

**THE IMPACT OF UPCYCLED FASHION ON THE
CONSUMER BUYING DECISION
A STUDY ON SRI LANKAN FASHION CONSUMERS**

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ABSTRACT

Critical exertion has been seen with upcycling. It has been progressively perceived as one promising intends to decrease material and energy use, and to sustainable creation and utilization. For the same reason and other predictable advantages, the idea of upcycling has gotten more consideration from various researchers and business specialists as of late. But evidently not addressed the consumer segments that would skillfully be able to bring a change for the future generations.

An in depth review of literature on upcycling and consumer buying decision, has revealed the gaps in literature that require further research. Furthermore five dimensions of sustainable fashion model by Searcy (2019) , Triple Bottom Line model by Elkington (1997), Mickey Mouse Model Peet (2009) and strong Sustainability Model by Adams (2006) was utilized to evaluate the theoretical aspects of Sustainability while consumer buying decision was evaluated by the Consumer clothing purchase decision-making model in traditional form by Chen (2017), Consumer Behavior in the Sustainable Clothing Market- Model by Muthu (2016).

The philosophy implemented in the research is positivism, which has a deductive approach from which a hypothesis was framed for the study. The method choice utilized for the study was mono methods since only quantitative data was analyzed and gathered. The outcome from the quantitative data collected from 205 respondents were then evaluated.

Despite aesthetic and the sustainability of upcycling variable is significantly correlating with consumer buying decision when considered on its own, it does not indicate a correlation when combined with other independent variables. This could be due to multi-collinearity effects. Hence these two dimensions were removed from the regression model. Adding on the findings are in line with the literature review proving that all four dimensions of upcycling derived has an impact on the consumer buying decision.

Nevertheless, several recommendations were suggested to the fashion houses and fashion retail stores to implement in order to attract and prompt a positive consumer buying decision toward Upcycled fashion for a better tomorrow.

Key Words: Upcycled fashion, Consumer buying decision