A STUDY OF CONSUMER BEHAVIOUR TOWARDS CIRCULAR FASHION IN INDIA

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ABSTRACT

The textile and fashion industry has had significant technological developments and introduction of fast fashion but is currently criticised for being a major contributor to waste and threat to the environment. The rise of the circular economy (CE) - Circular fashion(CF) in particular has promoted more sustainable concepts, including the trending of recycling strategies to add value to the textile and plastic waste. It promotes itself as an environmentally friendly approach to fashion products. This paper presents a systematic literature review (SLR) and aims to understand and study the willingness and perception of the consumers towards CF. The literature review was performed on the basis of articles and individual study of research papers. The review identified how the industry is relying on CF to save the environment from the impacts of fast fashion as consumers are becoming more and more aware about it, and the perception of consumers towards green, recycled and up-cycled clothing. This paper uses primary data as the method of gathering information by the use of questionnaires, and descriptive and inferential analysis is done using Anova. Based on the sample size, the research concluded that people do actively take part in CF activities, demographics are influencing purchase decisions for CF as well but further study will be required in time to come with a bigger sample size.

KEYWORDS: Circular Economy, Demographics, Upcycling, Reusing, Recycle, Dumping.

INTRODUCTION

Textile waste and fashion industry

In the path towards circular economy and circular fashion, the fashion industry plays a crucial role. Infact fashion industry is one of the most waste generating industries in the world. It has a complicated manufacturing, resourcing and supply chain that generates waste at every stage of the chain which is harmfully impacting our environment. The United States has been producing over 17 million tons of textile waste every year. The annual global production of textile fiber has reached over 300 million

tons. An increased amount of production of textile can be observed every year and the more the production the more the generation of textile waste. This textile waste goes into the land fills with only 1% of it getting recycled. To combat the adversity our environment is facing due to the global fashion market a circular fashion economy has to be practiced.

1.1 Understanding circular fashion.

Circular Fashion can be described as a system in which the clothes are regenerated and circulated till maximum worth of the garment and textile has been attained. After the maximum worth is achieved there is no use of the textile, it is returned to the biosphere.

Principles of Circular Fashion Industry

There are a few principles on which the industry of circular fashion runs. The principle from the perspective of industry-

- Have a purpose for production.
- Design long lasting products.
- Avoiding toxic raw material in manufacturing.
- Have an approach towards recycling and reusing.
- Make use of renewable resources.
- Resource the locally available material.

The principle from the perspective of consumers-

- Use the textile with care and maintain its longevity.
- Recycle and upcycle the clothes.
- Swap and thrift shop as an alternative to shopping.
- Buy sustainable instead of fast fashion.

1.2 The steps of the circular fashion wheel

- The designers create and supply products with low impact substances and a right purpose.
- Merchandise is transported in methods which have low carbon footprint and are then sold or are given for hire to reuse, remodel or restore.
- If there's an end product, it's far disposed or recycled in an environmentally friendly way.

LITERATURE REVIEW

1)STATE-OF-CIRCULAR-INNOVATIONS-IN-THE-INDIAN-FASHION-AND-TEXTILE-INDUSTRY

Author's research identified a variance in the level of innovation momentum observed in different phases of the industry supply chain. While a lot of innovation momentum is visible in the "Retail and Use" phase. There is very little innovation activity unfolding in the "Cut-Make-Trim" phase

of the supply chain. At the same time as there are some improvements rising in levels like "Raw Material", they exhibit low maturity in terms of scalability and technology usage.

2.) FACTORS AFFECTING GREEN PURCHASE BEHAVIOUR AND FUTURE RESEARCH DIRECTIONS

This paper diagnosed diverse frequent motives, facilitators and boundaries affecting purchase decision-making towards green products and provides possible explanations for inconsistencies reported in green purchase behaviour.

3.) HUMAN PERCEPTIONS OF RECYCLED TEXTILES AND CIRCULAR FASHION

The review shows that there is a distinction in notion of both consumer and industry awareness towards sustainability. The evaluation is primarily based totally on two major consumer behaviour topics of awareness and attitudes

4.) CONSUMERS' VALUE AND RISK PERCEPTIONS OF CIRCULAR FASHION: COMPARISON BETWEEN SECOND-HAND, UPCYCLED, AND RECYCLED CLOTHING.

The study focuses on exploring consumers' value perception and Risk perception on circular clothing. Analysis of Consumers attitude towards circular fashion has been done by dividing the circular fashion into three categories which are recycled clothing, second hand clothing and upcycled clothing. Researchers have suggested that Emotional value, social value, epistemic value, environmental value have a positive effect on consumers attitude towards circular fashion. The research also covers consumers' perceived risks in the form of functional, Aesthetic, sanitary and financial risk.

5.) REPAIRING THE CIRCULAR ECONOMY: PUBLIC PERCEPTION AND PARTICIPANT PROFILE OF THE REPAIR ECONOMY IN HULL, UK

The literature study combines human geography, and consumer behavior to critically analyze public perception through a partnership survey. Results explore the demographic related with repair behavior, identifying a profile of repair economy participants. Gender discrepancies between the public's view point of repair economy. Furthermore, identifies a tension between repair as an act of necessity, which often carries a negative stain, and that of choice for those privileged with skills and leisure time.

