashion brands in Sri Lanka. To archive the study objectives, the researcher had identified four persuasive factors endorsed by numerous empirical findings and theoretical models. The four factors are fabric, waste management, transparency, and green marketing factors. Based on these factors, a conceptual framework and four hypotheses were constructed. As a positivistic (philosophy) deductive (approach) study, a sample of two-hundred and fifty-nine respondents have participated in the study, and an online survey questionnaire was circulated amongst the age 18 and above age group for both male and female communities which was structured considering the four factors and consumers behavior towards sustainable fashion brands.

The hypothesis analysis disclosed that these four factors possess positivity impactful correlations with the consumer behavior of sustainable fashion brands which have also been identified, examined, and affirmed by divergent global studies. Therefore, an exclusive model was produced by the author with the assistance of multiple regression analysis which expresses consumer behavior towards sustainable fashion brands as a formula that is composed of the three factors: fabric, transparency, and green marketing. According to the overall statistical analysis, results bring the dimensions revealed by this study to indicate that these factors are being a higher level of positivity impact to the consumer behavior and decision making.

Key words: Sustainable fashion brands, consumer behavior