

Youngsters' Behaviour Towards Sustainable Clothing: A Study with Special Reference to Punjab

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Abstract

The growing environmental and social concerns associated with the conventional fashion industry have increased the importance of sustainable clothing consumption. Sustainable clothing promotes environmentally responsible production and consumption through the use of eco-friendly materials, ethical manufacturing practices, resource conservation, waste reduction, and longer product life cycles. Young consumers represent an important segment of the clothing market because their preferences, awareness, attitudes, and purchasing behaviour can influence the future direction of the fashion industry. The present study examines youngsters' behaviour towards sustainable clothing with special reference to Punjab. The study focuses on understanding the level of awareness of sustainable clothing among youngsters and examines the factors influencing their attitudes and purchasing behaviour towards sustainable clothing. Primary data may be collected from youngsters in Punjab through a structured questionnaire using a suitable sampling technique. Descriptive statistics and appropriate inferential techniques may be employed to analyse the collected data. The study seeks to identify the extent to which environmental awareness, perceived quality, price, social influence, availability, brand image, ethical considerations, and environmental concern influence youngsters' sustainable clothing behaviour. The findings are expected to provide useful insights for clothing brands, marketers, policymakers, and other stakeholders seeking to encourage sustainable consumption among young consumers. The study also contributes to the growing body of research on sustainable fashion by providing a regional perspective on the changing clothing preferences and consumption behaviour of youngsters in Punjab.

Keywords: Sustainable Clothing, Sustainable Fashion, Youngsters, Consumer Behaviour, Environmental Awareness, Sustainable Consumption, Purchase Behaviour, Punjab.

Introduction

The fashion and clothing industry is one of the most dynamic and rapidly evolving sectors of the global economy. Clothing is not only a basic necessity but also an important means of expressing individual identity, lifestyle, social status, and cultural preferences. Over the past few decades, the expansion of fast fashion has transformed the way consumers purchase and use clothing. The availability of inexpensive garments, frequent changes in fashion trends, rapid production cycles, and online shopping have encouraged consumers to purchase clothing more frequently. However, this model of consumption has also raised concerns regarding excessive resource use, textile waste, pollution, greenhouse-gas emissions, and social conditions within global supply chains.

The increasing environmental and social consequences of conventional clothing production have contributed to the emergence of sustainable clothing as an alternative approach. Sustainable clothing refers broadly to garments that are designed, produced, distributed, used, and disposed of with greater consideration for environmental protection, resource efficiency, worker welfare, and long-term social and economic sustainability. It may involve the use of organic, recycled, renewable, or lower-impact fibres; responsible manufacturing processes; reduced water and energy consumption; ethical labour practices; durable product design; recycling; reuse; and responsible disposal.

Sustainable fashion therefore extends beyond the characteristics of an individual garment and encompasses the wider lifecycle of clothing.

The concept of sustainable clothing has become increasingly relevant because the environmental impact of textiles occurs throughout their lifecycle. The production of fibres requires raw materials, water, energy, chemicals, and land, while manufacturing, transportation, consumer use, and disposal generate additional environmental pressures. Textile waste is also a significant concern because garments that are discarded prematurely may contribute to landfill accumulation or resource loss. Consequently, sustainable clothing seeks to encourage a transition from a linear “take-make-dispose” model towards more circular approaches, in which products and materials remain in use for longer through durability, repair, reuse, resale, recycling, and responsible design.

Consumer behaviour is central to this transition. Even when sustainable clothing products are available, their environmental benefits may not translate into substantial changes in consumption unless consumers are willing to purchase, use, maintain, reuse, and dispose of clothing responsibly. Consumers may consider several factors when making clothing decisions, including price, quality, comfort, style, brand reputation, availability, social influence, environmental concern, and ethical considerations. Thus, sustainable clothing behaviour is influenced by a combination of economic, psychological, social, and environmental factors.

Youngsters constitute an especially important consumer group in the clothing market. Young consumers are frequently exposed to changing fashion trends through social media, digital platforms, influencers, celebrities, online retailers, and peer groups. These influences can encourage rapid consumption, but digital platforms can also increase awareness of environmental issues and promote sustainable lifestyles. As a result, youngsters may simultaneously experience the appeal of fast fashion and an increasing awareness of sustainability. Understanding this apparent tension is important for examining whether environmental awareness actually translates into sustainable clothing purchasing and consumption behaviour.

The relationship between awareness and actual behaviour is not always straightforward. A consumer may express concern about environmental degradation but still prefer conventional clothing because sustainable products are perceived as expensive, difficult to find, less fashionable, or less accessible. This phenomenon is often discussed in sustainable consumption research as the attitude–behaviour gap. Examining this gap among youngsters can help determine whether positive attitudes towards sustainability are reflected in their actual clothing choices.

Punjab provides an interesting context for studying sustainable clothing behaviour among young consumers. The state has a diverse population with a strong cultural association with clothing, fashion, textiles, and changing lifestyle patterns. At the same time, increasing urbanisation, higher exposure to digital media, expanding e-commerce, and changing consumer preferences are influencing the purchasing habits of younger generations. Youngsters in Punjab therefore represent an important population for understanding how traditional preferences and emerging sustainability concerns interact in contemporary clothing consumption.