6.) ATTITUDES AND COMMUNICATION IN CIRCULAR FASHION

The researchers also suggest that consumers' behavior does not largely depend on ethical concerns rather they depend on the price of the product. Through an interview and online discussion platform Owela, People's views on circular fashion and transparency in the manufacturing process were discussed.

7.) IMPACT OF DEMOGRAPHIC FACTORS ON CONSUMER BEHAVIOUR

The author states that consumer behavior doesn't remain the same or constant in every situation it changes from time to time, various factors affect it and as the change comes in these factors, behavior also changes. Factors that affect are age, sex, marital status, Income, Education, Family

Size, etc. In the battle of attaining market share, only those who will emerge victorious will understand these factors. It is revealed from the research that it is very important for the manufacturers of electronic products to know how the customers will respond. So that they can increase their sales and capture the most of the market share.

8.) THE EFFECT OF DEMOGRAPHIC AND PERSONALITY CHARACTERISTICS ON FASHION SHOPPING PRONENESS: A STUDY OF THE INDIAN MARKET.

The study was done to understand the variables that influence Fashion Shopping in an Emerging market like India. Mall Intercept survey method was used to collect data from 561 Respondents.Findings Female and younger women came out to be more fashion Prone than male and older consumers. Demographics accounted for just 8%, but personality characteristics accounted for 46%, the study finds both demographics and personality to influence buying decisions. From the findings, the managers could target young females as primary clientele but still cannot leave or ignore young males or older females.

9.) CONSUMERS IN CIRCULAR ECONOMY

The researchers inform that the circular economy might transform economic systems via innovative business models and products but these changes lack the demand required to make radical changes. They studied consumer behaviour required in a circular economy and the factors that influence acceptance and adoption of these products and services. They found out that demographics, psychological and cultural factors influence both the adoption and acceptance of circular economy. It also describes three concepts that can be an important tool used by the companies and stakeholders to address these aspects.

10.) CLOSING THE LOOP ON TAKE, MAKE, WASTE: INVESTIGATING CIRCULAR ECONOMY PRACTICES IN THE SWEDISH FASHION INDUSTRY.

The researchers investigate how Swedish fashion companies are implementing a circular economy by studying and interviewing 19 Swedish fashion brands. This paper further argues that brands should integrate these strategies in the supply chain stage rather than the waste stage. They found out that brands are selectively and strategically implementing CE interventions at different stages of their supply chain rather than stopping the practices that make the entire process unsustainable. The study suggests that the fashion industry will not not experience a uniform transition, circularity does not seem attainable at the moment though the industry is taking some steps towards it but the major players have to make significant changes to its structure.

Future research will be required to monitor the developments in the industry, like how COVID -19 will affect a brands sustainability investment etc.

11.) SUSTAINABILITY THROUGH ONLINE RENTING CLOTHING: CIRCULAR FASHION FUELED BY INSTAGRAM MICRO-CELEBRITIES.

Manufacturers and retailers are trying to find innovative solutions to reduce the impact of these industries on the environment. Those agencies can't lose environmentally aware customers. This study focuses on CE through online renting of used clothes as an emerging business. The study finds that the usefulness of these platforms, attitude, mindset of the consumer and social acceptance drives the behavioral intent of the consumers to use these platforms. It also identifies that posts and communication from instagram micro influencers could effectively influence them to adopt the platforms that promote circular fashion and sustainability.

12.) THE ROLE OF PRODUCT HISTORY IN CONSUMER RESPONSE TO ONLINE SECOND-HAND CLOTHING RETAIL SERVICE BASED ON CIRCULAR FASHION.

The circular fashion system(CFS) states that sustainably designed and produced clothes should also circulate among consumers for as long as possible to reduce waste. CFS can be useful but it still has to overcome the negative image associated with second hand clothes. The study examines the effects of providing product history of clothes to influence attitudes, usage intentions, perceived benefits towards circular fashion, they performed an experiment with 238 U.S. consumers, results revealed that providing history enhances their trust, further cementing their decision making and intention to use the services.

13.) USER ACCEPTANCE AND ADOPTION OF CIRCULAR OFFERINGS IN THE FASHION SECTOR: INSIGHTS FROM USER-GENERATED ONLINE REVIEWS.

Recent research revealed that user acceptance of circular offering is a major barrier for transition to a circular economy. Reviews furnished extensive facts into economical factors impacting the daily life of users, but these reviews failed to provide any information on demographics, social and cultural factors. To address these limitations, they suggested further study, explore additional resources such as social media, customer service chats and online communities.

RESEARCH GAP

As per the literature review we find multiple studies done on circular fashion and it being identified as the next step towards a sustainable fashion, but the change in consumer purchase pattern based on demographics towards circular fashion is yet to be addressed. The previous researches have converged their scope of study to the perception of CF as humans as a whole. The researches do not cover the aspects and details of the role that demographics play in the purchase decision and awareness of CF. Thus this research aims to bring forth the differences in the perception and awareness while analyzing consumers' attitude specifically on the basis of various demographics.

The research aims to analyze and understand the purchase decisions and behaviour of consumers towards circulated fashion products and the role that demographic plays in the change of perception towards the awareness and attitude towards recycled and upcycled pre-owned textile products.

