

## **A Study on Bangladeshi Fashion Consumers' Knowledge of Sustainable Purchasing Behaviour**

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### **Abstract**

Sustainable practices are increasingly prioritized in the global textile and garment industry to address pressing environmental and social issues, with consumer involvement being essential. As one of the largest apparel exporters, Bangladesh is crucial in the industry's sustainability efforts and challenges. This study investigates the knowledge, attitudes, and behaviours of Bangladeshi consumers regarding sustainable fashion, employing a descriptive research design and a quantitative survey that garnered 276 valid responses. The findings reveal a significant level of awareness about sustainable fashion, particularly among younger generations, and an acknowledgment of its environmental benefits. However, challenges such as high costs and limited access to eco-friendly products impede broader adoption. The study also indicates that consumers possess positive attitudes toward sustainable fashion and are willing to engage in sustainable practices when supported by education and awareness initiatives. Interestingly, socioeconomic factors such as education, income, and occupation have a minimal impact on awareness and behaviour, suggesting the potential for participation across a wide range of demographics. The research concludes with recommendations to enhance consumer education, implement transparent pricing strategies, and carry out targeted promotions to encourage the adoption of sustainable fashion in Bangladesh. These insights emphasize the importance of informed consumers and systemic support in fostering sustainability within local and global apparel markets.

**Keywords:** Sustainable fashion, sustainable practices, Bangladeshi consumers, purchasing behaviors, consumer awareness

## **1. Introduction**

The textile and apparel industry is one of the most significant sectors contributing to global economic development, providing extensive employment opportunities, and driving international trade. However, this industry faces critical challenges related to environmental sustainability and social responsibility (Akter et al., 2022; Siddique et al., 2020). Each stage of the apparel supply chain, from fiber production to textile processing, dyeing, and finishing, generates pollutants that pose severe environmental risks (Hoque et al., 2022). Social issues such as worker exploitation, unsafe labour conditions, and low wages have also drawn international attention, making sustainability a focal point for both industry stakeholders and consumers (Amed et al., 2019; Byrd & Su, 2020).

In response to these challenges, fashion companies have implemented sustainable practices to reduce their environmental impact and improve labour conditions (Fontell & Heikkilä, 2017; Tewari et al., 2022). However, systemic change remains elusive without active consumer engagement in sustainable purchasing behaviours (Jacobs et al., 2018). Consumer attitudes toward sustainable fashion are shaped by various factors, including utilitarian, altruistic, and biospheric values (Kim & Seock, 2019). Despite this, the influence of cultural values, particularly in developing countries, remains underexplored. Specifically, the concept of "man-nature orientation" (MNO) which emphasizes harmony with nature has received limited attention in the context of sustainable fashion consumption (Chan, 2001).

The study of Bangladeshi fashion consumers' knowledge of sustainable purchasing behaviour reveals a complex interplay between consumer attitudes, awareness, and actual purchasing behaviours. Technology has significantly empowered fashion consumers by providing them with better access to information and tools that promote sustainable purchasing behaviours and enhancing the tourism industry's ability to offer eco-friendly travel options (Hossain et al., 2022). Despite a growing awareness of sustainability issues in the fashion industry, many consumers continue to engage in unsustainable practices. This phenomenon is often attributed to consumers' emotional connection with garments, which can overshadow their intentions to purchase sustainably. McNeill et al. highlight that fashion-sensitive consumers often seek emotional fulfilment from their clothing choices, complicating their sustainable purchasing intentions (McNeill et al., 2020). This emotional attachment can lead to a disconnect between awareness of sustainability and actual purchasing behaviour; a gap echoed in the findings of Mandarić et al. (2022), who emphasize that increased awareness does not necessarily translate into sustainable purchasing actions.

Moreover, social norms and perceived behavioural control significantly shape consumer behaviour toward sustainable fashion. Armutçu et al. (2023) argue that low awareness among consumers adversely affects their purchasing of sustainable products, suggesting that social influences and individual behavioural characteristics are crucial in promoting sustainable consumption. Banytè (2023) emphasizes that social norms significantly impact consumer attitudes and behaviours regarding sustainable clothing. In Bangladesh, the identified key factors

influencing eco-friendly apparel purchase behaviour, including demographic parameters, environmental knowledge, and concern for sustainability, are critical for understanding the local consumer landscape (Sobuj et al., 2021).

Furthermore, the influence of marketing strategies, such as sustainable labelling, cannot be overlooked. Siraj et al., (2022) discuss how effective labelling can enhance consumer awareness and intention to purchase sustainable products, bridging the gap between knowledge and behaviour. This is particularly relevant in Bangladesh, where local and global marketing trends may influence consumers. Hasan et al. also highlight the importance of understanding consumer willingness to purchase organic cotton clothing. This indicates that educational campaigns and marketing strategies tailored to local contexts can foster sustainable purchasing behaviours (Hasan et al., 2022).

Bangladesh, a key player in the global apparel market, presents a unique context for examining sustainable fashion. As one of the largest garment exporters worldwide, the industry contributes over 11% of Bangladesh's GDP and employs more than 4.4 million women (Akter et al., 2022). Despite its economic significance, the sector faces scrutiny over labour rights violations and environmental degradation. High-profile incidents, such as the 2013 Rana Plaza collapse, have underscored the urgent need for reform (Amed et al., 2019; Byrd & Su, 2020).

In addition to its export-oriented industry, Bangladesh's domestic apparel market is expanding rapidly. With a population exceeding 162 million (US Census Bureau, 2021), growing consumer demand has spurred interest in sustainable fashion products. Influenced by globalization and technological advancements, the younger demographic increasingly adopts fashion trends from developed nations (Brooks, 2019). Therefore, understanding the attitudes and behaviours of Bangladeshi consumers is vital to shaping the future of the industry and integrating sustainability into both local and global fashion markets (Jahanshahi & Jia, 2018).

This study explores Bangladeshi consumers' awareness, attitudes, and behaviours toward sustainable fashion. Despite rising sustainability awareness, barriers such as high costs and limited access to eco-friendly products persist. The research investigates key factors influencing consumer decisions, including price sensitivity, brand preferences, and perceived environmental impact, while examining variations across demographic groups. Additionally, the study explores the role of knowledge and information sources in shaping consumer willingness to adopt sustainable practices (Jacobs et al., 2018).

By addressing cultural values and focusing on Bangladesh's context, this study contributes to the growing body of literature on sustainable consumer behaviour in developing countries. Addressing the attitude-behaviours gap requires multifaceted approaches that consider consumer behaviour, emotion, social, and informational dimensions in the context of sustainability. As Bangladesh's apparel market expands, these insights will inform brands and policymakers

seeking to align with consumer expectations and promote sustainable practices within the industry.

## **2. Literature Review**

### *2.1 Overview and Current Practices of Sustainable Fashion in Bangladesh*

Bangladesh's textile and garment industry is the largest manufacturing sector and an economic pillar, second to agriculture and shrimp production (Hosain et al., 2021). It has attracted around 3.5 billion Euros in investment over 30 years, meeting nearly 100% of domestic yarn and fabric demand and supporting export-oriented knitwear and woven RMG. Despite global competition, the industry remains resilient, expanding its spinning, weaving, knitting, and dyeing capacities while employing many women, who contribute about 80% of export earnings. Although the knitwear segment meets 90% of fabric demand, the woven sector relies on imports, indicating a growth opportunity for domestic production.

The Bangladeshi garment industry is a major global apparel supplier but faces challenges with unsustainable practices, which have been highlighted by disasters like the Rana Plaza collapse (Hossain, 2020). As consumers become more aware of environmental and social issues, pressure is mounting for the industry to adopt sustainable practices (Shen, 2014). European and American companies are auditing factories to ensure compliance with international standards. Despite some progress, significant challenges remain in fully integrating sustainability (Kafi & Romeo, 2017). Current research reveals a lack of comprehensive reviews on sustainable practices, emphasizing the need for further exploration of environmental impacts, worker welfare, and economic viability. This study utilizes Elkington's triple bottom line theory to analyze how the industry balances these aspects with profitability.

