

# **A Study on Consumer Preferences Towards Sustainable Fashion Brands in Delhi**

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## Abstract

This study investigates consumer preferences towards sustainable fashion brands in Delhi, focusing on awareness levels, influencing factors, and purchasing behaviors.

Despite high awareness, only a smaller segment regularly buys sustainable fashion due to barriers such as pricing and lack of availability. The research suggests that brands must prioritize affordability, transparency, and education to improve adoption rates in Delhi.

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## Introduction

The study explores growing concerns around environmental impact and ethical practices within the fashion industry, emphasizing how these trends influence consumers in Delhi.

It aims to bridge the gap between awareness and actual purchase behavior and identifies factors such as age, price sensitivity, and social influence.

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## Literature Review

Prior studies indicate that while consumers claim to value sustainability, affordability and awareness remain barriers. The Theory of Planned Behavior frames the study, emphasizing attitudes, social norms, and control. Key gaps include a lack of Indian urban data and brand influence analysis.

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## Historical Evolution and Industry Overview

The global fashion industry has gradually moved toward sustainability in response to climate concerns, labor ethics, and resource management. In India, especially in Delhi, consumer shifts are more recent, with rising millennial and Gen Z interest, aided by global trends and social media influence.

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## Economic Impact and Growth Dynamics

Sustainable fashion remains niche in Delhi, with cost and awareness limiting mainstream adoption. However, young consumers and rising eco-consciousness represent a potential economic shift, suggesting room for growth if pricing and education challenges are addressed.

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## Globalization and Cultural Influence

Social media, global awareness campaigns, and cross-border fashion trends heavily influence consumer perception in Delhi. Cultural shifts among youth favor ethical consumption, though Western brands dominate recognition.

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## Challenges in the Industry

Barriers include high costs, limited availability, unclear brand messaging, and lack of trust. Though youth show strong interest, low conversion rates reflect a significant awareness-action gap.

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## Role of Stakeholders

Key players include brands, policymakers, and consumers. Brands must adopt transparency, policymakers should provide incentives, and consumers need awareness-building to drive systemic change.

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## Future Outlook and Strategic Roadmap

Growth in sustainable fashion in Delhi will depend on improved affordability, influencer-driven campaigns, clear labeling, and government support.

Innovative pricing models and trust-building efforts can help scale the movement.

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## Conclusion

While interest in sustainable fashion is rising, especially among the youth, affordability and brand trust remain hurdles. A collaborative approach from brands, government, and influencers is needed to bridge the awareness-action gap and promote sustainable consumption.

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