RESEARCH METHODOLOGY

OBJECTIVES

1. To study the willingness and awareness of consumers towards circular fashion in Tier 1, TIER-2 and Tier-3 cities.

2. To analyze the change in consumer's purchase decisions towards circular fashion.

3. To study consumers' perception towards recycling, upcycling, reusing, dumping or circulation of fashion clothing.

RESEARCH SCOPE

The scope of the research is to study the perception of consumers based on different demographics so that we can narrow down how they understand Circular fashion and make their purchase decisions.

SAMPLING

Sample design for this research targets the consumers in TIER-1, TIER-2, tier-3 cities of India, to study their perspective towards circular fashion on the basis of their gender, age, and level of income. The sample questionnaire is designed to fulfill the objective and analyse the willingness, awareness and the change in their purchase decisions towards circular fashion. Keeping in view the time factors for the completion of the research only a sample of approximately 200 consumers has been collected out of which 172 responses are valid and are taken into consideration.

DATA TOOLS & ANALYSIS

Data tools
The research methodology of this research includes Primary data collection. The survey was conducted with a questionnaire created with help of google forms.

Descriptive analysis
The descriptive analysis was done with the help of pie charts that was obtained from the google forms summary which depicted the percentage of respondents for every option.

Infrential Analysis
The inferential analysis was done by a Statistical Analysis tool-Anova Test (One-way Anova).Anova was used to analyse if there was a significant difference in the demographics. One-way Anova was used as one independent variable was chosen for every hypothesis.

RESEARCH LIMITATIONS

The research involved people from T1, T2 and T3 cities but the response rate of T3 cities was quite less and the effect of demographics may vary from country to country.

DATA ANALYSIS AND INTERPRETATION

Descriptive analysis relies on data analysis and asking targeted people research questions. To statistically describe, aggregate, and present the constructs of interest or associations between these constructs.

DATA ANALYSIS
The research was conducted online through questionnaires with the help of google forms. 200 people were targeted for the survey from which 171 valid responses were collected.

DESCRIPTIVE ANALYSIS
The analysis was done by segregating the demographics and analysing the perspective of these demographics towards circular fashion. The graphs given below show the difference in perception.
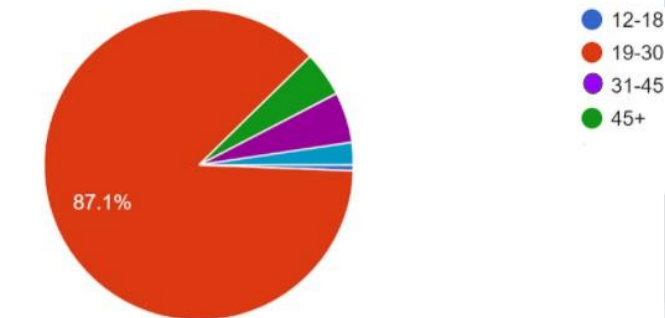
Chart -1

What gender do you identify as?
171 responses
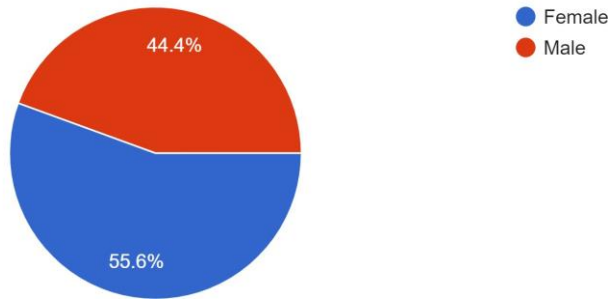
Based on a survey out of 171 responses 95 are the female respondents.
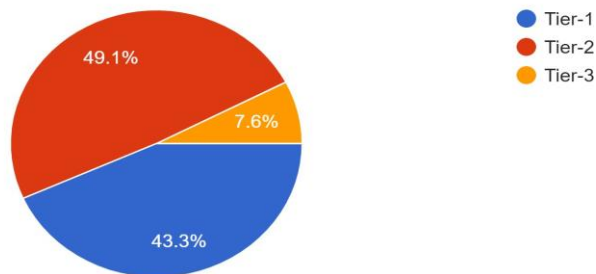
Chart-2

What is your age?
171 responses

Majority of the age group belonged to the Youth category
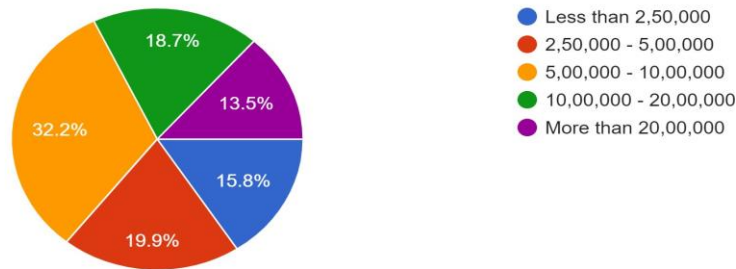
Chart -3
Which city do you live in?
171 responses

- Research is based on Tier 1 and Tier 2 cities, data from Tier 3 is not enough.
- Majority of valid responses are from Tier 2 cities.
- 75 responses came from Tier 1 cities.