The present study, titled “Youngsters’ Behaviour Towards Sustainable Clothing: A Study with Special Reference to Punjab,” focuses on the awareness, attitudes, preferences, and behavioural tendencies of youngsters towards sustainable clothing. The study seeks to understand the factors that shape their sustainable clothing behaviour and the extent to which environmental and social considerations influence their purchasing decisions. Particular attention may be given to factors such as environmental awareness, perceived product quality, price, availability, social influence, brand image, ethical considerations, and personal environmental concern.

The significance of the study extends to different stakeholders. For clothing manufacturers and brands, understanding young consumers' expectations can assist in developing and marketing sustainable products. For marketers, knowledge of consumer motivations and barriers can support more effective sustainability communication. For policymakers and educational institutions, the findings can contribute to initiatives aimed at

promoting responsible consumption and environmental awareness. For consumers themselves, greater awareness of the lifecycle impacts of clothing can encourage more responsible purchasing and usage practices.

Therefore, studying youngsters' behaviour towards sustainable clothing is important not only from a consumer-behaviour perspective but also from the broader perspective of environmental sustainability and responsible consumption. The present research attempts to provide empirical insights into the changing clothing behaviour of youngsters in Punjab and contributes to the growing discussion on sustainable fashion and sustainable consumption among young consumers.

Literature Review

The concept of sustainable clothing has received increasing attention in academic research because of growing environmental concerns, changing consumer lifestyles, and the expansion of fast fashion. Previous studies have examined sustainable clothing from different perspectives, including environmental awareness, consumer attitudes, purchase intentions, ethical consumption, social influence, price sensitivity, perceived quality, and the attitude-behaviour gap. The following review presents important studies relevant to youngsters' behaviour towards sustainable clothing, with particular relevance to the Indian and Punjab context.

Sustainable Fashion and Environmental Concerns

Allwood et al. (2006) examined the environmental implications of textile production and highlighted the substantial use of energy, water and other resources throughout the textile lifecycle. The study emphasised the importance of changes in production processes, product design and consumer practices for reducing the environmental burden of clothing.

Clark (2008) discussed the concept of *slow fashion* as an alternative to the rapid consumption associated with fast fashion. The study emphasised quality, durability, timeless design, responsible production and longer product use. Slow fashion provides an important conceptual foundation for understanding sustainable clothing consumption.

Fletcher (2010) explained that sustainable fashion requires a fundamental change in the relationship between consumers, clothing products and production systems. The author argued that sustainability should involve not merely the use of environmentally friendly materials but also changes in consumption patterns, product longevity and social responsibility.

Niinimäki and Hassi (2011) investigated consumer perspectives on sustainable clothing and identified several factors that influence sustainable consumption. Their work suggested that consumers' values and environmental consciousness can encourage sustainable choices, although barriers such as price, availability and limited information can restrict actual purchasing behaviour.

Consumer Awareness and Attitudes Towards Sustainable Clothing

Chan and Wong (2012) investigated consumers' environmental knowledge and attitudes towards environmentally friendly apparel. The study indicated that environmental awareness and personal values can influence consumers' willingness to consider green apparel products. However, awareness alone does not necessarily guarantee sustainable purchasing behaviour.

Gam (2011) examined factors influencing consumers' purchase intention towards environmentally friendly apparel. The study showed that environmental concerns and attitudes towards green products can influence purchase intentions. The research highlighted the importance of understanding consumers' psychological and behavioural characteristics when promoting sustainable clothing.

Joergens (2006) examined ethical consumer behaviour in the context of clothing and found that consumers expressed concerns about issues such as labour conditions and environmental impacts. However, the study also

demonstrated a difference between consumers' ethical concerns and their actual purchasing decisions, indicating the existence of an attitude-behaviour gap.

Kim and Damhorst (1998) examined environmentally responsible apparel consumption and suggested that environmental knowledge and concern can influence consumers' attitudes towards environmentally responsible clothing. The findings support the importance of environmental consciousness in understanding sustainable apparel behaviour.

Young Consumers and Sustainable Fashion

Joy et al. (2012) examined the relationship between luxury fashion, fast fashion and sustainability. The study highlighted the contradiction between the rapid consumption encouraged by fashion markets and the principles of sustainability. It demonstrated that consumers may be attracted to fashion trends while simultaneously expressing concerns about environmental and ethical consequences.

McNeill and Moore (2015) investigated young consumers' attitudes towards sustainability and fast fashion. The study found that young consumers could demonstrate awareness of sustainability issues while continuing to participate in fast-fashion consumption. Factors such as affordability, fashionability and convenience influenced their purchasing decisions.

Lundblad and Davies (2016) examined consumers' willingness to engage in sustainable fashion consumption. Their research indicated that personal values, identity and perceptions of sustainability can influence consumers' willingness to purchase sustainable clothing. The study also suggested that sustainable fashion consumption can be associated with consumers' desire to express their identity and values.

Connell (2010) examined young consumers' attitudes towards sustainable clothing and identified environmental and social concerns as important considerations. However, barriers such as price, style and accessibility could prevent young consumers from consistently choosing sustainable products.

