



**NAVRACHANA
UNIVERSITY**

BUSINESS RESEARCH PROJECT

ON

**ANALYZING CONSUMER PERCEPTIONS FOR
SUSTAINABLE FASHION BRANDS UTILIZING SOR
FRAMEWORK: THE IMPACT OF WEBSITE DYNAMICS**

Submitted in partial fulfilment of the requirement of BBA programme

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DECLARATION

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**School of Business and Law
Bachelor of Business Administration (BBA) Batch 2021-24
TY BBA Semester VI
Business Research Project
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This is to certify that Ms. Pranami Vyas Student ID 21131065 and Mr. Shubham Shah Student ID 21131079 from BBA Program Batch 2021-24 has satisfactorily completed the project work entitled "Analysing Consumer Perceptions For Sustainable Fashion Brands Utilizing SOR Framework: The Impact Of Website Dynamics" as part of the partial fulfilment of the requirement of BBA Program in Navrachana University, Vadodara.

Based on the declaration made by the candidate and my association as a guide for carrying out this work, I recommend this project report for evaluation as per the examination guidelines.

Place: Vadodara, Gujarat
Date: 20 May 2024


(Dr. Anupama Dave)

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CHAPTER – I INTRODUCTION

The fashion industry is a crucial sector that plays a major role in propelling the global economy. The industry is a crucial driver of economic value for the global economy. According to McKinsey's State of Fashion 2017 research, the global fashion sector would be the seventh-largest economy in the world if it were compared to the GDP of individual countries. Before the COVID-19 pandemic, the fashion industry's worldwide income was approximated to be between \$1.7 trillion and \$2.5 trillion, as indicated by separate research papers conducted by Euromonitor and McKinsey. Euromonitor reports that the global apparel and footwear market contracted by -18.1% in 2020, resulting in a size of \$1.45 trillion. McKinsey, on the other hand, believes that the fashion and apparel industry had a 20% decrease in revenues during the 2019-2020 fiscal year. Following the relaxation of lockdown measures in many regions across the globe, people returned to retail establishments. The fashion sector has now reached the same heights as before the pandemic. Euromonitor reports that the worldwide apparel and footwear sector experienced a growth of 18.1% in 2020-2021, reaching a market size of 1.71 billion dollars in 2021, based on retail value in USD million. The global apparel retail market is projected to experience a 7.5% increase in value, reaching \$1.84 billion in 2022, followed by a 6.1% expansion to \$1.95 billion in 2023.

Sustainability has become a major concern for consumers in recent years, leading many fashion brands to incorporate sustainable practices into their operations. As consumers become more aware of the environmental and social impact of their purchasing decisions, they are seeking out brands that align with their values. As a result, sustainable fashion brands have emerged, focusing on ethical sourcing, eco-friendly production methods, and transparency in their supply chain. Sustainable fashion brands are now faced with the challenge of effectively communicating their values and differentiating themselves in a crowded market (Yang et al., 2017). Consumers' perceptions play a crucial role in shaping their attitudes and behaviors towards sustainable fashion brands. This shift in consumer

behavior has prompted researchers to explore the factors that influence consumer perceptions of sustainable fashion brands (Wu & Li, 2020).

The green and socially conscious fashion industry, sometimes known as the sustainable fashion business, is expected to grow rapidly. This development can be attributed mainly to customers becoming more conscious of the environmental and social consequences of the fashion decisions they make. Demand for sustainable clothes is increasing as a result of this increased knowledge, appealing to people who value making ecologically friendly decisions. The need for sustainable fashion has increased due to anticipated revolutionary advancements in materials. The sustainable fashion market is rising to a more prominent and important position within the larger Sustainable Fashion sector thanks to such groundbreaking developments and a more mindful consumer base. The size of the sustainable fashion market was estimated at USD 7.45 billion in 2023, and it is anticipated that overall revenue from sustainable fashion will increase by 8.2% between 2024 and 2030 to reach almost USD 12.94 billion.



