

A STUDY ON STUDENT ATTITUDES TOWARDS ONLINE SHOPPING FOR ECO-FRIENDLY APPAREL.

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Abstract:

Online shopping has become very common and people are used to it and they feel very comfortable shopping. Many people do online shopping mostly for electronic and apparel items. People reply that the main reason for online shopping is to save time. The main theme of this paper is to identify the narrow student shopping attitude towards eco-friendly apparel. The main aim of this paper is to identify whether students are aware of eco-friendly apparel, if the student gets the benefit of eco-friendly tag used in apparel, and to find the role of sales promotion used for sale of eco-friendly apparel. The sample size for this sample is 140. The samples are collected by using the snowball method. For analysis of this study SPSS were used. The major outcome of the paper revealed that students are starting to give importance to eco-friendly apparel. The majority of students hesitate to purchase because of the high price, promotion for eco-friendly apparel are mainly done through social media sites and popular shopping sites.

Key Words: online shopping for apparel, eco-friendly products, student attitude.

Introduction:

In the fast changing world most of the people are aware about environmental conservation. The people started to go towards eco- friendly products from our essential products to expensive products. The reason for such change may be due to their education and broad thinking towards environment conservation. It also steps in the apparel sector also. People started to pick eco-friendly fabric apparel not only for environment concerns but also towards health concerns. As a result many manufacturers started to concentrate on quality rather than quantity, ethical production practices, and mindful consumption. To sustain in the competitive world the fashion industry started to follow ethical practices which help the consumer to inspect the production process, fair treatment of workers and safety conditions.

In eco-friendly dress manufacturing many garments started to give due importance to reduce the consumption of both energy and water during the manufacturing process. The garment sector not only reduced the consumption but also they started to give due importance to fabric selection. Some of their top choices of fabric making are bamboo, hemp, cotton etc.

Sustainable fashion industries not only give importance to fabric selection but also give importance to reuse and recycling in creative ways to reduce the waste disposal of used apparel. By drastic improvement to recycle material

usage they also inform the consumer and convenience the customer to pick towards eco-friendly and recycle fabrics.

Sustainable fashion trends in retail apparel:

Consumer demand for sustainable fashion:

Consumer awareness and demand for eco-friendly and recycled apparel are increasing. People they themselves started to show initiative in choosing eco-friendly fabric and according to a survey conducted by first insight, two third consumers started to give due importance to sustainable products and they are ready to pay premium price for eco-friendly fabric apparel.

Circular economy and up skill:

The consumers are searching for eco- friendly fabric and at the same time many apparel retailers started to collect unused and waste apparel and fabric and they recycle it and they once again sell it in the market which results in reduction of waste in the environment.

Slow fashion and minimalism:

People are fashion oriented and many apparel manufactures find a midway to sustain the fashion and also the long lasting apparel. It results in reduction of waste apparel material disposal and as a result the retailer collects the old apparel which are in good condition and they convert it into the latest trend and as a result the disposal of apparel was reduced.

Innovative Sustainable Material:

Many fashion industries started to find fabrics which are easy to convert and have a minimum carbon footprint in the environment. They started to recycle polyester fabric, cotton fabric and plant based fabric which shows good sign to environment sustainability.

Digitization and Virtual Fittings:

Many cloth selling people started to adopt digitalization and virtual fitting. It facilitates the customer to do trials in virtual form and as a result the manufacturer can also meet the demand of the consumer and at the same time the wastage percentage is also drastically reduced.

Advantages:

Eco- friendly apparel is gaining importance in a toxic environment. Some of the benefits of eco-friendly apparel are as follow:

- Its chemical free and it result in feeling better while wearing cloth and skin allergy issue
- The cloth maintenance needs less effort when compared to other fabric.
- As the cloth is chemical friendly so the disposal of cloth is also easy and it will not generate toxic effects in the environment.
- It also generates more crop cultivation and as a result it provides employment opportunities and income for farmers .

Disadvantages:

Even though eco friendly apparel have many advantages it also have some disadvantages, they are:

- The cost of manufacturing eco-friendly apparel is slightly more than other fabric apparel.
- The choices available for consumers are less in numbers.
- The certification cost are more for eco-friendly apparel

Review of literature:

Md Mehedi Hasan, Liling Cai, Xiaofen Ji and Francisca Margarita Ocran (2022) on the topic “Eco-Friendly Clothing Market: A Study of Willingness to Purchase Organic Cotton Clothing in Bangladesh” the main outcome of the paper is environmental concern, attitude, latest trend in fashion are the main reason for purchase.