### *2.2 Consumer Perceptions and Sustainable Buying Practices*

In Bangladesh, perceptions of sustainability in fashion are shaped by affordability, individual needs, and cultural factors. Younger consumers (20 to 40 years) are increasingly aware of sustainability but face budget constraints, leading to a growing interest in second-hand clothing, especially among lower-income individuals. However, older consumers are hesitant due to hygiene concerns and the dominance of affordable new brands like Aarong. The lack of second-hand outlets further limits adoption. Consumer behaviours in Bangladesh mirror those of neighbouring India, where affordability remains crucial despite rising awareness and cultural barriers.

While global interest in sustainable fashion is growing, many consumers lack a deep understanding of sustainability. Misleading terms and inconsistent definitions, such as "eco-friendly" or "sustainable," complicate consumer perceptions (Henninger et al., 2016; McNeill & Moore, 2015). Awareness levels vary regionally, with developed markets showing stronger sustainability engagement than developing nations like Bangladesh, where affordability and accessibility often take precedence (Islam et al., 2020). Education, marketing, and media

campaigns play pivotal roles in shaping consumer awareness, but the prevalence of greenwashing undermines trust in sustainability claims (Acuti et al., 2022).

Sustainable purchasing emphasizes environmental, social, and ethical considerations, such as favoring eco-friendly materials and ethical labor standards (Pérez et al., 2021). Price remains a significant barrier, particularly in developing economies, where affordability and convenience drive consumer behavior (Nekmahmud & Fekete-Farkas, 2020). However, younger consumers, particularly Millennials and Gen Z, are shifting toward conscious consumption, favoring durable, high-quality products over fast fashion (McNeill & Moore, 2015). In Bangladesh, sustainable buying practices are emerging among urban, educated middle-class consumers but remain constrained by economic limitations and fast fashion dominance.

### *2.3 Policy, Regulatory Framework, and Challenges in Sustainable Fashion*

Sustainability has become a central topic of discussion across various fields, including maritime operations (Mohiuddin et al., 2024a), supply chain management (Mohiuddin et al., 2024b), entrepreneurial development (Hossain et al., 2024), and the fashion industry. However, it also involves critical aspects such as policy, regulatory frameworks, and challenges in achieving sustainable fashion.

National laws, international agreements, and industry initiatives influence Bangladesh's sustainable fashion policy. Key regulatory frameworks include the National Labor Act and Environmental Conservation Act, which aim to protect workers' rights and control pollution. Despite these efforts, enforcement remains inconsistent, particularly in smaller factories, and there is a significant focus on profit over social and environmental concerns. The garment industry, mainly employing women, often prioritizes low costs, leading to poor working conditions, as highlighted by the Rana Plaza disaster.

While global fashion trends are shifting towards a circular economy, Bangladesh primarily focuses on improving labour conditions and meeting production demands. A few manufacturers are adopting sustainable practices, like LEED certification, but local consumer preferences for affordability clash with global ethical fashion awareness. Additionally, digital technologies for transparency are slower to be implemented in Bangladesh due to infrastructural challenges.

Psychological factors, social influences, and economic conditions influence consumer behaviours. Cultural values and attitudes towards sustainability are shaped by theories such as the Theory of Planned Behaviour and Value-Belief-Norm Theory, which provide insight into the motivations and barriers to sustainable consumption. Overall, aligning with global sustainability practices remains challenging for Bangladesh's fashion industry.

### *2.4 Theoretical Framework and Literature Gaps*

The study employs TPB, VBN Theory, and consumer decision-making models to examine the psychological, social, and economic factors influencing sustainable consumption. Despite

growing research on sustainability in fashion, most studies focus on developed regions, leaving gaps in understanding consumer behaviours in developing economies like Bangladesh. Further exploration is needed on the socio-economic barriers, the role of local brands, and the effectiveness of education and marketing campaigns in promoting sustainability (Koep et al., 2020; Su et al., 2023). This study aims to address these gaps, providing insights into sustainable fashion consumption in Bangladesh and contributing to the broader global discourse on sustainability.

The current literature on sustainable fashion and consumer behaviours highlights significant gaps, especially in developing regions like Bangladesh. While research is prevalent in Europe and North America, it often overlooks the unique challenges faced by consumers in developing economies. Most studies focus on general awareness and ethical consumption without addressing the relationship between consumer knowledge, brand sustainability claims, and purchasing behaviours. However, the existing research in Bangladesh concentrates on the environmental impacts of fast fashion rather than consumer behaviours. There is a need for a deeper understanding of how consumers perceive sustainability, the socio-economic barriers they face, and the role of local brands. Additionally, the effectiveness of sustainability-focused education and marketing campaigns in influencing Bangladeshi consumers requires further investigation. This study addresses these gaps by exploring Bangladeshi consumers' knowledge, attitudes, and barriers to adopting sustainable practices. By integrating this perspective, the research seeks to enrich the global conversation on sustainable fashion and provide insights into promoting sustainability in emerging markets.

### **3. Research Methodology**

#### *3.1 Research Design*

Descriptive research provides a detailed understanding of consumer awareness and behaviours related to ethical fashion choices, particularly among Bangladeshi consumers. This approach quantifies awareness regarding sustainable fashion and its influence on purchasing decisions. It is commonly used in consumer behaviours studies to measure and describe variables like awareness, attitudes, and behaviours. However, a key feature of descriptive research is that it does not manipulate variables; instead, it observes phenomena as they naturally occur. This study aims to assess existing patterns in the Bangladeshi fashion market, highlighting the relationship between consumers' awareness of ethical practices and environmental concerns and their willingness to pay for sustainable products without establishing cause-and-effect links.

#### *3.2 Data Collection and Validity*

A survey-based quantitative approach was used to gather data from fashion consumers in Bangladesh, focusing on their attitudes toward sustainable fashion. Online surveys via platforms like Facebook and Instagram and in-person surveys in major cities such as Dhaka, Chittagong, and Sylhet were conducted to ensure a representative sample. This dual strategy allowed for the inclusion of younger, tech-savvy audiences and older individuals less engaged with digital

platforms. The questionnaire underwent pre-testing for reliability and validity, with Cronbach’s alpha applied for internal consistency. The survey aimed to assess consumer awareness and attitudes towards ethical fashion, enhancing understanding of the sustainable fashion market in Bangladesh.

*3.3 Data Analysis Techniques*

The collected data were processed digitally, allowing easy statistical analysis using software such as Stata. Each of the five demographic indicators was cross tabulated with variables related to sustainable fashion awareness, attitudes, and purchasing behaviours. For the descriptive statistics, the formula is as follows:

$$Mean (\mu) = \frac{\sum x_i}{n} \qquad \text{eqn (1)}$$

Where:

$\sum x_i$  = sum of all observed values

$n$  = total number of observations

The cross-tabulation method examined how demographic variables intersected with consumer knowledge and behaviours. For instance, cross-tabulation helped reveal how income levels influence the willingness to pay for sustainable products or how education levels correlate with awareness of ethical purchasing practices.

$$Categories (A,B..) = \begin{matrix} X_{11} & X_{12} & R_1 \\ X_{21} & X_{22} & R_2 \\ C_1 & C_2 & Gt \end{matrix} \qquad \text{eqn (2)}$$

Where:

Rows: Categories of demographic variables (e.g., age group, gender, education level, occupation, income level)

Columns: Categories of another variable (e.g., awareness of sustainable fashion, gender, etc.)

$X_{11}, X_{12}, \dots$ : The observed frequencies for each combination of the two variables.

Row Total ( $R_1, R_2, \dots$ ): The total frequency for each category in the row variable.