Source: (Maximize Market Research Pvt Ltd, 2024)

Figure I: Overview of the Sustainable Fashion Market in 2023

Sustainable fashion consumption has garnered significant attention in the research and industry domains. To date, most studies in the field of sustainable fashion consumption have primarily focused on the production end of the market, with limited exploration of consumer perspectives. Limited research has been conducted on the values, motivations, and behaviors of actual consumers of sustainable fashion. This research study aims to fill this gap by conducting an in-depth analysis of consumer perceptions of sustainable fashion brands utilizing the Stimulus-Organism-Response framework, specifically focusing on the impact of website dynamics. The SOR framework, which stands for Stimulus-Organism-Response, provides a theoretical foundation to understand how the website dynamics of sustainable fashion brands can stimulate consumers, shape their perceptions, and ultimately elicit a response in terms of their attitudes and behaviors towards sustainability. The framework will be utilized to examine how different elements of a fashion brand's website, such as design aesthetics, user interface, and content, influence consumers' perceptions of sustainability.

This study aims to investigate the impact of the SOR framework on consumer perception, specifically in the context of sustainable fashion brands but is also a medium to provide insights and guidance for fashion designers who are interested in integrating sustainability into their design processes. Sustainability has become a pressing issue that extends beyond just the realm of environmentalism. Consumers are now more informed and conscious about their ethical fashion choices, and they are actively seeking out brands that align with their values. Fashion brands have recognized this shift in consumer preferences and are making efforts to incorporate sustainable practices into their operations. This not only includes utilizing recycled materials and implementing circular business models but also involves creating sustainable websites that effectively communicate the brand's mission and values. The impact of a brand's website dynamics on consumer perceptions of sustainability in the fashion industry is an area that requires further exploration. In recent years, there has been a heightened awareness of the fashion industry's environmental impact (Wu & Li, 2020). Mounting evidence of intensified global clothing consumption has sparked a wave of intention toward concrete, quantifiable action to address these environmental concerns. As a result, sustainability campaigns and initiatives have emerged

within the fashion industry, aiming to mitigate the environmental footprint of clothing production. The steady increase in sustainable consumer behavior has led companies in the apparel industry to recognize the need for fundamental changes in how they create value

(Baier et al., 2020). Which, in response to this demand, sustainable fashion brands have emerged as a viable alternative to traditional fashion brands (Wu & Li, 2020). By recognizing the importance of sustainability in shaping consumer perceptions, fashion brands can strategically enhance their online platforms to effectively communicate their sustainability values and engage with their target audience. This understanding can ultimately lead to more informed marketing strategies and a stronger connection between sustainable fashion brands and environmentally conscious consumers.

1.1 Background

The initial three industrial revolutions boosted the economic development of global economies but also had a negative impact on the earth's ecosystem (Swanborough, 2017). The consequences include deforestation, plastic waste surpassing fish in oceans by 2050, industrial pollutants in water bodies, and high levels of air pollution impacting more than 90% of the global population. The fast urbanization and industrialization, along with a rise in consumer purchasing power, have led to the overconsumption of natural resources.

The global garment and textile business is a major contributor to environmental pollution due to its excessive use of natural resources, making it the second most polluting industry worldwide (Cherny-Scanlon & Agnes, 2016). Pollution primarily results from the manufacturing of yarns, synthetic textiles, and clothing, which require a substantial amount of fossil fuels, dangerous chemicals, and ecological resources (Hethorn & Ulasewicz, 2008). Globalization and increased labour expenses in industrialized countries have compelled numerous international garment businesses to transfer their production operations to developing countries with lower labour costs and less stringent industrial regulations (Fletcher, 2008). This led to the exploitation of labour and natural resources in developing countries such as China, India, Bangladesh, and Sri Lanka, where garment manufacturing facilities were predominantly relocated (Gupta & Hodges, 2012).