Factors Influencing Sustainable Clothing Purchase Behaviour

Kang, Liu and Kim (2013) investigated consumers' intentions to purchase environmentally friendly apparel and found that environmental knowledge and attitudes can contribute to green apparel purchase intentions. The study emphasised that consumers' perceptions and awareness are important components of sustainable clothing behaviour.

Harris, Roby and Dibb (2016) explored the barriers associated with sustainable clothing consumption. The study identified factors including price, availability, convenience and consumer perceptions as important obstacles. The research suggested that sustainable consumption cannot be promoted effectively through awareness campaigns alone unless practical barriers are also addressed.

Jacobs, Petersen and Hörisch (2018) investigated factors affecting sustainable fashion consumption and highlighted the importance of consumer values, social influences and perceived behavioural control. Their work indicates that consumers' intentions are influenced not only by environmental attitudes but also by their ability and willingness to act upon those attitudes.

Vehmas et al. (2018) examined sustainable fashion consumption and discussed the role of product durability, recycling, reuse and responsible consumption. The study indicated that sustainable fashion should encompass the complete lifecycle of clothing rather than focusing exclusively on environmentally friendly materials.

Social Media and Sustainable Fashion Behaviour

The growth of social media has changed the way young consumers discover fashion products and develop opinions about brands. Social networking platforms provide opportunities for fashion brands, influencers and consumers to communicate sustainability-related information.

Niinimäki (2010) emphasised the importance of consumer involvement and awareness in sustainable clothing consumption. Consumers' understanding of product characteristics and environmental consequences can influence their clothing choices.

Kim and Hall (2019) examined sustainable fashion consumption in relation to consumer values and social influences. Their findings suggest that social norms and perceptions of responsible consumption can contribute to consumers' sustainable purchase intentions.

For youngsters, social media may therefore operate in two contrasting ways. It can encourage frequent purchases and trend-driven consumption, while simultaneously increasing exposure to information about ethical fashion, recycling, second-hand clothing and environmental issues.

Price, Quality and Availability

Niinimäki (2010) found that economic considerations and product-related characteristics can affect consumers' willingness to purchase sustainable apparel. Although consumers may appreciate environmental benefits, they may hesitate when sustainable products are perceived as expensive.

Harris et al. (2016) similarly identified affordability and accessibility as important barriers to sustainable clothing consumption. Sustainable clothing may fail to achieve widespread adoption when consumers perceive a significant price difference between sustainable and conventional products.

Moon, Chadee and Tikoo (2008) suggested that product quality and perceived value are important components of apparel purchase decisions. In the sustainable clothing context, durability and quality may encourage consumers to view garments as longer-term investments rather than disposable fashion items.

Attitude–Behaviour Gap

One of the most important themes emerging from the literature is the difference between consumers' **positive attitudes towards sustainability and their actual purchasing behaviour**.

Carrington, Neville and Whitwell (2010) developed a framework for understanding the intention–behaviour gap in ethical consumption. They argued that ethical intentions do not always translate into actual behaviour because situational factors, habits, convenience and perceived behavioural control can intervene between intention and action.

Bray, Johns and Kilburn (2011) investigated ethical consumer behaviour and identified several barriers that can prevent consumers from translating ethical concerns into purchasing decisions. These included price, availability, information and established purchasing habits.

In sustainable clothing, this gap is particularly relevant because youngsters may recognise the environmental problems associated with fast fashion but continue purchasing conventional clothing because it is affordable, fashionable and readily available.

Recent Developments in Sustainable Fashion Research

Recent research has increasingly moved beyond simply measuring environmental awareness and has started examining circular fashion, sustainable consumption practices, digital influence, second-hand clothing, resale platforms and responsible consumption. Contemporary sustainable fashion research also considers the role of transparency and green marketing because consumers may have difficulty distinguishing genuinely sustainable products from products promoted through vague environmental claims.

The literature suggests that young consumers are increasingly exposed to sustainability-related information, but their actual behaviour depends on several interacting factors. Environmental concern may encourage sustainable

intentions, whereas price, fashion trends, convenience, social influence and product availability may influence the final purchase decision.

Research Gap

The reviewed literature demonstrates considerable research on sustainable fashion, environmental awareness and ethical consumption. However, several gaps remain. First, many studies have focused on consumers in Western countries or on general consumer populations, while region-specific evidence concerning youngsters in Punjab is relatively limited. Second, awareness and attitudes have been widely studied, but the relationship between awareness and actual sustainable clothing behaviour requires further examination. Third, young consumers are exposed simultaneously to sustainability messages and fast-fashion trends through social media and digital platforms, creating a need to examine the factors that determine their actual choices. Finally, there is scope for examining how price, quality, availability, environmental awareness, social influence, brand image and ethical considerations collectively shape sustainable clothing behaviour among youngsters.

The present study, “Youngsters’ Behaviour Towards Sustainable Clothing: A Study with Special Reference to Punjab,” attempts to address these gaps by examining the awareness, attitudes and behavioural patterns of young consumers in Punjab and identifying the major factors associated with their sustainable clothing choices.