Column Total ( $C_1, C_2, \dots$ ): The total frequency for each category in the column variable.

Grand Total (Gt): The overall total of all observations.

The Chi-Square Test of Independence assessed the statistical significance of differences in categorical variables, such as awareness of sustainable fashion across education levels. This test evaluated whether the relationship between education level and knowledge of sustainable fashion was due to random chance or a true association.

$$X^2 = \sum \frac{(O_i + E_i)^2}{E_i} \quad \text{eqn (3)}$$

Where:

$O_i$  = observed frequency in each category

$E_i$  = expected frequency (calculated by  $E_i = \frac{\text{row total} \times \text{column total}}{\text{ground total}}$ )

The sum is taken over all cells in the table.

The result is compared against a chi-square distribution with appropriate degrees of freedom (df), where:

$$df = (r - 1)(c - 1) \quad \text{eqn (4)}$$

r = number of rows

c = number of columns

If the chi-square statistic exceeds the critical value from the chi-square distribution, the null hypothesis of no association between the variables is rejected.

#### 4. Result and Discussion

In the empirical analysis section of this thesis, various statistical tests were used to examine the relationship between demographic factors and attitudes toward sustainable fashion among Bangladeshi consumers. A Cronbach's alpha test confirmed the reliability of the survey scales, demonstrating internal consistency among variables like awareness and purchasing practices. Out of 350 questionnaires distributed, 313 were returned, resulting in a response rate of 89.4%. However, only 276 responses were valid for analysis, ensuring the data on consumers' attitudes and behaviours regarding sustainable fashion were reliable.

Table 1: Questionnaire Distribution

Sent Out	Received Back	Used
350	313	276

The questionnaire assesses consumers' awareness, attitudes, buying practices, and knowledge about sustainable fashion using a Likert scale (1 to 5) across various sections. It measures familiarity with sustainable fashion, concern for the industry's environmental impact, and factors influencing purchasing decisions like price and eco-friendly product availability. The survey also identifies trusted information sources and respondents' interest in learning more about sustainable fashion, offering insights into future engagement strategies.



Table 2: Questionnaire Distribution

Scaling Group	1	2	3	4	5
<b>Awareness, Attitudes, Agreement</b>	Strongly Disagree: No awareness or support	Disagree: Minimal agreement or support	Neutral: Indifferent or undecided	Agree: Positive awareness or support	Strongly Agree: Full awareness or strong support
<b>Importance</b>	Not Important: Irrelevant factor	Slightly Important: Minimal influence	Neutral: Neither important nor unimportant	Important: Significant influence	Very Important: Top priority factor
<b>Frequency</b>	Never: Behavior doesn't occur	Rarely: Behavior occurs infrequently	Sometimes: Behavior occurs occasionally	Often: Behavior occurs frequently	Always: Behavior occurs regularly
<b>Willingness to Pay</b>	Not Willing: No willingness to pay more	Slightly Willing: Hesitant to pay more	Neutral: Indifferent about paying more	Willing: Open to paying more	Very Willing: Comfortable paying a premium
<b>Challenges Faced</b>	Strongly Disagree: Challenge not recognized	Disagree: Challenge has minimal impact	Neutral: Uncertain about challenge's impact	Agree: Challenge is significant	Strongly Agree: Challenge is a major barrier
<b>Trust Information Source</b>	Trust fashion brands as the main source	Trust media outlets for information	Trust educational initiatives as the source	Trust environmental organizations	Trust government news as the source
<b>Suggestions to Promote Sustainable Fashion</b>	Prefer social media campaigns	Support government regulations	Favor educational programs as a promotion method	Prefer advertising by brands	Strong preference for educational programs

Table 3 summarizes the descriptive statistics for the respondents' evaluations of five key objectives related to sustainable fashion. The mean score of 4 across all objectives demonstrates respondents' generally positive perception and engagement with sustainable fashion. The differences in standard deviation and range across objectives highlight varying levels of agreement and diversity in experiences.

Table 3: Respondent’s mean descriptive statistics

Objectives	Observations (Obs)	Mean	Std. Dev.	Min	Max
Awareness	276	4	0.6019463	2	5
Attitudes	276	4	0.6185191	2	5
Buying practices	276	4	0.6185191	2	5
Information sources	276	4	0.8728597	1	5
Impact & promotion	276	4	0.6477996	3	5

4.1 Demographic Information in Bangladesh

This section summarizes demographic information in Bangladesh across five variables: age (18-24 to 55+), gender (1 for male, 2 for female), education (high school graduates to PhD holders), occupation (student, employed, self-employed, retired, unemployed), and income (less than 20,000 to over 80,000 BDT). These variables help analyze how demographics influence awareness, attitudes, and behaviours toward sustainable fashion, using a 1 to 5 scale for responses.

Table 4: Demographic analysis

Demographic Indicator	Category/%	Scale	Description
Age	18-24 (26%)	1	Respondents aged between 18 and 24 years
	25-34 (23%)	2	Respondents aged between 25 and 34 years
	35-44 (22%)	3	Respondents aged between 35 and 44 years
	45-54 (15%)	4	Respondents aged between 45 and 54 years
	55+ (14%)	5	Respondents aged 55 years and above
Gender	Male (51%)	1	Respondents identifying as male
	Female (49%)	2	Respondents identifying as female
Education	High School (38%)	1	Respondents with a high school education
	Diploma (17%)	2	Respondents with a diploma
	Bachelor's Degree (12%)	3	Respondents with a bachelor’s degree
	Master's Degree (23%)	4	Respondents with a master’s degree

	PhD (10%)	5	Respondents with a PhD
<b>Occupation</b>	Student (42%)	1	Respondents currently studying
	Employed (14%)	2	Respondents working in full-time or part-time jobs
	Self-employed (18%)	3	Respondents owning a business or working independently
	Retired (26%)	4	Respondents who are retired
	Unemployed (0%)	5	Respondents currently unemployed
<b>Income Level</b>	Less than 20,000 (17%)	1	Respondents earning less than 20,000 BDT per month
	20,000 – 40,000 (23%)	2	Respondents earning between 20,000 and 40,000 BDT
	40,001 – 60,000 (19%)	3	Respondents earning between 40,001 and 60,000 BDT
	60,001 – 80,000 (19%)	4	Respondents earning between 60,001 and 80,000 BDT
	More than 80,000 (22%)	5	Respondents earning more than 80,000 BDT per month

#### *4.2 Awareness of Sustainable Fashion in Bangladesh*

This section categorizes respondents by demographics such as age, gender, education, occupation, and income. It measures their awareness of sustainable fashion practices on a scale from 1 (Strongly Disagree) to 5 (Strongly Agree). The evaluation assesses consumer understanding of sustainability, the fashion industry's environmental impact, familiarity with sustainable brands in Bangladesh, and willingness to pay more for eco-friendly products, relevant for market potential. Average responses are shown in Table 4.

The following were the key questions:

A = I am aware of the concept of sustainable fashion.

B = I understand the environmental impact of the fashion industry in Bangladesh.

C = I am familiar with the sustainable fashion brands available in Bangladesh.

D = I am willing to pay more for sustainable fashion products.

E = Sustainable fashion is essential for the future of the fashion industry in Bangladesh.

The mean responses by the respondents generally agree with statements about awareness, understanding, and the importance of sustainable fashion. Still, they are neutral regarding the willingness to pay more for sustainable products.

Table 5: Respondents average responses

Questions	A	B	C	D	E
Scale	4	4	4	3	4

scale reliability coefficient = 0.8043

Figure 1 indicates that most respondents, particularly in the 18-24 age group, are aware of sustainable fashion, though many remain neutral, suggesting potential for increased engagement. The Pearson chi-square test (p-value = 0.595) shows no significant association between age and awareness. Figure 2 reveals that both genders exhibit similar levels of awareness, but many respondents remain neutral, indicating uncertainty. At the 10% significance level, there is evidence that gender influences awareness of sustainable fashion, suggesting differences in understanding between males and females.