India is quickly expanding as the 7th largest global economy and is projected to surpass the U.S. by 2050 (Smith, 2018). India is expected to become the world's third-largest consumer economy by 2027, with a quadrupled spending power, according to the World Economic Forum in 2018. India's textile sector is predicted to reach a market share of \$150 billion by 2019, making it the second-largest apparel market. The industry employs about 45 million individuals and is a major source of employment in India. (Indian Brand Equity Foundation, 2018). However, the industrial expansion in India has had adverse impacts on the environment and the well-being of workers.

Many garment sector workers consider shifting jobs because of low earnings, poor working conditions, unpaid overtime, and demanding production goals (International Labour Organization, 2015). Workers in the textiles industry are at a higher risk of developing skin allergies, headaches, sleep disruptions, and respiratory issues due to long working hours, exposure to dyes, and solvents, and contact with cotton or synthetic dust, impacting their quality of life (Pal & Brijmohan, 2016). As Internet access grows worldwide, consumers may access global news instantly and stay informed about the ethical and environmental challenges facing the garment sector.

Consumers' interest in ethical items due to concerns about ethical issues may influence their purchasing decisions. In India, the growing consumer consciousness regarding ethical products and green technologies has compelled several enterprises to introduce eco-friendly products in the market (Maheshwari & Malhotra, 2011). Businesses are developing innovative marketing tactics and environmentally friendly practices to advertise their products and ethical standards (Mishra & Sharma, 2010; Shrikanth, Surya, & Raju, 2012). The expanding demand for ethical items is also accommodating ethical apparel.

The increase of indigenous ethical brands entering the Indian market in recent years reflects this expansion. These brands are also presenting their collections in Fashion Weeks. ILK, an Indian design business, presented their autumn-winter collection crafted from hand spun Khadi fabric during Amazon Indian design Week 2018 (Shah, 2018). Fashion platforms such as Lakme Fashion Weeks, which have a social media following of over 90 million consumers, play a vital role in connecting with customers, particularly Generation Y (Kumar, Mathew, & Reddy, 2018). Generation Y in India is an emerging middle class with disposable income that aims to achieve global lifestyles. The consumer's spending behaviour has significantly shifted in recent years and is projected to increase in the future. Indian garment consumption is projected to reach 180 US\$ by 2025, with Generation Y being the primary consumer category. The younger generation in India is seen as potential customers for both global and local ethical apparel manufacturers.

1.1.1 Keywords

The formal keywords for the study include: consumer perception, sustainable fashion, sustainable fashion brands, stimulus-organism-response framework, website dynamics

1.2 Research Problem

In recent years, sustainable fashion has become a topic of great interest, with customers showing a growing preference for firms that implement ecologically friendly practices (Kong et al., 2016). Research on how website dynamics influence consumer views of sustainable fashion firms is insufficient. The term website/web dynamics include factors such as website appearance, website reliability, and website transparency. This study gap is important since the online visibility of fashion businesses has a critical impact on influencing consumer opinions and buying choices. The present literature on sustainable fashion mostly examines brand reputation, loyalty, marketing, product quality, and price. Yet, there has been minimal focus on how website dynamics affect user views. The study presented on consumer perceptions of sustainable fashion thoroughly analyses the impact of website dynamics. It fills multiple gaps for instance the areas that were examined under website reliability includes only consideration of customer reviews and testimonials (J. Kim & Lennon, 2013). but our study also focuses on blogs, collaborations and events that improves the reliability and authenticity of the website in the eyes of the customers. Moreover, the term transparency in previous literatures talks only about the product transparency (Dhir et al., 2021) and not how brand and their efforts should be transparent. This limitation emphasizes the necessity for a distinct research project to investigate the interaction between website dynamics and consumer perception of sustainable fashion firms (Jochen, 2013). The lack of study in this area is supported by the growing significance of online platforms in influencing customer perceptions and behaviour (Kong et al., 2016). The increasing significance of online platforms in influencing customer perceptions and behaviour justifies the study gap. Additionally, the examination of consumers' cognitive and emotional reactions to sustainability cues within the realm of sustainable fashion labels

is a vital but neglected area. This study gap is warranted as it will offer vital insights into how website dynamics can impact consumer perceptions and decision-making processes regarding sustainable fashion firms. (Refer Appendix 3: Similarities & Differences)