Research Design

The present study, entitled “Youngsters’ Behaviour Towards Sustainable Clothing: A Study with Special Reference to Punjab,” adopts a descriptive and analytical research design. The descriptive component is used to understand the awareness, perceptions, attitudes and behaviour of youngsters towards sustainable clothing, while the analytical component examines the factors that influence their sustainable clothing purchase behaviour. The study follows a quantitative approach based on primary data collected through a structured questionnaire.

Objectives of the Study

The study is undertaken with the following objectives:

1. To examine the level of awareness of youngsters regarding sustainable clothing.
2. To assess the attitude and behaviour of youngsters towards sustainable clothing.
3. To identify the factors influencing youngsters’ purchase behaviour towards sustainable clothing.
4. To examine the relationship between awareness, attitude and sustainable clothing purchase behaviour.
5. To suggest measures for promoting sustainable clothing consumption among youngsters in Punjab.

Hypotheses of the Study

The following hypotheses may be formulated:

H01: There is no significant relationship between awareness of sustainable clothing and youngsters’ sustainable clothing purchase behaviour.

H02: There is no significant relationship between youngsters’ attitudes towards sustainable clothing and their purchase behaviour.

H03: Environmental concern does not significantly influence youngsters’ sustainable clothing purchase behaviour.

H04: Price does not significantly influence youngsters’ purchase behaviour towards sustainable clothing.

H05: Social influence does not significantly influence youngsters’ sustainable clothing purchase behaviour.

H06: Perceived quality does not significantly influence youngsters’ sustainable clothing purchase behaviour.

Research Area

The study is geographically confined to Punjab, India. Youngsters residing in different parts of Punjab constitute the target population. The study considers young consumers who purchase or use clothing products and may therefore have the opportunity to make sustainable or conventional clothing choices.

Population of the Study

The population comprises youngsters in Punjab who are consumers of clothing and fashion products. For the purpose of the study, youngsters may be defined according to the age criterion selected by the researcher. The selected age group should be stated consistently throughout the questionnaire, analysis and research paper.

Sampling Technique and Sample Size

A convenience sampling technique may be employed to collect primary data from youngsters who are accessible and willing to participate in the study. Respondents may be approached through educational institutions, workplaces, social networks and online platforms.

For example, if the study is based on 200 respondents, the methodology can be stated as follows:

A sample of 200 youngsters from Punjab was selected for the study using convenience sampling. The respondents were selected from different demographic backgrounds to obtain a broader understanding of sustainable clothing behaviour.

Sources of Data

The study is based primarily on primary data, supported by secondary information.

Primary Data: Primary data are collected directly from youngsters through a structured questionnaire. The questionnaire covers respondents' demographic characteristics, awareness of sustainable clothing, attitudes, purchasing behaviour and factors influencing sustainable clothing choices.

Secondary Data: Secondary information is collected from research journals, books, reports, government publications, institutional websites, industry reports and other relevant published sources dealing with sustainable fashion, consumer behaviour and sustainable consumption.

Data Collection Instrument

A structured questionnaire is used as the main instrument for collecting primary data. Statements relating to attitudes and behaviour can be measured using a five-point Likert scale

Pilot Testing

Before conducting the final survey, the questionnaire should be pilot tested on a small group of respondents from the target population. The purpose of pilot testing is to determine whether the questions are clear, relevant and understandable and to identify any ambiguity or difficulty in responding.

Necessary modifications can be made to the questionnaire based on the pilot-test results before final data collection.

Reliability of the Scale

The internal consistency of the questionnaire items can be assessed using Cronbach's Alpha. Cronbach's Alpha measures the extent to which items intended to measure the same construct are internally consistent. A coefficient of 0.70 or above is generally considered acceptable for exploratory social-science research, although interpretation should also consider the number and nature of items.

The reliability analysis can be performed separately for major constructs such as environmental awareness, attitude, social influence and sustainable purchase behaviour.

Validity of the Instrument

The questionnaire should be assessed for content validity by reviewing relevant literature and, where possible, obtaining feedback from experts in consumer behaviour, sustainable fashion and research methodology. The questionnaire items should represent the major dimensions of youngsters' sustainable clothing behaviour identified in previous studies.

Construct validity may subsequently be examined using appropriate statistical techniques such as Exploratory Factor Analysis (EFA).

Ethical Considerations

Participation in the study should be voluntary. Respondents should be informed about the academic purpose of the research, and their responses should be treated confidentially. No personally identifiable information should be disclosed in the research paper. The collected information should be used exclusively for academic and research purposes.

Scope of the Methodology

The methodology provides a systematic framework for examining sustainable clothing behaviour among youngsters in Punjab. By combining descriptive and inferential statistical techniques, the study can identify the major factors associated with sustainable clothing consumption and determine whether awareness and attitudes are reflected in actual purchasing behaviour.

Data Analysis and Interpretation

For the research paper "Youngsters' Behaviour Towards Sustainable Clothing: A Study with Special Reference to Punjab," the data analysis section should present the responses of the selected youngsters in a systematic manner.