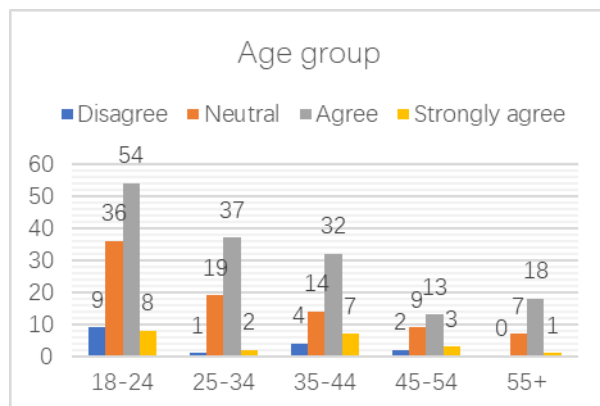


Figure 1: Responses for sustainable fashion awareness by age

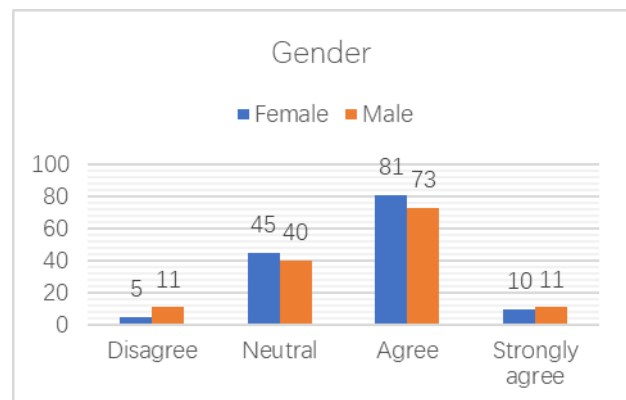


Figure 2: Responses for sustainable fashion awareness by gender

Figure 3 reveals that education levels affect awareness of sustainable fashion, with bachelor's degree holders being more neutral or disagreeing, while Diploma and master's degree holders show greater neutrality. Despite these variations, the chi-square test shows no significant impact of education on awareness, highlighting the need for increased efforts toward bachelor's degree holders. Meanwhile, Figure 4 indicates that employed and self-employed students are generally aware of sustainable fashion, whereas retired respondents have mixed opinions. The chi-square test shows a strong relationship between occupation and awareness, suggesting consistent knowledge across employment statuses.

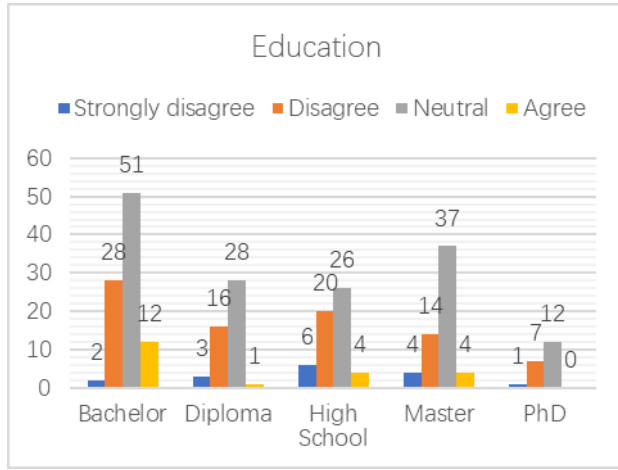


Figure 3: Responses for sustainable fashion awareness by Education

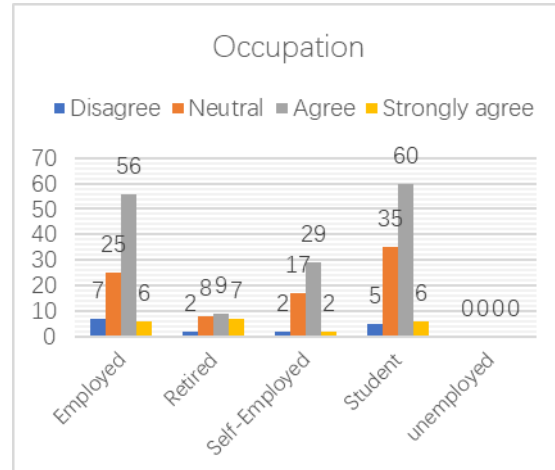


Figure 4: Responses for sustainable fashion awareness by occupation

The data in Figure 5 indicates that most respondents are aware of sustainable fashion, regardless of income level, with only a few neutral or disagreeing responses. The chi-square test shows no significant relationship between income and awareness, suggesting that understanding of sustainable fashion is consistent across different income brackets.

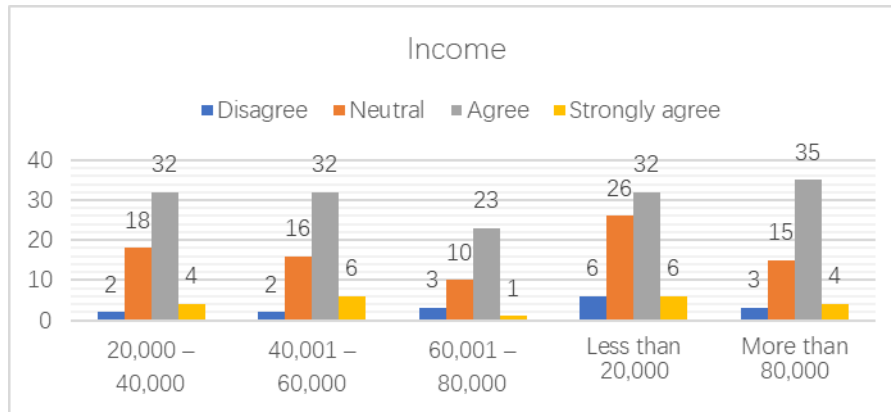


Figure 5: Responses for sustainable fashion awareness by income

#### 4.3 Attitude towards sustainable fashion

This section categorizes respondents by demographics (age, gender, education, occupation, and income) and uses a Likert scale (1 to 5) to assess views on sustainability in fashion, concerns about environmental impact, and willingness to pay more for sustainable products. It also highlights challenges to adopting sustainable fashion, such as higher costs, limited availability, and lack of awareness. Average responses are shown in Table 5.

The following were the key questions:

- A. Importance for Environment
- B. Concern about Impact
- C. Willing to Pay More
- D. Challenges Faced

Respondents emphasize the importance of sustainable fashion's environmental impact and are willing to pay more for eco-friendly products. They are neutral about the challenges of engaging with sustainable fashion, indicating that these challenges are manageable.

Table 6: Respondents average responses

Questions	A	B	C	D
Scale	4	4	4	3
Scale reliability coefficient:	0.7093			

The data in Figure 6 shows that younger respondents (18-24) are significantly more concerned about sustainable fashion than older age groups (25-34, 45-54, 55+), who display a mix of neutrality and concern. The chi-square test confirms that age influences attitudes, highlighting younger individuals' greater willingness to engage. Some respondents across all age groups remain neutral, indicating ambivalence. Figure 7 reveals that both females and males have similar attitudes toward sustainable fashion, with most expressing concern or willingness; however, many remain neutral. The chi-square test indicates that gender does not significantly impact attitudes, suggesting concerns are consistent across genders.