Chart-4

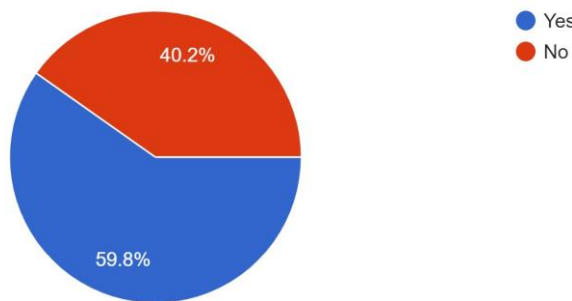What is your annual household income?
171 responses

- Data on diverse income categories available.
- Major responses belonged to the 5 L - 10 L category.

Chart-5

Do you know about circular fashion?
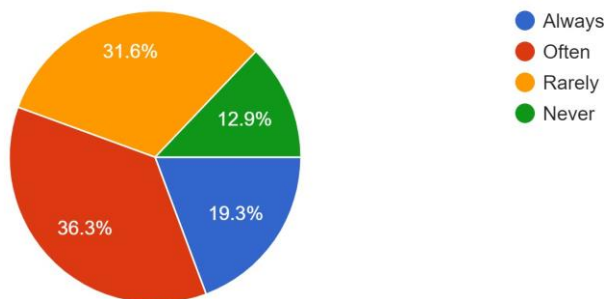169 responses

- Almost 60% of respondents are aware of circular fashion.
- More than half of the sample audience were aware of circular fashion.

Chart-6

Do you reuse or recycle your fashion clothes?
171 responses

- Almost 36% of the sample audience reuse and recycle their clothes often.
- Almost 31% of the the sample rarely reuses and recycles their clothes
- 13% and 19 % have clearly responded as always and never.
- Most of the percentage of the sample audience are reusing and recycling some of

their clothes.

Chart-7

How do you upgrade your Wardrobe?
169 responses
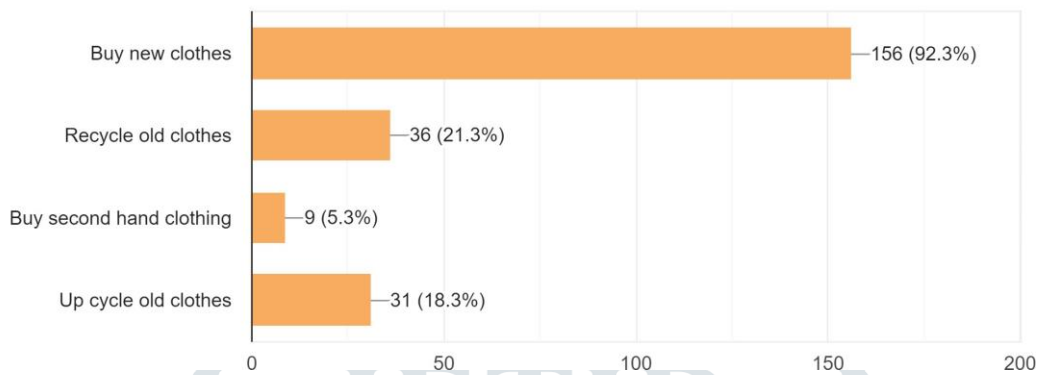
- Majority of people consider buying new clothes to upgrade their wardrobe.
- Only 21% of the sample audience recycle and reuse their old clothes
- Almost 18% would upcycle their clothes to keep it in use for a longer duration.
- Very few people would prefer to buy second hand or upcycled clothes.

Chart-8

Would you like to exchange your fashion clothing for another pre-owned clothing?
171 responses
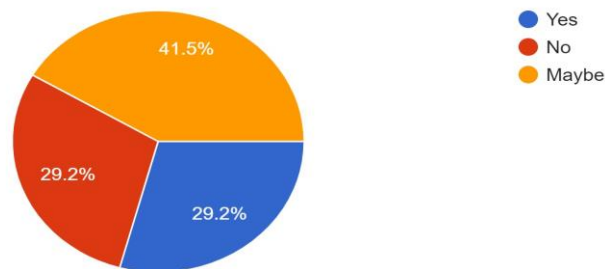
- Majority of people are open to buying pre owned clothing.
- Almost 30% of the targeted audience would definitely buy pre-loved clothing.
- Almost 30% will strictly never buy second hand clothes.

Chart-9

What do you do with your old clothes that you don't wear?
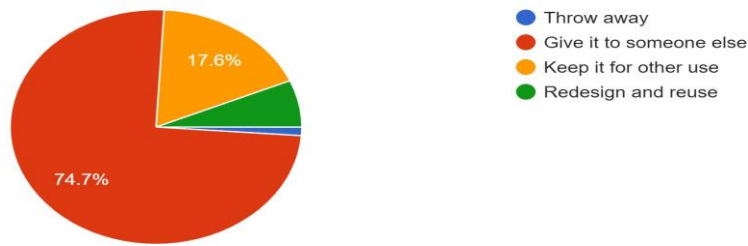170 responses

- Throw away
- Give it to someone else
- Keep it for other use
- Redesign and reuse

17.6%

74.7%

- Out of 170 responses, 127 respondents willingly give their old clothes to someone else.
- 30 respondents say that they save their old clothes for some other purpose.
- 6.5% of people redesign and reuse their old clothes.
- 1% says that they just throw it away.