1.3 Review of Important Aspects of the Study

1.3.1 Research Aim

Sustainable fashion firms are gaining popularity in the current internet era. This study seeks to examine how consumers perceive sustainable fashion brands by utilizing the SOR framework, with a specific emphasis on the influence of website dynamics. The study will examine the impact of website aesthetics, reliability, and transparency on consumer cognitive and emotional reactions, including brand trust, brand loyalty, and self-identity, and how these reactions affect consumer perceptions of sustainable fashion brands. Data will be gathered using qualitative and quantitative methods, including analysing sustainable fashion manufacturers' websites and conducting surveys with consumers. This study aims to explore the complex connection between sustainable fashion brands and consumer perceptions to reveal the fundamental elements influencing consumer views of sustainable fashion brands.

1.3.2 Research Questions

1a. How do different elements of website dynamics i.e. website appearance, website reliability, website transparency/information, influence consumers' perception of sustainability in fashion brands?

1b. What role does user experience play in shaping consumer perceptions of sustainability when navigating sustainable fashion brand websites?

1c. How do consumers perceive the credibility and authenticity of sustainable fashion brands based on their online presence and communication strategies?

2a. What cognitive processes (brand trust and loyalty) are involved in consumers' evaluation of sustainability stimuli presented by fashion brands?

2b. How do emotional responses, such as self-identity, influence consumer perceptions of sustainability in fashion brands?

2c. Are there differences in cognitive and emotional responses among various strata (e.g., age, gender, socio-economic status) towards sustainability stimuli in fashion?

3a. What mediating variables (e.g., brand trust and loyalty, self-identity, self-efficacy) influence the relationship between sustainability initiatives and consumer perception in sustainable fashion brands?

3b. How do consumers' prior knowledge and awareness of sustainability issues mediate their perception of sustainable fashion brands?

1.3.3 Research Objectives

The main objective of this study is to examine the influence of ethical fashion brands' websites on consumers' choices and perceptions in the fashion market.

The formal objectives of a research study on the topic 'Analyzing Consumer Perceptions for Sustainable Fashion Brands utilizing SOR Framework: The Impact of Website Dynamics' include:

1. To explore the relationship between the website dynamics and consumer perception of sustainable fashion brands.

2. To investigate the cognitive and emotional responses of consumers to sustainability stimuli.

3. To assess the impact of cognitive and emotional responses on consumer perception across different sustainable fashion brands.

1.4 Research Significance

Consumer choices and preferences in the fashion business have experienced substantial transformations in recent years. Fast fashion's prominence, marked by its rapid production and cost-effectiveness, has taken over the market. As sustainability and ethical concerns in the fashion business gain more recognition, consumers are becoming more mindful of the environmental and social consequences of their buying choices. This research aims to examine the elements that impact consumers' buying choices for ethical fashion items, particularly focusing on the dynamics of their website. The goal is to evaluate the correlation between the variables: sustainable fashion brands' website dynamics, consumers' cognitive and emotional responses, and consumer perceptions. The SOR model is utilized to investigate the link, addressing the gap in present studies on consumer perceptions of sustainable fashion businesses by focusing on the effect of website dynamics. Studying how consumers react cognitively and emotionally to sustainability cues offers important insights into how these cues influence consumer behavior and decision-making processes (Kong et al., 2016). These insights can guide marketers and managers in the fashion business in efficiently promoting sustainable fashion brands and encouraging consumers to make more environmentally conscious decisions (Jochen, 2013). Evaluating the influence of mediating variables on consumer perception among various sustainable fashion brands is crucial for comprehending the intricacies and intricacies of consumer attitudes towards sustainability in the fashion sector. This study can offer useful insights for sustainable fashion firms to enhance their online platforms and promote consumer engagement and loyalty by examining attitudes and website dynamics (Jochen, 2013). Also, it adds to the expanding research on sustainable fashion labels and has practical consequences for these firms (Kong et al., 2016). This study is important because it can add to the increasing amount of research on sustainable fashion labels and offer practical consequences for these firms.