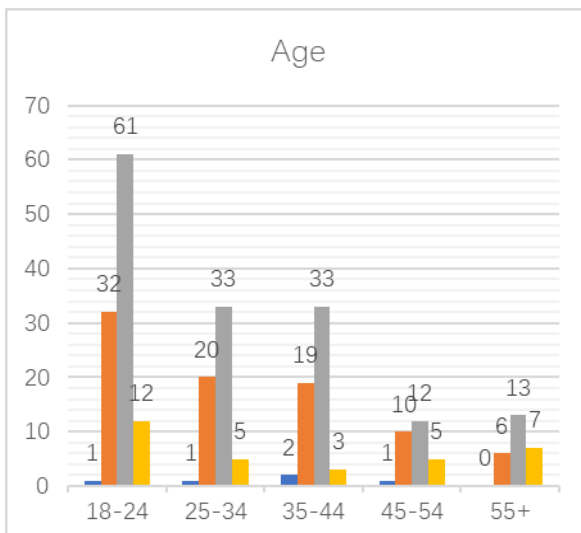


Figure 6: Responses for sustainable fashion attitudes by age

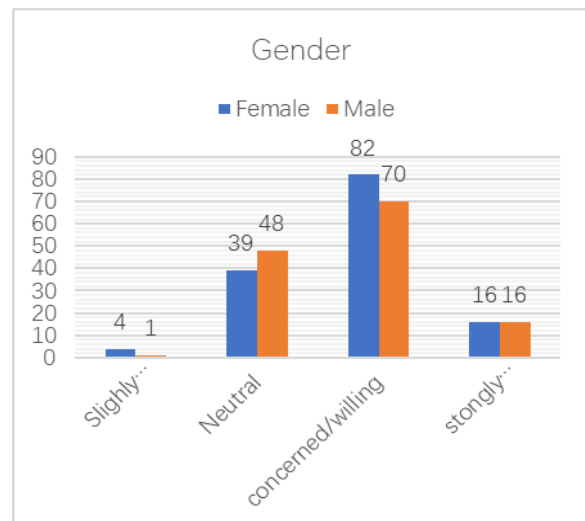


Figure 7: Responses for sustainable fashion attitudes by gender

Figure 8 shows that most respondents, regardless of education level, are concerned about sustainable fashion, with neutral responses common. The chi-square test indicates that education level does not significantly affect attitudes. Figure 9 reveals that most respondents, including employees, self-employed, and students, are concerned about sustainable fashion. Chi-square tests show significant differences based on occupation, with employees and students most concerned, and retirees more neutral.

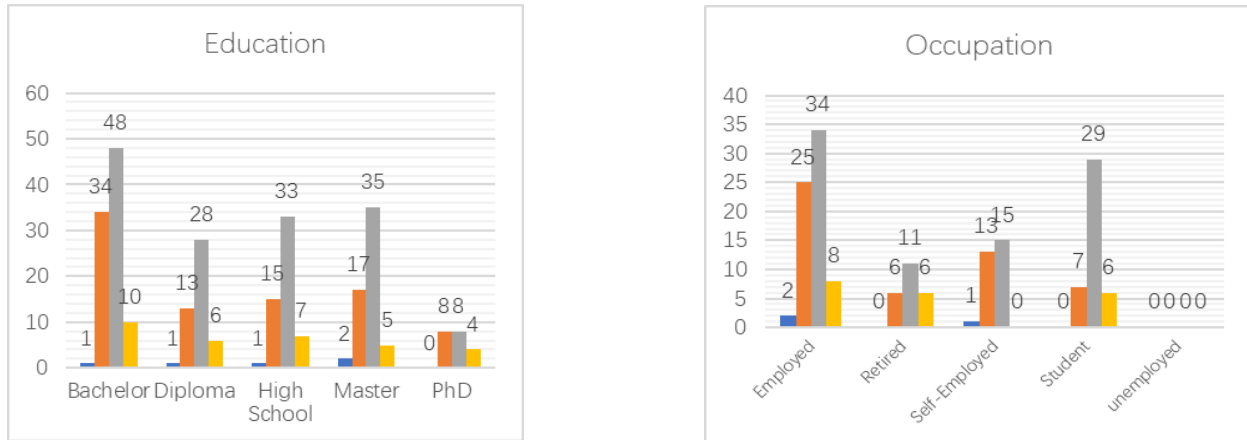


Figure 10 reveals that attitudes toward sustainable fashion are consistent across all income levels, with the chi-square test suggesting that income does not significantly influence willingness or concern regarding sustainable fashion.

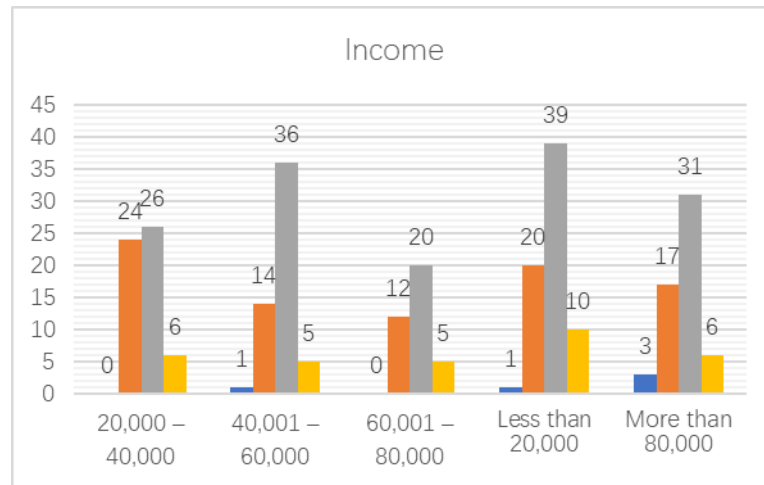


Figure 10: Responses for sustainable fashion attitudes by occupation

4.4 Sustainable Fashion Buying Practices

This section examines consumer buying behaviours, focusing on how price, brand, environmental impact, and purchase locations (online, international retailers, local markets) influence decisions. A scale from 1 (Not Important/Never) to 5 (Very Important/Always) helps identify factors driving sustainable fashion purchases. Figure 11 shows that respondents of all ages consider sustainable fashion necessary, with few neutral responses. The chi-square test indicates no significant age-related differences in attitudes. Figure 12 shows that both females and males value sustainable practices, with only a few neutral responses, and one respondent from each gender rated it as very important. The Pearson Chi-Square test suggests no significant gender difference in these practices.

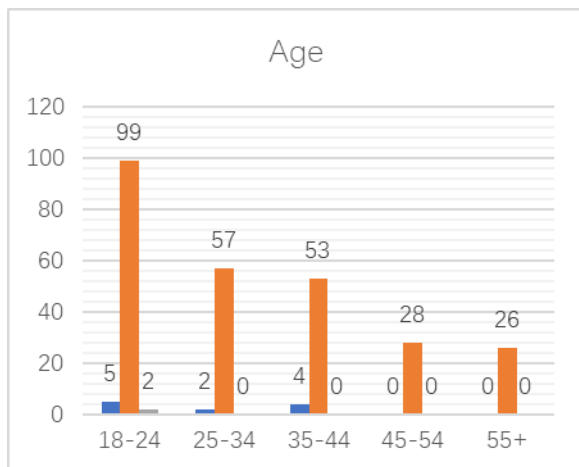


Figure 11: Responses for sustainable fashion buying practices by age

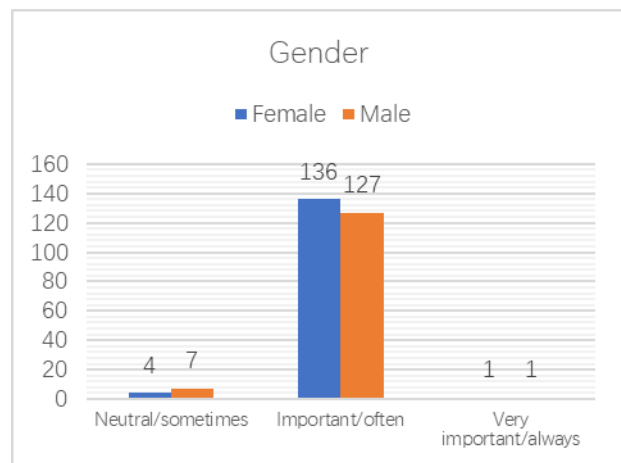


Figure 12: Responses for sustainable fashion buying practices by gender

The chart in Figure 13 shows that respondents of all education levels regard sustainable fashion buying practices as important, with most selecting "Important/often." Few chose "Neutral/sometimes" or "Very important/always," indicating a shared view across education levels. The Pearson Chi-Square test shows no significant differences based on education. Figure 14 highlights a strong consensus among occupations, with employed individuals, students, and self-employed respondents predominantly rating sustainable fashion as Important/often, and retirees also agreeing. Notably, only students marked it as Very important/always, reflecting their strong commitment to eco-friendly practices. However, these differences are not statistically significant, indicating a consistent sustainability valuation across all occupations.