Chart-10

Will you buy from a brand that sells up cycled clothing?
171 responses

- Yes
- No
- Maybe

39.8%

12.3%

48%
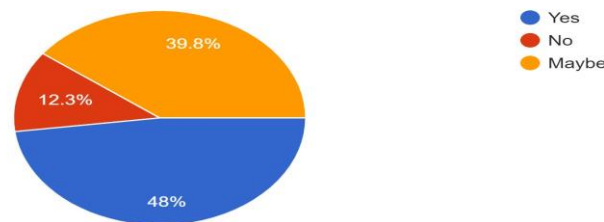
- Almost 50% of people are affirmative to buy upcycled clothes.
- Almost 40% may or may not buy the upcycled clothes sold by a brand.
- 12.3% would strictly not buy any upcycled clothes.

Chart-11

Are you willing to pay a premium price for Sustainable fashion products ?
171 responses

- Yes
- No
- Maybe

47.4%

20.5%

32.2%
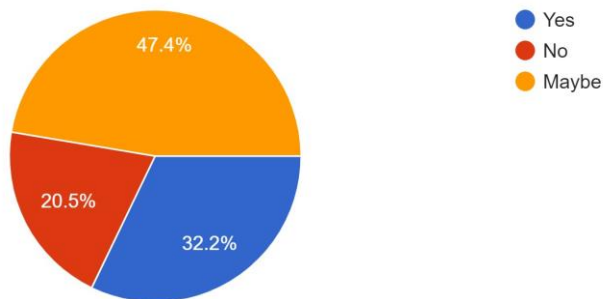
- Almost 50% of the sample are considering paying a higher price for a sustainable product.
- Few people would definitely pay a higher price for a sustainable product.
- Only 20% would never pay a higher price for the sustainable product.

Chart-12

Would it influence your purchase decision if you're educated about circular fashion?
170 responses
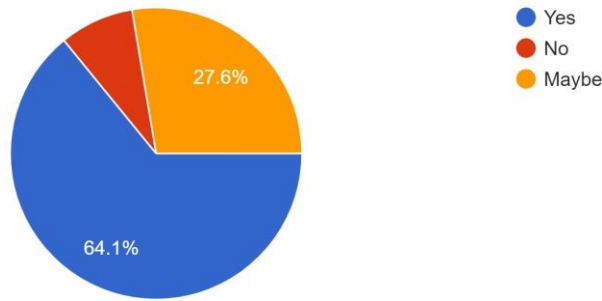
- More than 64% of respondents were sure that if they were educated about circular fashion, they would have purchased products differently.
- Few respondents would have definitely made changes in their buying decisions.
- Only 14 respondents out of 171 responses wouldn't have changed their decision.

Chart-13

What percentage of clothes in your wardrobe have you worn only once ?
170 responses
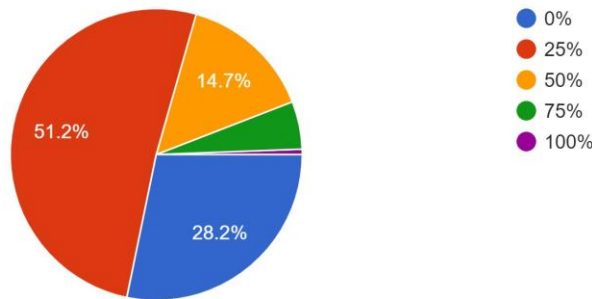
- Most of the target sample(approximately 50% of people) has 25% of clothes that they have worn only once.
- Almost 30% of people have no clothes that have been worn by them just once.
- Almost 15% of people have worn half of their clothes only once.
- Very few people have 75 % clothing that they have worn just once.

Chart-14

Do you think circular fashion will help reduce the impact of fast fashion on the Environment?
169 responses

- Almost 70% of people were affirmative that circular fashion will help to reduce the impact of fast fashion.
- Few people are sure that it will help to reduce the impact.
- 2% of respondents feel that it won't reduce the impact of fast fashion on our environment.

Open ended questions analysis :

Q11. What things will you keep in mind while buying recycled, upcycled or second hand clothing?

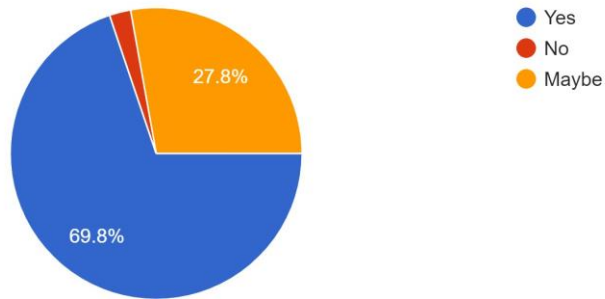We have segregated answers on the basis of repetitive keywords from the open ended questions.

1. People who choose to not answer.
2. Respondent who said quality, durability and comfort is must.
3. Respondents who said cleanliness and hygiene will be kept in mind.
4. People who will buy after looking at the cost of the product.
5. Respondent who said style is important for them.
6. Respondents who do not indulge themselves in buying recycled, upcycled or second hand clothing.

