

Fashion Sustainability Intention of Consumers in RMG Manufacturing Countries. Obstacles and Potentialities for Implementing Sustainable Fashion in RMG Manufacturing Countries

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Abstract

Purpose: This study aims to get a comprehensive picture of the current status of sustainable fashion in manufacturing countries and, most importantly, discover and assess the existing challenges and opportunities to implement sustainable fashion products in these countries.

Methodology/Approach: For this study, consumers' opinion-based and priority-based concerns regarding intention toward sustainable fashion living in RMG manufacturing countries were chosen to collect data. Rather than being chosen at random, 352 consumers of young age who purchase clothing items often have degrees from reputed educational institutes from different backgrounds, including the fashion design and apparel manufacturing background and also RMG industry professionals, practitioners working with fashion design, sustainable fashion researchers and education personnel were selected purposively to participate in the survey for this research. The survey was conducted by collecting responses in Google Forms, from which case studies and data were compiled.

Outcome: Among the study's most important contributions, the barriers and opportunities to adopting sustainability in the overall process of the fashion industry are remarkable. According to the results, compared to the knowledge and awareness people have regarding the meaning and the importance of sustainable fashion for the environment and society, if the product features, trendiness, style, and color of sustainable clothing items meet consumer demand, it can be considered as an opportunity to promote sustainable fashion in the manufacturing countries commercially to a large extent. Besides, the negative influence on consumers purchasing decisions due to excessive prices, business strategies, inadequate availability of sustainable fashion brands, and less competitiveness of such products in the fashion industry are also driving the issue negatively.

Originality: This study will contribute significantly to a more in-depth and detailed investigation of how people's overall perceptions of sustainable fashion in RMG manufacturing countries make it more challenging to adopt while highlighting the potential because these are densely populated countries. If sustainable fashion successfully penetrates these countries, many consumers and the global environment will benefit.

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