Demographic Profile of Respondents

Table 1: Demographic Profile of Respondents (N = 200)

Demographic Variable	Category	Frequency
Gender	Male	92
	Female	108
Age	18–20 years	58
	21–23 years	82
	24–26 years	60
Education	Undergraduate	86
	Postgraduate	78
	Other	36
Monthly Income/Pocket Money	Below ₹10,000	76
	₹10,000–₹20,000	72
	Above ₹20,000	52

Interpretation:

The demographic profile indicates that 54% of respondents are female and 46% are male. The largest proportion of respondents (41%) belongs to the 21–23 years age group. Regarding educational qualification, 43% are undergraduate students, while 39% are postgraduate students. In terms of monthly income or pocket money, 38% of respondents fall below ₹10,000. The demographic composition indicates participation from youngsters with diverse backgrounds.

Awareness Regarding Sustainable Clothing**Table 2: Awareness of Sustainable Clothing**

Statement	Mean	S.D.	Rank
I am aware of the concept of sustainable clothing.	4.02	0.91	1
I know that clothing production can affect the environment.	3.96	0.94	2
I am aware of eco-friendly fabrics such as organic and recycled fibres.	3.72	1.02	3
I am aware of ethical labour practices in the clothing industry.	3.48	1.08	5
I know about recycling and reuse of clothing.	3.65	1.05	4
Overall Mean	3.77		

Interpretation:

The results indicate a relatively positive level of awareness regarding sustainable clothing. The highest mean score of 4.02 is observed for awareness of the concept of sustainable clothing. Respondents also demonstrate considerable awareness of the environmental effects of clothing production. However, awareness of ethical labour practices receives a comparatively lower mean score of 3.48. This suggests that youngsters may be more familiar with the environmental dimension of sustainability than with its social and ethical dimensions.

Attitude Towards Sustainable Clothing**Table 3: Attitude of Youngsters Towards Sustainable Clothing**

Statement	Mean	S.D.	Rank
I believe sustainable clothing is important for environmental protection.	4.18	0.83	1
I feel that consumers should reduce unnecessary clothing purchases.	4.05	0.89	2
I prefer clothing made using environmentally responsible materials.	3.78	0.98	3
I believe sustainable clothing represents responsible consumption.	3.76	0.96	4
I am willing to change my clothing habits for environmental reasons.	3.61	1.04	5
Overall Mean	3.88		

Interpretation:

The overall mean of 3.88 indicates a favourable attitude towards sustainable clothing. The highest mean score is

recorded for the belief that sustainable clothing is important for environmental protection (4.18). Respondents also show agreement with reducing unnecessary clothing purchases. However, the comparatively lower score for changing personal clothing habits indicates that positive attitudes may not always result in corresponding behavioural changes.

Factors Influencing Sustainable Clothing Behaviour

Table 4: Factors Influencing Purchase Behaviour

Factor	Mean	Rank
Environmental concern	4.12	1
Product quality and durability	4.05	2
Price	3.98	3
Availability	3.82	4
Brand reputation	3.65	5
Social media influence	3.58	6
Social/peer influence	3.46	7
Ethical production	3.42	8

Interpretation:

Environmental concern emerges as an important factor associated with sustainable clothing behaviour, with a mean score of 4.12. Product quality and durability also receive a high mean score of 4.05, suggesting that youngsters may consider the longer usable life of clothing when making purchase decisions. Price is another important consideration. Availability, brand reputation and social media influence also show meaningful influence, while ethical production receives a comparatively lower score. The findings indicate that youngsters' clothing decisions are influenced by a combination of environmental, economic, product-related and social factors.

Sustainable Clothing Purchase Behaviour

Table 5: Sustainable Clothing Behaviour of Youngsters

Statement	Mean	S.D.
I prefer durable clothing that can be used for a longer period.	4.06	0.88
I reuse or donate clothes that I no longer need.	3.82	1.01
I consider environmental impact before purchasing clothing.	3.61	1.04
I prefer quality over frequent fashion changes.	3.55	1.07
I purchase second-hand/pre-owned clothing when appropriate.	3.12	1.19
I am willing to pay more for sustainable clothing.	3.08	1.21
Overall Mean	3.54	

Interpretation:

The overall mean score of 3.54 suggests a moderately positive level of sustainable clothing behaviour. Respondents demonstrate stronger behavioural commitment towards purchasing durable clothing and reusing or donating unwanted garments. However, willingness to purchase second-hand clothing and willingness to pay a higher price for sustainable products receive relatively lower scores. This indicates that economic considerations and established consumption habits may limit the adoption of sustainable clothing practices.

Reliability Analysis

The reliability of the questionnaire can be tested using Cronbach's Alpha.

Table 6: Reliability Statistics

Construct	No. of Items	Cronbach's Alpha
Awareness	5	0.842
Attitude	5	0.876
Influencing Factors	8	0.901
Purchase Behaviour	6	0.887
Overall Scale	24	0.928

Interpretation:

The Cronbach's Alpha values range from 0.842 to 0.901 for the individual constructs, while the overall reliability coefficient is 0.928. These values indicate a high level of internal consistency among the items used to measure sustainable clothing awareness, attitudes, influencing factors and purchase behaviour. Therefore, the scale can be considered reliable for further statistical analysis.

Exploratory Factor Analysis

If your questionnaire contains multiple statements measuring factors affecting behaviour, Exploratory Factor Analysis (EFA) can be applied.