- 59 respondents out of 172 valid responses choose not to answer whether they indulge themselves in activities related to recycling, upcycling second hand clothing or not.
- 56 respondents out of 172 responses said that they will keep the quality, durability, and comfort on their top most priority before buying recycled, upcycled second hand clothing. They will also like to look for any defects before the purchase.
- 21 respondents out of 172 responses said first they will see the hygiene and cleanliness of the product. That is in what condition the product is in currently.
- 17 respondents out of 172 responses said that cost will be kept in mind before the purchase. Whether it is cost effective for them or not.
- 11 respondents said they will buy the recycled upcycled second hand product, if it matches their taste and preferences. And also on the basis of the style, if that product

will look good on them.
- Only 8 respondents out of 172 said they had never engaged themselves in recycling upcycling activities, but even few of these were willing to try in the future.

Q12. How have you recycled or upcycled your old clothes? (If you have recycled and upcycled)

We have segregated answers on the basis of repetitive keywords from the open ended questions.

1. People who choose to not answer.
2. Respondents who said yes they do participate in recycling and upcycling.
3. Respondents who said they do not recycle or upcycle.
4.
    - 87 respondents out of 172 responses choose not to answer whether they indulge in recycling or upcycling of their old clothes.
    - 54 respondents out of 172 responses said that they recycle and upcycle clothes on different levels. Many have recycled their old sarees to make a completely different product. Some said they upcycled their old pants, to make bags, table clothes, dusters, etc. Some of them even have dyed or painted on their clothes to give them a new look.
    - 31 respondents out of 172 responses said they have never engaged themselves in recycling and upcycling activities.

DATA INTERPRETATION

INFERENTIAL ANALYSIS-

Numeric data collected from the survey forms is analyzed quantitatively using statistical tools. To analyse the variance, how different groups respond towards circular fashion we have applied anova test.

The null hypothesis for the test means that the different groups are equal. If there is a statistically significant result(alternative hypothesis), then it means that the two consumer groups are unequal (or different).

Anova test-

Table -1.1

The relation between gender and awareness of circular fashion.
H0 - There is no difference in the awareness of circular fashion among the genders.
H1 There is a difference in the awareness of circular fashion among the genders.

ANOVA

AWARENESS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.623	1	.623	.198	.657
Within Groups	533.674	170	3.139		
Total	534.297	171			

Since significant value is more than 0.05 there is no significant difference in the awareness of circular fashion among the gender.

Therefore, the null hypothesis (h0) cannot be rejected. Hence, the null hypothesis stands true.

Majority of our sample size consists of youth. There is no such stereotype such as females being more aware and inclined towards fashion as compared to males. It's awareness is a by-product of an individual's interest and the surroundings. Therefore, no distinction in the cognizance of circular fashion between the demographic (gender) can be observed here.

Table -1.2

The relation between gender and purchase decision.

H0 - There is no difference in the purchase decision of circular fashion among the genders.

H1 There is a difference in the purchase decision of circular fashion among the genders.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.245	1	4.245	1.288	.258
Within Groups	560.424	170	3.297		
Total	564.669	171			

Since the significant value is more than 0.05 there is no significant difference in the purchase decision of circular fashion among the gender. Therefore, the null hypothesis (h0) cannot be rejected. Hence, the null hypothesis (ho) stands true.

The data shows that both genders have similar disposable income , and both the genders are uniformly scattered in the income groups, their purchase decision does not indicate any significant difference. The genders might equally contribute to the purchase of products that are sustainable and are willing to purchase thrifted clothes and upcycled clothes.

Table -1.3

The relation between gender and perception.

H0 - There is no difference in the perception of circular fashion among the genders.

H1 There is a difference in the perception of circular fashion among the genders.

ANOVA

PERCEPTION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.191	1	7.191	3.960	.048
Within Groups	308.687	170	1.816		
Total	315.878	171			

Since significant value is less than 0.05 there is a significant difference in the perception of circular fashion among the gender.

Therefore, the null hypothesis (h0) can be rejected. Hence, the alternate hypothesis (H1) stands true.

The chart shows that the genders interpret circular fashion differently. They have a difference in the activities of recycling and upcycling of clothes. Females are more participative in the recycling and redesigning of their old clothes whereas male are not significantly participative in such activities. This depicts that female have a better understanding and perception on how circular fashion can reduce the carbon footprints left by the fashion industry.

TABLE-2.1

The relation between location and awareness.

H0 - There is no difference in the awareness of circular fashion among the different locations.

H1- There is a difference in the awareness of circular fashion among the different locations.

ANOVA

AWARENESS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	34.622	2	17.311	5.855	.003
Within Groups	499.675	169	2.957		
Total	534.297	171			

Since the significant value is less than 0.05 there is a significant difference in the awareness of circular fashion among the different locations.
Therefore, the null hypothesis (h0) can be rejected. Hence, the alternate hypothesis (H1) stands true.

A significant difference in the awareness can be observed. People from T-1 and T-2 cities are more aware about CF as compared to people from the T-3 cities. Similarly it is observed that Communicating and educating people about CF will impact the purchase decision of people from T-1 and T-2 cities as compared to T-3 cities.

It is also observed that the people from T-1 and T-2 cities are more aware about the impact of fast fashion and consider sustainable and circular fashion an approach to reduce the impact of fast fashion.

TABLE-2.2

The relation between location and purchase decision.

H0 - There is no difference in the purchase decision of circular fashion among the different locations.
H1 There is a difference in the purchase decision of circular fashion among the different locations.