1.5 Research Limitations

1. Time limitations can restrict the extent and scope of data gathering, analysis, and understanding.
2. Financial constraints may limit access to certain datasets or the utilization of advanced research methods.
3. Low-quality databases such as the EBSCO database may have accessibility concerns that could impede the retrieval of pertinent literature and data, therefore restricting the thoroughness of the literature study.
4. Resource limitations, such as personnel and technology resources, might affect the extent and range of data gathering and examination.
5. Geographic or language limitations can restrict access to a variety of datasets or literature sources, which could impact the scope of the study.
6. The fast-paced fashion sector has difficulties in accurately obtaining current consumer opinions due to the quick changes in trends and preferences.
7. Bias in self-reported data or survey replies might impact the accuracy and consistency of the study results.
8. The study's emphasis on sustainable fashion brands can restrict the applicability of results to different sectors or businesses.
9. External elements like socio-economic situations or cultural influences can introduce confounding variables that affect customer perceptions, which cannot be completely controlled in the study design.

1.6 Conclusion

This chapter has presented a fundamental summary of the increasing significance of sustainable fashion brands in the current digital age. It emphasizes the importance of studying website dynamics and their influence on consumer perceptions by offering the SOR framework as a guiding theoretical model. The main study inquiries and goals have been defined, highlighting the importance of comprehending the impact of website aesthetics, reliability, and transparency on consumer trust, loyalty, and self-identity. The knowledge acquired from this chapter will shape the following study, leading to a more profound comprehension of consumer behavior in the realm of sustainable fashion. This preliminary work sets the stage for a thorough examination of the interaction between digital stimuli and customer reactions, emphasizing the crucial importance of smart website design and clear communication in promoting favorable consumer-brand connections.

CHAPTER – II

REVIEW OF LITERATURE

2.1 Introduction

The literature review chapter consolidates prior research on sustainable fashion, consumer behavior, and the SOR framework, offering a thorough foundation for this study. Sustainable fashion has transitioned from a specialized sector to a substantial division within the wider fashion business, driven by increasing environmental concerns and ethical issues. This chapter explores the complex nature of how consumers perceive sustainability, analyzing how their cognitive and emotional responses are influenced by different cues. Additionally, it examines the crucial impact of website dynamics, which include aesthetics, reliability, and transparency, in shaping these impressions. This literature review examines many research and highlights areas where current knowledge is lacking. It emphasizes the need to have a detailed understanding of consumer behavior in the digital era. The SOR framework's theoretical foundations are further explained, emphasizing its usefulness in examining how website elements affect consumer decision-making processes.

2.2 Consumer Perception

Consumer perception refers to how individuals perceive and interpret information about a product, brand, or service. It encompasses various factors such as beliefs, attitudes, opinions, and expectations that consumers hold towards a particular entity. Consumer perception plays a crucial role in shaping consumer behaviour and purchase decisions. Understanding consumer perception is essential for businesses as it allows them to tailor their marketing strategies and offerings to meet the needs and desires of their target audience. By studying consumer perception, researchers can gain insights into the factors that influence consumer preferences, reliability, and liking towards a product or brand. This can help businesses identify areas for improvement, develop competitive advantages, and

build stronger relationships with their customers. Consumer perception studies aim to examine and analyse various aspects of consumer perception, including factors like preference, reliability, liking, and satisfaction (Puccinelli et al., 2009). These studies explore how consumers perceive and interpret information about products, brands, and services, and how these perceptions affect their attitudes and behaviour.