Table 7: KMO and Bartlett's Test

Test	Value
Kaiser-Meyer-Olkin (KMO)	0.906
Bartlett's Test of Sphericity – Chi-square	3256.482
Degree of Freedom	276
Significance	0.000

Interpretation:

The KMO value of 0.906 indicates that the sample is adequate for factor analysis. Bartlett's Test of Sphericity is statistically significant at the 5% level ($p < 0.001$), indicating that the correlation matrix is not an identity matrix. Therefore, the data are appropriate for conducting exploratory factor analysis.

Possible Factors Identified

Based on the factor loadings, the statements may be grouped into dimensions such as:

1. Environmental Awareness
2. Product and Economic Considerations
3. Social and Digital Influence
4. Ethical and Responsible Consumption
5. Sustainable Purchase Behaviour

The final factor names should be based on your actual rotated component matrix rather than predetermined labels.

Correlation Analysis**Table 8: Correlation Between Major Variables**

Variables	Awareness	Attitude	Sustainable Purchase Behaviour
Awareness	1	0.582**	0.536**
Attitude	0.582**	1	0.674**
Sustainable Purchase Behaviour	0.536**	0.674**	1

Note: Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The results indicate a positive relationship between awareness and attitude towards sustainable clothing ($r = 0.582$). Awareness also shows a positive relationship with sustainable purchase behaviour ($r = 0.536$). The strongest relationship is observed between attitude and sustainable purchase behaviour ($r = 0.674$). This suggests that youngsters who hold more favourable attitudes towards sustainable clothing tend to report stronger sustainable purchasing behaviour. However, correlation indicates association and should not by itself be interpreted as proof of causation.

Regression Analysis

A multiple regression model can be used to examine whether the identified factors significantly explain sustainable clothing purchase behaviour.

Table 9: Model Summary

R	R ²	Adjusted R ²	Std. Error
0.748	0.559	0.547	0.521

Interpretation:

The R² value of 0.559 indicates that approximately 55.9% of the variation in sustainable clothing purchase behaviour is explained by the independent variables included in the model. The remaining variation may be associated with other factors not included in the present model.

Regression Coefficients

Predictor	Beta	Significance
Environmental concern	0.286	0.000
Product quality/durability	0.241	0.001
Price	-0.174	0.009
Availability	0.153	0.017
Social media influence	0.119	0.041

Interpretation:

The illustrative regression results indicate that environmental concern and perceived product quality have positive relationships with sustainable clothing purchase behaviour. Price has a negative coefficient, suggesting that greater price sensitivity may be associated with lower sustainable purchase behaviour. Availability and social media influence show comparatively smaller positive relationships. These findings indicate that both sustainability-related motivations and practical market considerations can be relevant to youngsters' clothing decisions.

Hypothesis Testing**Table 10: Summary of Hypothesis Testing**

Hypothesis	Result
H01: Awareness has no significant relationship with sustainable clothing purchase behaviour.	Rejected
H02: Attitude has no significant relationship with sustainable clothing purchase behaviour.	Rejected
H03: Environmental concern does not significantly influence sustainable clothing purchase behaviour.	Rejected
H04: Price does not significantly influence sustainable clothing purchase behaviour.	Rejected
H05: Social influence does not significantly influence sustainable clothing purchase behaviour.	Rejected
H06: Perceived quality does not significantly influence sustainable clothing purchase behaviour.	Rejected

Interpretation:

Based on the illustrative statistical results, the null hypotheses are rejected where the corresponding p-value is below 0.05. The results suggest that awareness, attitude, environmental concern, price, social influence and perceived quality have statistically significant associations or effects within the specified models. The exact hypothesis decisions should be based on the actual p-values obtained from your survey data.

Overall Interpretation

Overall, the analysis suggests that youngsters in Punjab may demonstrate considerable awareness and generally favourable attitudes towards sustainable clothing, but the translation of these attitudes into actual purchasing behaviour can be influenced by several practical considerations. Environmental concern and product durability appear particularly relevant, while price and availability may act as barriers. The findings also indicate the potential importance of social and digital influences in shaping young consumers' perceptions and choices.

The analysis therefore highlights the presence of a possible attitude–behaviour gap: youngsters may support the idea of sustainable clothing but may not consistently purchase sustainable products when factors such as price, availability, fashion preferences and convenience are considered. This provides an important basis for the recommendations and conclusion of the study.

Findings of the Study

Based on the analysis of “Youngsters’ Behaviour Towards Sustainable Clothing: A Study with Special Reference to Punjab,” the major findings of the study are presented below. The findings are framed according to the illustrative analysis provided earlier and should be aligned with the actual survey results before final submission.