ANOVA

PURCHASEDESCISION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.126	2	11.063	3.446	.034
Within Groups	542.542	169	3.210		
Total	564.669	171			

Since the significant value is less than 0.05 there is a significant difference in the purchase decision of circular fashion among the different locations.

Therefore, the null hypothesis (h0) can be rejected. Hence, the alternate hypothesis (H1) stands true.

The test results show that the people from T-1 and T-2 cities have different criteria for purchasing a product as compared to T-3 cities. People belonging to the T-1, T-2 cities are willing to pay a higher price for sustainable and renewed clothing and they are willing to buy upcycled clothes whereas people from T3 cities are likely to stick to buying new clothes.

Table- 2.3

The relation between location and perception.

H0 - There is no difference in the perception of circular fashion among the different locations.

H1- There is a difference in the perception of circular fashion among the different locations.

ANOVA

PERCEPTION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.087	2	.043	.023	.977
Within Groups	315.791	169	1.869		
Total	315.878	171			

Since the significant value is more than 0.05 there is no significant difference in the perception of circular fashion among the different locations.

Therefore, the null hypothesis (h0) cannot be rejected. Hence, the null hypothesis (h0) stands true.

Even though there is a difference in the awareness among different locations there perception about CF are same and there is no significant difference. People from all three tiers perceive CF as recycling and upcycling of clothes and they are equally participative and have at some point recycled old clothes. Location is not a criterion of differentiation among the perception as people from all locations have been practicing recycling and reuse to the same extent.

TABLE-3.1

The relation between age and awareness.

H0 - There is no difference in the awareness of circular fashion among the different age groups.

H1- There is a difference in the awareness of circular fashion among the different age groups.

ANOVA

AWARENESS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.648	3	1.216	.385	.764
Within Groups	530.649	168	3.159		
Total	534.297	171			

Since the significant value is more than 0.05 there is no significant difference in the awareness of circular fashion among the different age groups. Therefore, the null hypothesis (h0) cannot be rejected. Hence, the null hypothesis (h0) stands true.

The results of the test depicts that all the age groups are equally aware about Circular fashion. Older age groups have similar amounts of clothing that has been worn by them once as younger age groups. This shows that both the age groups have very few clothes that they are not using and most of their wardrobe consists of textile through which their maximum value is retained.

TABLE-3.2

The relation between age and purchase decision.

H0 - There is no difference in the purchase decision *of circular fashion among the different age groups.*

H1- There is a difference in the purchase decision *of circular fashion among the different age groups.*

ANOVA

PURCHASEDESCISION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.920	3	.307	.091	.965
Within Groups	563.748	168	3.356		
Total	564.669	171			

Since the significant value is more than 0.05 there is no significant difference in the purchase decision of circular fashion among the different age groups.

Therefore, the null hypothesis (h0) cannot be rejected. Hence, the null hypothesis (h0) stands true.

Based on the above chart no significant difference can be seen in the purchase decision of the different age groups. People of all age groups make a rational decision for their purchase. With the increasing awareness among all ages they are now more willing to make a conscious purchase.

Table-3.3

The relation between age and perception.

H0 - There is no difference in the perception *of circular fashion among the different age groups.*

H1- There is a difference in the perception of circular fashion among the different age groups.

ANOVA

PERCEPTION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.585	3	1.195	.643	.589
Within Groups	312.293	168	1.859		
Total	315.878	171			

Since the significant value is more than 0.05 there is no significant difference in the perception of circular fashion among the different age groups.

Therefore, the null hypothesis (h0) cannot be rejected. Hence, the null hypothesis (h0) stands true.

Based on the above figures we can say that there is no significant difference among the different age groups. People from all age groups perceive CF as recycling and upcycling of clothes and they are equally participative and have at some point recycled old clothes in one way or another.

TABLE-4.1

The relation between income and awareness.

H0 - There is no difference in the awareness of circular fashion among the different income levels.

H1- There is a difference in the awareness of circular fashion among the different income levels.

ANOVA

AWARENESS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.977	4	1.744	.552	.698
Within Groups	527.320	167	3.158		
Total	534.297	171			

Since the significant value is more than 0.05 there is no significant difference in the awareness of circular fashion among the different income levels.

Therefore, the null hypothesis (h0) cannot be rejected. Hence, the null hypothesis (h0) stands true.

The results of the test depicts that all levels of income groups are equally aware about Circular fashion. People from all income levels are willing to indulge in recycling, upcycling activities on their own level.

TABLE-4.2

The relation between income and purchase decision.

H0 - There is no difference in the purchase decision of circular fashion among the different income levels.

H1- There is a difference in the purchase decision of circular fashion among the different income levels.

ANOVA

PURCHASEDESCISION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.510	4	1.628	.487	.745
Within Groups	558.159	167	3.342		
Total	564.669	171			

Since the significant value is more than 0.05 there is no significant difference in the purchase decision of circular fashion among the different income levels.

Therefore, the null hypothesis (h0) cannot be rejected. Hence, the null hypothesis (h0) stands true.

The above figures depicts that there is no significant change in the purchase decision. The change in levels of income does not affect the rational decision of the conscious buyers of circular fashion. Even at different levels of income people do engage themselves in recycling and upcycling activities.

Table-4.3

The relation between income and perception.