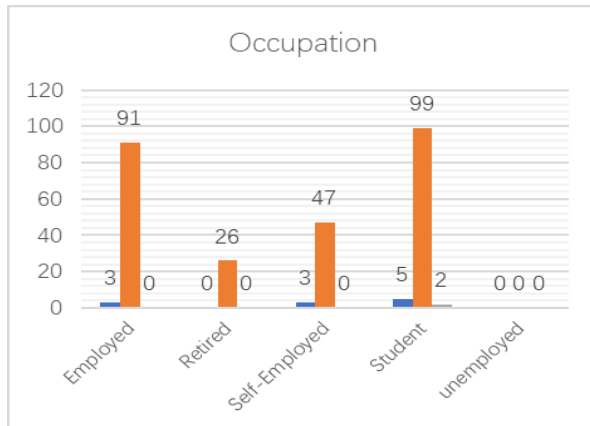


Figure 13: Responses for sustainable fashion buying practices by education

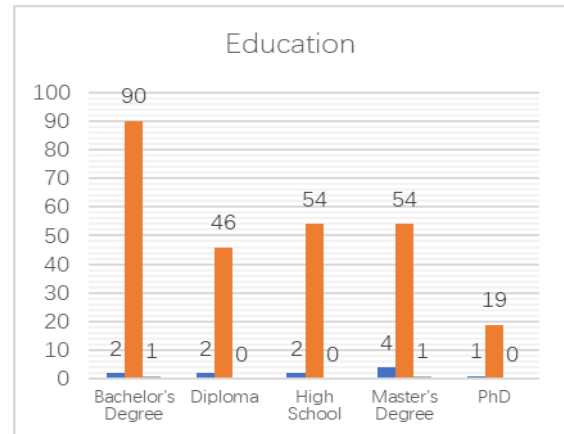


Figure 14: Responses for sustainable fashion buying practices by occupation

Figure 14 highlights a clear trend across income brackets, with most respondents, regardless of income level, rating sustainable fashion buying practices as Important/often. Income groups such as 40,001–60,000 and less than 20,000 are particularly aligned, with all respondents in these brackets selecting this option. A small number of people in the 20,000–40,000, 60,001–80,000, and more than 80,000 income groups chose Neutral/sometimes, and only one respondent rated it as Very important/always. The Pearson Chi-Square result shows no statistically significant differences across income levels, suggesting that income does not play a critical role in shaping opinions on sustainable fashion. Sustainable practices are seen as necessary across all income groups.

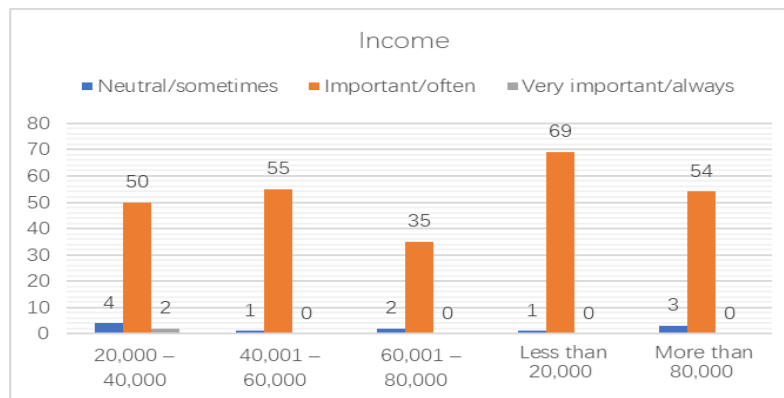


Figure 15: Responses for sustainable fashion buying practices by income

#### 4.5 Knowledge and Sources of Information

In this section, respondents assess their understanding of critical concepts such as the impact of fast fashion and organic materials using the same 1 to 5 scale. Additionally, they are asked to rate the trustworthiness of different information sources (e.g., fashion brands, media outlets, government news). This helps identify the most effective channels for raising awareness about

sustainable fashion. Table 7 shows the respondent’s average responses. The following were the key questions:

- A. Understand the Impact of Fast Fashion
- B. Understand Organic Materials
- C. Trust Information Source

The average value of the respondent demonstrates a strong understanding of both the impact of fast fashion and the use of organic materials, with scores of 4 indicating agreement. They trust educational initiatives the most, giving it a score of 3 as their preferred source of information over options like fashion brands, media outlets, and environmental organizations.

Table 7: Respondents average responses

Questions	A	B	C
Scale	4	4	3
<b>Scale reliability coefficient: 0.68</b>			

The chart in Figure 16 shows respondents from different age groups regarding their knowledge of sustainable fashion. Most participants, especially those aged 25-34 and 45-54, agreed with the statements, while the 18-24 group had the highest "Strongly disagree" responses. Those 55 and older had varied opinions. The Pearson Chi-Square results indicate no significant differences among age groups in their views on sustainable fashion. Figure 18 reveals that both male and female respondents mostly agree about their knowledge and sources of information on this topic, with only one from each gender choosing "Strongly disagree." The Pearson Chi-Square value shows no significant gender differences, indicating similar perspectives between males and females.

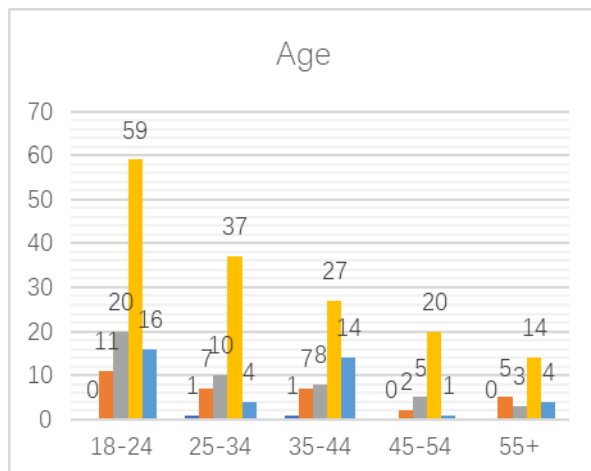


Figure 16: Responses for Knowledge and sources of information by age

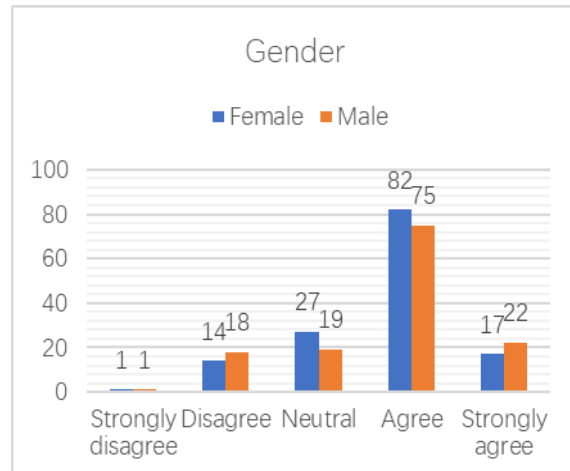


Figure 17: Responses for knowledge and sources of information by gender

The chart in Figure 18 displays responses on knowledge and sources of information about sustainable fashion based on education levels. Bachelor's degree holders mainly chose "Agree," while Diploma and Master's degree respondents varied more in their responses. The Pearson Chi-Square result shows no significant difference among education levels, suggesting education does not greatly influence perceptions of knowledge on sustainable fashion. The chart 19 shows how people from different occupations perceive their knowledge and information sources about sustainable fashion. Employed individuals predominantly agree with the statements, while students and self-employed respondents demonstrate a range of opinions, including agreement and neutrality. No responses came from the unemployed group. The Pearson Chi-Square analysis indicates no significant differences across occupations, suggesting that occupation does not notably influence perceptions of sustainable fashion knowledge and information sources.