Consumer perceptions have implications not only for the individuals making the decisions but also for businesses, manufacturers, and policymakers. To better understand consumer perceptions, it is important to consider the various factors that influence decision-making. One such factor is individual diversity. Individual diversity refers to the unique characteristics, preferences, and backgrounds of each individual. Source: "Decision-making is influenced by several things, namely individual diversity and consumer buying behaviour is an important aspect of consumer behaviour perspective. As individuals, we all have our own unique set of values, beliefs, and preferences that shape our consumer choices) These personal values serve as influential factors in shaping our purchasing behaviours. "Personal values are also one of the important variables affecting consumers' purchasing behaviours." (Lin & Huang, 2012). Furthermore, consumer perceptions are also influenced by the situations encountered by individuals. For example, during times of economic downturn, consumers may be more inclined to prioritize value for money and opt for cheaper alternatives. This can be seen in the shift towards budget-friendly brands and discount stores during periods of financial instability. "Consumer behaviour is difficult to model precisely consumer perception may also depend on subjective judgmental factors such as willingness to buy and moods." (Poddar et al., 2009). In addition to individual diversity and situational factors, consumer choices are also influenced by contextual factors. Consumer choices, as defined by Webster and Wind, refer to the decisions made by individuals regarding the purchase of goods or services. Such choices are influenced by a variety of factors, including environmental, organizational, cultural, personal, social, and psychological influences.

2.3 Sustainable Fashion

In recent years, the fashion industry has experienced a significant shift towards ethical practices. Ethical fashion, also known as sustainable or conscious fashion, encompasses a range of values and principles that prioritize the well-being of people and the planet throughout the entire fashion production and consumption process. This rise of concern in ethical fashion has been driven by increasing awareness of the environmental impact and social injustices associated with traditional fashion practices.

Ethical fashion promotes environmental and social awareness in the industry through eco-friendly and fair-trade products. According to a source, ethical fashion appears as an endeavor in which sustainability and fashion meet. It can be defined as fashionable yet sustainable apparel that is produced under fair trade principles with sweatshop-free labor conditions. Furthermore, ethical fashion can be divided into two main categories: socially responsible business and environmentally responsible business. One of the central concerns of ethical fashion is the relationship between people and the environment. As consumers today not only demand high-quality products but also concern themselves with corporate social responsibility and sustainability, their preference for ethical products has become a driving force for companies to employ ethical strategies in the marketplace. The concept of ethical fashion has gained momentum as consumers become more conscious of the impact their purchasing decisions have on the environment and society.

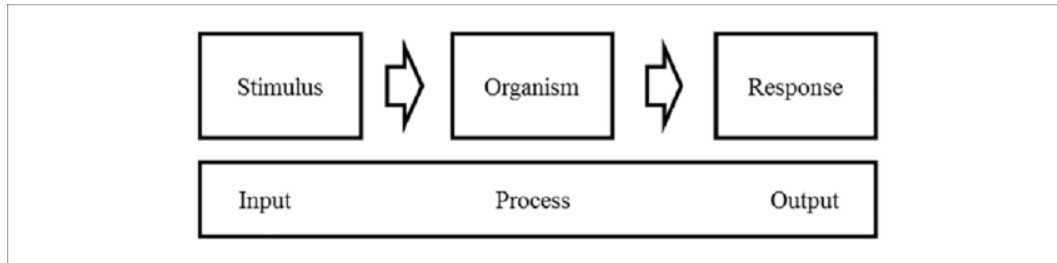
One significant aspect of ethical fashion is its commitment to creating products that are both environmentally sustainable and socially responsible. As stated in a source, ethical fashion is defined as "fashionable clothes that incorporate fair trade principles with sweatshop-free labor conditions while not harming the environment or workers by using biodegradable and organic cotton. The term "ethical fashion" is often used interchangeably with other terms such as sustainable fashion, conscious fashion, eco-fashion, and socially and environmentally friendly produced clothing. However, it is important to note that the terms "ethical fashion" and "sustainable fashion" do not fully capture the complex issues surrounding fast fashion such as use and disposal and psychological harm to the consumer. To comprehensively address these complex issues, the term "ethical fashion" is adopted in