1. **Demographic profile:** The study indicates participation from youngsters belonging to different demographic backgrounds in Punjab. Female respondents constituted 54% and male respondents 46% of the illustrative sample of 200 respondents. The largest age group was 21–23 years, accounting for 41% of respondents.
2. **Awareness of sustainable clothing:** Youngsters demonstrated a relatively good level of awareness regarding sustainable clothing, with an overall illustrative mean score of 3.77. Awareness was particularly high regarding the concept of sustainable clothing and the environmental impact of clothing production.
3. **Limited awareness of ethical dimensions:** Awareness regarding ethical labour practices was comparatively lower than awareness of environmental aspects. This indicates that youngsters may associate sustainable clothing primarily with environmental protection rather than with workers' rights and ethical production.
4. **Positive attitude towards sustainability:** Respondents showed a generally favourable attitude towards sustainable clothing, with an illustrative overall mean of 3.88. A considerable proportion recognised sustainable clothing as important for environmental protection and responsible consumption.
5. **Environmental concern:** Environmental concern emerged as an important factor associated with sustainable clothing behaviour. Youngsters who expressed greater concern about environmental issues tended to show greater interest in sustainable clothing.
6. **Importance of quality and durability:** Product quality and durability were important considerations. Respondents showed a preference for clothing that can be used for a longer period, suggesting that durability may encourage more responsible consumption.
7. **Role of price:** Price was identified as an important consideration in sustainable clothing purchases. Although youngsters may express positive attitudes towards sustainable products, higher prices can act as a barrier to their purchase.
8. **Availability of sustainable clothing:** Availability was another factor influencing sustainable clothing behaviour. Limited accessibility to sustainable clothing products may restrict consumers' ability to convert their positive attitudes into actual purchases.
9. **Role of social media:** Social media was found to have a meaningful role in influencing youngsters' perceptions and behaviour. Digital platforms can expose young consumers to information about sustainable fashion, eco-friendly brands, recycling, second-hand clothing and responsible consumption.
10. **Sustainable purchasing behaviour:** The illustrative overall mean of 3.54 indicates a moderately positive level of sustainable clothing behaviour. Respondents showed stronger preference for durable clothing and practices such as reuse and donation than for purchasing second-hand clothing or paying a premium for sustainable products.
11. **Willingness to pay more:** Willingness to pay a higher price for sustainable clothing was comparatively weak. This suggests that environmental concern does not necessarily eliminate price sensitivity among young consumers.

12. **Attitude-behaviour gap:** The findings indicate a possible gap between positive attitudes and actual purchasing behaviour. Youngsters may support sustainable clothing conceptually but may continue to purchase conventional fashion because of affordability, fashion trends, convenience and product availability.
13. **Relationship between awareness and behaviour:** The illustrative correlation analysis showed a positive relationship between awareness and sustainable clothing purchase behaviour ($r = 0.536$). This indicates that greater awareness is associated with stronger sustainable clothing behaviour.
14. **Relationship between attitude and behaviour:** A relatively stronger positive relationship was observed between attitude and sustainable purchase behaviour ($r = 0.674$). This suggests that favourable attitudes towards sustainable clothing are associated with greater sustainable purchasing behaviour.
15. **Factors explaining purchase behaviour:** The illustrative regression model produced an R^2 of 0.559, indicating that approximately 55.9% of the variation in sustainable clothing purchase behaviour was explained by the factors included in the model.
16. **Major influencing factors:** Environmental concern, product quality and durability, price, availability and social media influence were identified as relevant factors associated with youngsters' sustainable clothing behaviour.
17. **Scale reliability:** The illustrative Cronbach's Alpha values exceeded 0.80 for the major constructs, indicating good internal consistency of the measurement scales. The overall illustrative reliability coefficient was 0.928.
18. **Suitability for factor analysis:** The illustrative KMO value of 0.906 and significant Bartlett's Test indicated that the data were suitable for exploratory factor analysis.

The study indicates that youngsters in Punjab show considerable awareness and generally positive attitudes towards sustainable clothing, but their actual consumption behaviour is shaped by both sustainability considerations and practical market factors. Environmental concern and product durability encourage sustainable choices, whereas price, availability and fashion-related considerations may restrict adoption. The findings highlight the importance of making sustainable clothing affordable, accessible, attractive and durable if sustainable consumption among young consumers is to increase.

Suggestions

Based on the findings of the study "Youngsters' Behaviour Towards Sustainable Clothing: A Study with Special Reference to Punjab," the following suggestions are proposed:

1. **Increase awareness about sustainable clothing:** Clothing brands, educational institutions and government agencies should conduct awareness campaigns to educate youngsters about sustainable fabrics, responsible production, textile waste, recycling and the environmental impact of fast fashion.
2. **Promote sustainability through social media:** Since youngsters are highly engaged with digital platforms, social media can be used to communicate information about sustainable clothing. Brands can collaborate with relevant influencers and content creators to explain sustainable fashion practices in a simple and credible manner.
3. **Make sustainable clothing affordable:** Price is an important consideration for young consumers. Manufacturers should explore cost-efficient production methods so that sustainable clothing can be offered at prices accessible to students and young consumers.
4. **Improve availability and accessibility:** Sustainable clothing should be made more easily available through retail stores, e-commerce platforms and local markets. Better availability can help reduce the gap between consumers' sustainable intentions and actual purchasing behaviour.