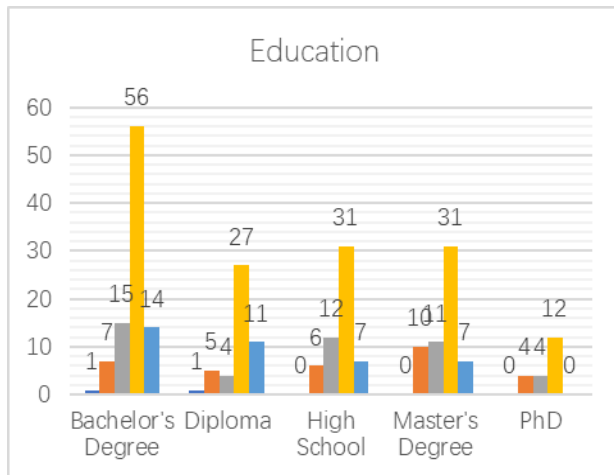


Figure 18: Responses for knowledge and sources of information by education

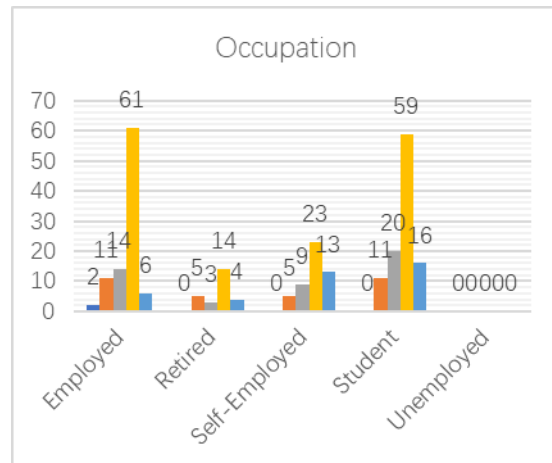


Figure 19: Responses for knowledge and sources of information by occupation

The chart in Figure 20 depicts responses on knowledge and sources of information about sustainable fashion across various income levels. Most respondents across all groups, especially those earning between 40,001–80,000, selected “Agree.” Fewer respondents expressed neutral, disagree, or strongly agree opinions, particularly in lower-income groups (under 20,000). The Pearson Chi-Square value shows no significant difference between income groups, indicating that income does not notably impact perceptions of sustainable fashion knowledge.

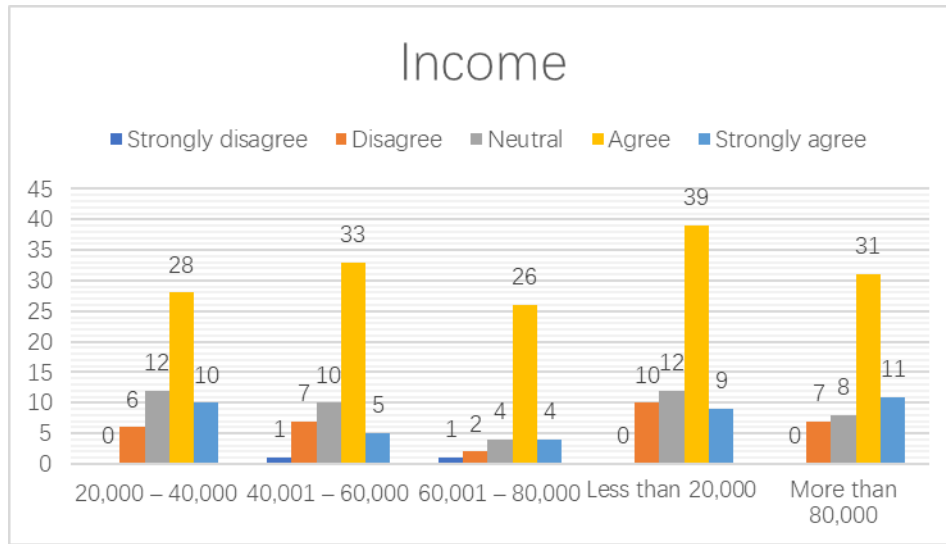


Figure 20: Responses for knowledge and sources of information by income

The final section examines how respondents' knowledge influences their buying decisions and interest in sustainable fashion. It also gathers suggestions for promoting sustainability through social media, government regulations, and educational initiatives. These insights enhance our understanding of consumer engagement in sustainable practices. Table 8 presents the average responses. Key questions included:

- A. Current Knowledge Affects Buying Decisions
- B. Interest in Learning More
- C. Suggestions to Promote Sustainable Fashion

Respondents agree that their knowledge influences fashion-buying decisions and show a strong interest in learning about sustainable fashion, with an average score of 4. They believe educational programs are the most effective way to promote sustainable fashion, prioritizing knowledge and education over social media campaigns, regulations, and brand advertising.

Table 8: Respondent's average responses

Questions	A	B	C
Scale	4	4	4
<b>Scale reliability coefficient: 0.7529</b>			

The chart in Figure 20 shows that most respondents across age groups "Agree" or "Strongly Agree" on sustainable fashion knowledge and promotion, with younger (18-34) and middle-aged (35-44) respondents showing the highest agreement. Older respondents (55+) also support it but with fewer "Strongly Agree" responses. The Pearson Chi-Square value indicates no significant differences in opinions by age group. Figure 21 compares male and female responses, revealing similar levels of agreement, with "Agree" being the most common response (81 females, 78

males). Females show slightly more "Neutral" responses, while "Strongly Agree" is balanced between genders. No significant gender differences were found in attitudes towards sustainable fashion.

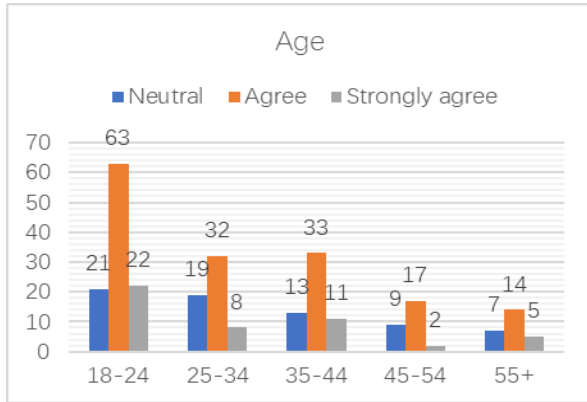


Figure 21: Responses for knowledge and promotion of sustainable fashion by age

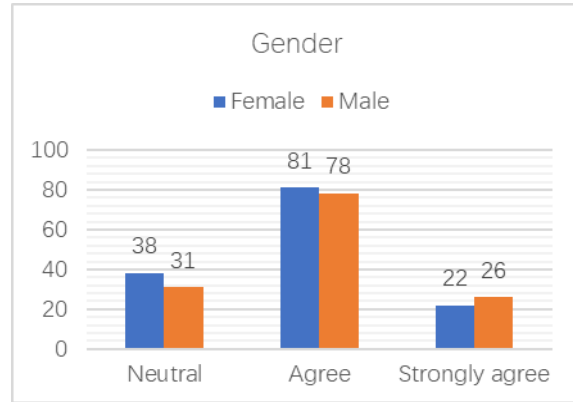


Figure 22: Responses for knowledge and promotion of sustainable fashion by age

The chart in Figure 23 shows responses about knowledge and promotion of sustainable fashion by education level. Most respondents with a bachelor’s degree agreed, followed by those with a master’s degree, while fewer diploma, high school, and PhD holders did. Neutral responses were balanced, with strong agreements mainly from Bachelor’s and High School respondents. A significant Pearson Chi-Square result indicates education level influences views on sustainable fashion. On the other hand, figure 24 displays responses by occupation. Most students and employed individuals agreed, while fewer retired and self-employed respondents did. Some employed individuals and students were neutral, and self-employed showed limited strong agreement. Pearson Chi-Square analysis found no significant differences by occupation, suggesting that it does not notably influence views on sustainable fashion.