H0 - There is no difference in the perception of circular fashion among the different income levels.
H1- There is a difference in the perception of circular fashion among the different income levels.

ANOVA

PERCEPTION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.925	4	.981	.525	.717
Within Groups	311.953	167	1.868		
Total	315.878	171			

Since the significant value is more than 0.05 there is no significant difference in the perception of circular fashion among the different income levels.
Therefore, the null hypothesis (h0) cannot be rejected. Hence, the null hypothesis (h0) stands true.

The test results show that the people from all levels of income interpret CF equally. Different level is not restricting people from engaging themselves in recycling and upcycling old clothes in any way. Different levels of income is not a criteria of differentiation among the perception of people.

RESULTS AND FINDINGS

The results of genders show that, awareness between the genders is equal, both males and females are equally aware and make the conscious purchase decision on an equal level, this shows the same level understanding of circular fashion, but genders do perceive and participate in CF differently.

Females are more participative in activities of recycling and reusing of old fashion textiles.

The different location outcome shows that there is a significant difference between tier 1, TIER-2 and tier-3 cities. People residing in the T1 and T2 cities are more aware than the people in t3 cities. The purchase decisions of T1 and T2 cities are different from T3 cities. Even though there is a difference between their awareness, they all perceive and participate in CF equally in one or another way.

On the basis of age group results, people of all age groups equally interpret and participate actively in recycling, reusing activities of old fashion textiles. They all have the same level of understanding and awareness towards CF and take responsibilities to save the environment and reduce carbon footprint. People of all age groups are now more conscious towards their purchase decisions.

The result for different levels of income groups shows that people of all income levels are affirmative for better change. They all are well informed about CF activities. They are equally cognizant and conscious towards their purchase decisions. Different income levels do not hold them back from engaging themselves in recycling and reusing activities.

CONCLUSION

On the basis of above findings we can say that in every situation people are doing their bit towards circular fashion, in some way or another they are keen and do actively engage themselves for the betterment. People from different demographics have different understanding and values that they perceive, inculcate to take part in recycling and reusing old clothes into something new, altogether giving a new life to the textile.

With the growing adverse effect of fast fashion people of all demographics are now changing their preference towards circular fashion, they are making rational decisions and are more conscious of their purchases. In gender females are more aware and active about CF than males, females are more participative in upcycling and recycling activities than males.

Overall T1 and T2 cities are well informed and aware about CF, T3 cities lack that knowledge but it participates equally, Less is more stands true here. People in metros and T2 cities are also aware about fast fashion and its impact on the environment, they are also willing to pay a premium for sustainable products whereas people in T3 cities prefer buying new clothes.

EXISTING MARKETING STRATEGIES IN THE CIRCULATION FASHION INDUSTRY

- Product is designed keeping sustainability in mind.
- Price is charged on the basis of the value the product holds, not on the basis of the cost it incurs during manufacturing.
- Brands like Patagonia, Zalando and Selfridges, are marketing circular items along with conventional ranges. They are upgrading their range of circular items, including these items in their core product range to reconcile circularity in the minds of shoppers.
- Thred Up provides a platform to customers to send their used clothes in exchange for shopping points.
- Patagonia is working with startup ventures where a brand will purchase, process second hand goods and will display it in their site for sale at a reduced price.
- UK based brand Mulberry has maintained a leather library since 1971, it offers repairs and

refurbishment on all its products ensuring longevity of the product.

- US based lighter brand Zippo, offers free repairs for "lifetime" on its lighters.

MARKETING MIX OF CIRCULAR FASHION

Product –
The product mix contains of:

- Recycled products- Yarns and fibers are obtained from waste textiles and that is used to create another product like using yarns for creating quilts.

- Upcycled products- Redesigning of old clothes like making dresses out of old sarees, Shorts out of jeans, manipulating basic garments to create vogue garments etc.

- Reusing of already existing products- It includes using the product for a secondary once its maximum worth has been achieved in primary use.

- Swapped products- Product mix of CF also includes clothing belonging to one person that is swapped with another clothing belonging to another person.

Price-
The pricing strategies and techniques of circulated products include:

- Value based pricing - This strategy is usually used as products have a lower value as compared to fresh products.

- Psychological pricing- Psychological pricing helps attract the consumer as preowned consumers have low demand.

Place -
The place and channel of selling products include:

- Online selling via online stores.

- Selling via brick and mortar stores.

- Selling via social media by thrift shops.

- Selling through events - There are various events organised where one can swap their clothes with another.

Promotion-
Promotion of circular fashion products largely includes promoting the product via social media as the majority of the youth inclined towards thrift shopping use social media platforms.

SUGGESTIONS

- Brands have to work on the negative connotation associated with words like recycled, upcycled, repaired, refurbished. It affects the sales and acceptance of such products creating a hindrance for circular fashion.

- New upcoming brands should focus more on 6 R's of circular fashion reducing, recycling, refurbishing, reselling, renting and repairing.

- Companies can offer an option to buy rented products at a discounted rate and

offer a rental option on subscribed services.

- Companies can retrieve products from disposal or resale with the help of reverse logistics.
- Continuous testing and investing in search for alternative materials and processes for circular fashion may help build the brand.

- Premium / penetrative pricing for sustainability.

- Improved communication regarding CF especially in the tier -2 and 3 cities as they are less aware about CF.