Changyun anm, Hunjiao Dong and young (2017) done a research on the topic “factor influencing consumer purchase intention of green spots were” the main theme of research paper is to find the reason for purchasing green sports were and to find the reason difference between green sport were purchaser and non- green sports were purchaser. The results of the findings were consumers feel pleasure in using the green sports were and in that paper they gave a suggestion to concentrate on promotion of product to public about its uses to public. Some view point also differ between belief and their expectation, price range is also high for green sports were when compared to non- green sports were.

Arul Aram I and Tryphena R (2023) done a research on the topic “consumer perception on sustainable clothing among urban Indians” the purpose of the research is to find out the level of awareness about eco – friendly product, reason for purchasing eco- friendly cloth, to gain information about the product. the result they interpret from the research were there is a positive influence between environmental knowledge and perceived purchasing behavior. they also reveal that price of apparel is five time more than fashionable cloth.

Amendeep Dhir, Shalini Talwar, Mohad Sadiq, Mototaka Sakashit, Puneet Kaur, (20021) done a research on the topic “ why do retail consumer buy green apparel? A knowledge -attitude –behavior – contest perspective” the core objective of this research is to identify Attitude, Knowledge, behavior towards green apparel. In that study gender, age have a favorable impact towards green apparels. The research also highlight that many people become environment concern as a result the number of person purchasing eco – friendly apparel have been increased.

Objective of the study

- To understand the consumer awareness level about eco-friendly apparel.
- To find the role of eco-friendly tag in apparel leads to purchase of apparel.
- To understand the role of promotion in purchasing eco-friendly apparel.

Research methodology*Data Collection:*

For this study data are collected from two sources: primary data and secondary data.

Primary data: For analysis part the data are collected from the students of Arts College in Tiruvallur city by circulating questionnaires.

Secondary source: Data are collected from many online articles, journals, some reputed website, thesis for the purpose of supporting the paper in theoretical form

Sample collection: for this research snowball sampling methods are used to collect data by circulating the questionnaire to the student groups through google form and based on that analysis are carried down. For analysis SPSS software was used.

Interpretation:

Table:1

Ranks				
	Gender	N	Mean Rank	Sum of Ranks
Satisfaction level for availability of size and variety	Male	98	59.38	5819.00
	Female	42	95.39	3911.00
	Total	140		

Table:2

Test Statistics ^a	
	Satisfaction level for availability of size and variety
Mann-Whitney U	968.000
Wilcoxon W	5819.000
Z	-4.975
Asymp. Sig. (2-tailed)	.000
a. Grouping Variable: Gender	

From the above data it is observed that satisfaction level for availability of size and gender purchase have significant impact.

Table 3

Particulars	Frequencies	%
Gender		
Male	99	70.7
Female	41	29.3
Total	140	100
Educational qualification		
UG	44	31.4
PG	34	24.3
Diploma	29	20.7
Research scholar	13	9.3
Other	20	14.3
Total	140	100
Awareness about eco-friendly product		
T.V	31	22.1
Social media	43	30.7
Class lecture	27	19.3
Magazine	32	22.9
News paper	7	5.0

Total	140	100
Tag possess enough information about eco-friendly.		
Yes	97	69.3
No	43	30.7
Element that attract to buy eco-friendly apparel		
Affordable price	26	18.6
Look and feel	44	31.4
Eco-friendly image	33	23.6
Promotional strategy	19	13.6
Brand image	18	12.9
Total	140	100

From the above table it is observed male purchase more than female, as for as educational qualification is concern UG category students are more in number, most of the purchase student came to the information about eco-friendly product through Social media, as for information tag in apparel is concern most of student says that the information is enough to buy, the main reason for buying eco-friendly apparel are because of the look and feel.

Conclusion:

Eco-friendly apparel needs an hour. It not only protects the environment but also it makes humans feel comfortable and skin is also protected. The outcome of the paper clearly states that people started to shift to eco-friendly products especially students started to show positive response to it. The students mainly hesitate to buy it because of the high price. The availability of size and updated fashion is also not up to the students expectation. If the seller gives more variety and frequent availability in many places may give a chance to increase the percentage of purchase from the student side.

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