

Outlook of the Indian Urban Consumer towards Post-Consumption Apparel Waste

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Abstract

India with its growing population of 1.33 billion, a sizeable amount of which is middle class, has been a lucrative market for many domestic and global apparel brands. Globalization and increase in buying frequency of apparels in the urban Indian population has led to increased amount of post-consumer apparel and textile waste, detrimental effects of which are well known. So far, limited studies have been carried out on the consumer behavior towards apparel waste in India. It is imperative to know the level of awareness of general population towards the textile waste management. Therefore, a pilot study was conducted among young people living in urban areas in India, using online survey. Additional information has been collected through ethnographic studies and interviews and observations. Results showed that there is a steady increase in apparel purchase and almost 55% of the respondents of the survey in India would like to discard the clothes, twice a year with change in season that are no more in use. Increasingly consumers are open to the idea of buying up-cycled clothing through vintage retail stores. The young urban Indian consumer has a legacy of mind-full consumption and is willing to take care of all kind of clothing and use it for longer duration. They are also open to the idea of using styling skills to make their outfits versatile. This indicates immense opportunity for brands to promote variety of sustainable practices in developing markets like India. This can be an important cue for brands to incorporate strategies where consumers are incentivized to take care and extend the life of the garments. These smaller yet vital strategic changes brought by apparel brands in consumption and disposal patten can have major impact on Apparel and textile waste production and management in developing nations like India. This research paper is an attempt to theorize the workable strategies deployed by brands to promote sustainable practice and minimize consumer waste generated by the urban population. And endorse formal waste disposal channel for effective resource management.

Keywords: Globalisation, Urban-consumer, Apparel-waste, disposal, Up-cycle

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