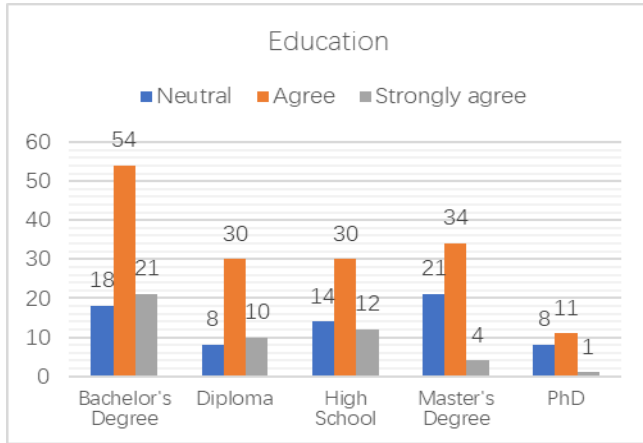


Figure 23: Knowledge and promotion of sustainable fashion by education

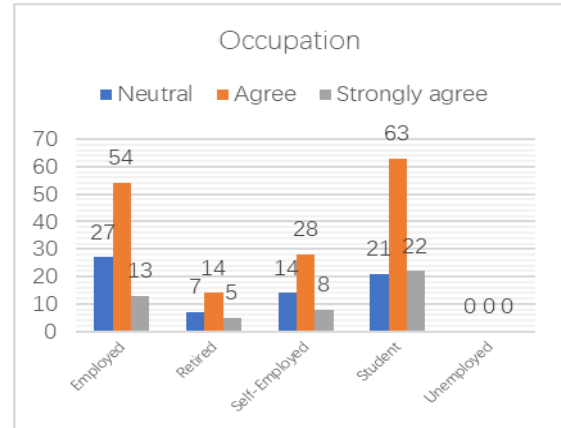


Figure 24: Knowledge and promotion of sustainable fashion by occupation

The chart in Figure 25 illustrates responses on knowledge and promotion of sustainable fashion by income level. Respondents with incomes under 20,000 and over 80,000 showed the highest agreement. Those in the 20,000–40,000 and under 20,000 brackets were often neutral, with fewer strongly agreeing. The Pearson Chi-Square value suggests a significant difference in responses based on income, indicating that income may affect perceptions of sustainable fashion.

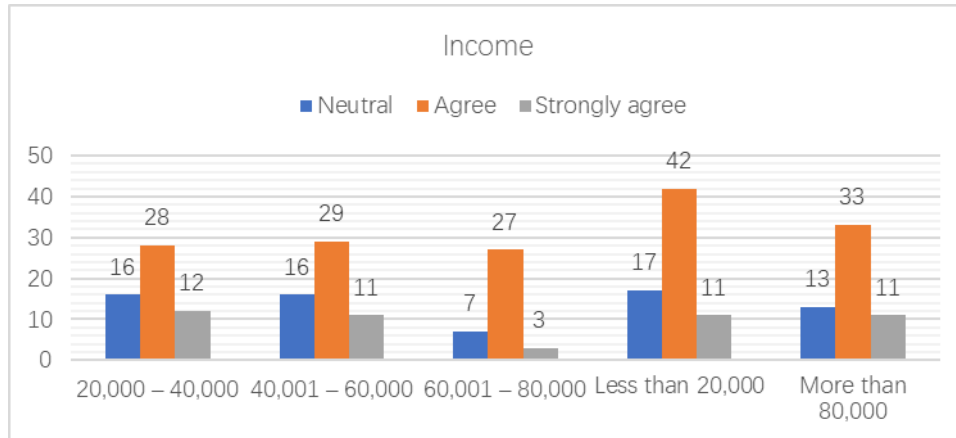


Figure 25: Responses for knowledge and promotion of sustainable fashion by income

#### 4.6 Summary of Findings

The demographic analysis in Bangladesh (Section 5.3) revealed a well-rounded distribution of respondents across age, gender, education, occupation, and income levels. Most respondents fell within the younger age brackets (18-24 and 25-34), and the gender distribution was nearly equal. Educational levels varied, with most respondents having a high school or master’s degree, while occupations ranged from students to retirees. Income levels were distributed across all brackets,

allowing for a comprehensive analysis of various demographic factors. The awareness of sustainable fashion appears to be generally high across various demographics, including age, gender, and income levels, although some respondents remain neutral. Gender does play a significant role in awareness, with slight differences in perceptions between males and females. Education level showed no substantial impact on awareness, whereas occupation levels had a notable effect, suggesting varying levels of understanding based on background.

Regarding attitudes towards sustainable fashion, respondents from all demographic groups, particularly younger individuals, expressed concern about the fashion industry's environmental impact and demonstrated a willingness to pay more for eco-friendly products. Age and occupation significantly influenced these attitudes, with younger individuals showing greater concern and engagement with sustainable fashion. Conversely, income, education, and gender did not statistically affect attitudes.

Regarding sustainable fashion buying practices, price and environmental impact were identified as the most critical factors influencing purchasing decisions. Respondents across all ages, genders, and income groups emphasized these aspects, with a preference for local markets over international retailers. Occupation and education levels did not significantly influence buying practices, indicating a consensus among these demographics.

However, in terms of knowledge and sources of information about sustainable fashion, most respondents displayed a clear understanding of the effects of fast fashion and the benefits of organic materials. Educational initiatives were the most trusted source of information, with no significant differences noted across demographics such as age, education, or income. This indicates a broad trust in academic programs.

Ultimately, respondents' knowledge about sustainable fashion affects their buying decisions and preferred promotional methods. They acknowledged that their current knowledge influences their purchases and strongly desired to learn more. Educational programs were determined to be the most effective method for promoting sustainable fashion. Income level was statistically significant across all groups, with no notable differences in opinion based on age, gender, or occupation.

Overall, the findings reveal a widespread awareness and positive attitude towards sustainable fashion, with some variation related to gender and occupation. However, the willingness to pay more for sustainable fashion and the importance of challenges such as cost and availability differ among individuals, highlighting areas where further engagement and education could enhance participation in sustainable fashion practices.

## **5. Conclusion**

This study used a survey-based quantitative approach to investigate consumer awareness, attitudes, and behaviours toward sustainable fashion in Bangladesh, collecting data from 276

respondents. The findings indicate a high level of awareness, particularly among younger and male participants; however, price continues to be a significant barrier to purchasing eco-friendly products. While consumers express optimism about sustainability, they need more education and accessible pricing. Demographic factors such as gender, age, and income influence awareness and attitudes, suggesting a sustainable growth potential. Bangladeshi fashion brands should focus on improving communication about the environmental benefits of sustainable fashion and addressing price concerns by offering competitive pricing or justifying premium costs with long-term benefits. Enhancing local and online presence and social media campaigns can increase consumer engagement and willingness to pay.

Policymakers also play a crucial role in promoting sustainable fashion through regulations, tax incentives, and public education campaigns targeting younger consumers. Additionally, funding for research and development can drive innovation in eco-friendly fashion. The study has limitations, including the potential for bias from self-reported data and a sample that does not fully represent rural consumers. Future research should concentrate on longitudinal studies, qualitative insights, and the impact of marketing strategies on sustainable fashion.

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