5. **Focus on quality and durability:** Brands should emphasise durable fabrics, better stitching and longer product life. Young consumers should also be encouraged to evaluate clothing based on quality and durability rather than purchasing frequently only because of changing fashion trends.
6. **Encourage reuse and recycling:** Consumers should be encouraged to reuse, repair, exchange, donate and recycle clothing. Collection points for unwanted garments can be established by clothing retailers, educational institutions and community organisations.
7. **Promote second-hand clothing:** The relatively limited acceptance of second-hand clothing can be addressed through organised resale and thrift platforms. Greater emphasis on hygiene, product quality and affordability can make pre-owned clothing more acceptable to youngsters.
8. **Provide transparent sustainability information:** Clothing companies should clearly communicate information about fabric composition, manufacturing processes, certifications, durability and end-of-life options. Transparent labelling can help consumers make more informed decisions.
9. **Reduce misleading environmental claims:** Brands should avoid vague or unsupported claims such as “eco-friendly” or “green.” Sustainability claims should be supported by credible information so that consumers can distinguish genuine sustainable products from misleading marketing.
10. **Include sustainability education in institutions:** Colleges and universities in Punjab can organise workshops, seminars, exhibitions and student campaigns on sustainable fashion, responsible consumption and textile waste management.
11. **Encourage responsible purchasing habits:** Youngsters should be encouraged to buy fewer but better-quality garments, avoid unnecessary purchases, use clothing for longer periods and consider environmental and social impacts before purchasing.
12. **Strengthen local sustainable fashion initiatives:** Local designers, textile producers and entrepreneurs in Punjab can be encouraged to develop products using sustainable materials, traditional techniques, recycled textiles and locally available resources.
13. **Promote repair and alteration services:** Accessible and affordable repair, alteration and upcycling services can extend the life of garments and reduce premature disposal. Young consumers can also be encouraged to creatively reuse older garments.
14. **Use responsible marketing strategies:** Sustainable fashion marketing should focus not only on environmental benefits but also on quality, affordability, style, durability and social responsibility. This can make sustainable clothing more attractive to young consumers.
15. **Encourage collaboration among stakeholders:** Government agencies, educational institutions, clothing brands, NGOs and consumer organisations should collaborate to promote sustainable clothing awareness and responsible consumption among youngsters.
16. **Develop youth-focused sustainability campaigns:** Campaigns should use simple language, relatable examples and interactive digital content. Rather than presenting sustainability only as an environmental issue, campaigns can connect it with savings, product quality, personal values and responsible lifestyles.
17. **Support sustainable entrepreneurship:** Young entrepreneurs should be encouraged to establish businesses based on recycled clothing, upcycling, sustainable fabrics, clothing rental, resale and repair services. This can simultaneously promote sustainable consumption and entrepreneurial opportunities.

18. **Encourage informed consumer decision-making:** Youngsters should be encouraged to consider the entire lifecycle of clothing—from raw-material production and manufacturing to usage, reuse, recycling and disposal—before making purchasing decisions.

The study suggests that promoting sustainable clothing among youngsters requires more than simply increasing environmental awareness. Affordability, accessibility, quality, attractive design, credible information and convenient sustainable alternatives should be addressed together. A coordinated approach involving consumers, clothing companies, educational institutions and policymakers can help encourage more responsible clothing consumption among the youth of Punjab.

Conclusion

The present study, “Youngsters’ Behaviour Towards Sustainable Clothing: A Study with Special Reference to Punjab,” examined the awareness, attitudes and behavioural patterns of youngsters towards sustainable clothing and identified the major factors influencing their sustainable clothing choices. The study is significant in the context of increasing environmental concerns associated with textile production, fast fashion, excessive consumption and textile waste.

The findings indicate that youngsters demonstrate a relatively high level of awareness and a generally favourable attitude towards sustainable clothing. Environmental protection emerged as an important motivation for considering sustainable clothing, while product quality and durability were also important considerations. These findings indicate that young consumers increasingly recognise the importance of responsible clothing consumption and the environmental consequences associated with conventional fashion practices.

However, the study also indicates the existence of a gap between positive attitudes and actual sustainable purchasing behaviour. Although youngsters may support the concept of sustainable fashion, factors such as price, availability, convenience, fashion trends and purchasing habits can influence their final decisions. In particular, willingness to pay a higher price for sustainable clothing and acceptance of second-hand clothing may remain comparatively limited. Thus, awareness alone may not be sufficient to bring about substantial changes in clothing consumption behaviour.

The study further highlights the importance of social media and digital communication in shaping youngsters' perceptions of sustainable fashion. Social media can provide information about sustainable brands, eco-friendly materials, recycling, reuse and responsible consumption. At the same time, digital platforms can encourage frequent fashion consumption, making it important for sustainability communication to provide credible and balanced information.

Overall, sustainable clothing behaviour among youngsters in Punjab appears to be influenced by a combination of environmental, economic, product-related and social factors. Encouraging sustainable consumption therefore requires sustainable clothing to be not only environmentally responsible but also affordable, accessible, durable, fashionable and clearly communicated to consumers.

The study concludes that youngsters can play an important role in the transition towards more responsible clothing consumption. Clothing brands can contribute by improving product durability, transparency and affordability, while educational institutions and policymakers can strengthen sustainability awareness and responsible consumption initiatives. Consumers, in turn, can contribute by purchasing thoughtfully, extending garment life, repairing and reusing clothes, donating unwanted garments and participating in recycling or resale practices.

Thus, promoting sustainable clothing among Punjab's youth requires a combined effort from consumers, businesses, educational institutions and policymakers. Bridging the gap between sustainability awareness and actual behaviour can contribute to more responsible consumption patterns and support the broader objective of environmental sustainability in the clothing sector.

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