this paper as a broad umbrella term that encompasses various dimensions of sustainability and responsible business practices within the fashion industry. Therefore, ethical fashion goes beyond just producing clothing that is trendy or fashionable; it involves taking into account the social and environmental implications of the entire supply chain

2.4 Website Dynamics

Multiple researchers have started studying how consumers perceive website dynamics (Barnes et al., 2001; Loiacono, 2000; McGoldrick et al., 1999). These studies assume that a company's website is a crucial communication tool and the main platform for Internet users seeking information or products, even though this assumption is not always clearly mentioned. Website dynamics are the dynamic features of a website that impact consumer perceptions and behaviors, as defined by (Chu et al., 2007). The dynamics encompass the website's design, layout, information quality and quantity, search function, protected content, and presentation content. Researchers can comprehend how website dynamics influence consumer perceptions of fashion businesses' sustainability initiatives by analyzing them (Militaru, 2007). Website dynamics encompass the components and features of a website that might impact how people perceive and engage with a business. These variables may encompass elements like the website's design, functionality, usability, information quality, security protocols, and the general user experience. These components enhance the visual attractiveness and can impact how users perceive the worth and reliability of the website. Website dynamics are significant but only encompass a portion of the possible evaluation criteria. Additional traits could play significant roles in influencing consumer reaction. Several researchers contend that assessing consumer behavior solely based on internal website factors is insufficient because consumers are influenced by both internal and external factors when making decisions (Lwin and Williams, 2006; Richardson et al., 1994; Zeithaml, 1988)

2.5 Stimulus Organism Response Framework (SOR Model)



Source: (Kim et al., 2018)

Figure II: Stimulus Organism Response Framework

The Stimulus-organism-response (S-O-R) model was introduced by Woodworth in 1929 as an expansion of Pavlov's basic stimulus-response theory from 1927. The S-O-R model consists of three constructs: stimulus, organism, and response, which determine the behavioral result of an event. Skinner defined stimulus and reaction as components of behavior and environment. Abrupt alterations in the environment can impact an individual's psychological and emotional equilibrium, leading to subsequent behavioral modifications (Donovan, Rossiter, 1982).

The stimulus refers to external factors that impact an individual's psychological state. According to (Jacoby, 2002), (Peng and Kim, 2014), (Young, 2016), and (Eroglu et al., 2001), it is described as the effect that arouses the individual.

The intermediate processes and structures involve perceptual, physiological, emotional, and cognitive functions. (Fu et al., 2020) defined an organism as the internal processes and results of a stimulus that typically mediate the relationship between a stimulus and a response.

The term "response" in the concept pertains to the ultimate behavioural result of an individual, which can be either positive or negative (Donovan, Rossiter, 1982; Spence, 1950). There are notable distinctions in the stimulus, organism, and reaction among these aspects. The stronger the stimulus, the more pronounced the organism's response to it.

The framework is built on the research conducted by Mehrabian and Russell, who viewed behaviour as taking place inside an environment composed of stimuli. Stimuli impact the organism, particularly influencing consumers' cognitive and affective processes, resulting in a behavioural reaction. An individual's prior knowledge, cognitive abilities, and self-confidence influence the behavioural reaction, as stated by (Attiq et al., 2017). The environment can influence the reactions of organisms, while individual and group traits can either counteract or enhance this influence (Laato et al., 2020).

2.6 Theoretical Framework

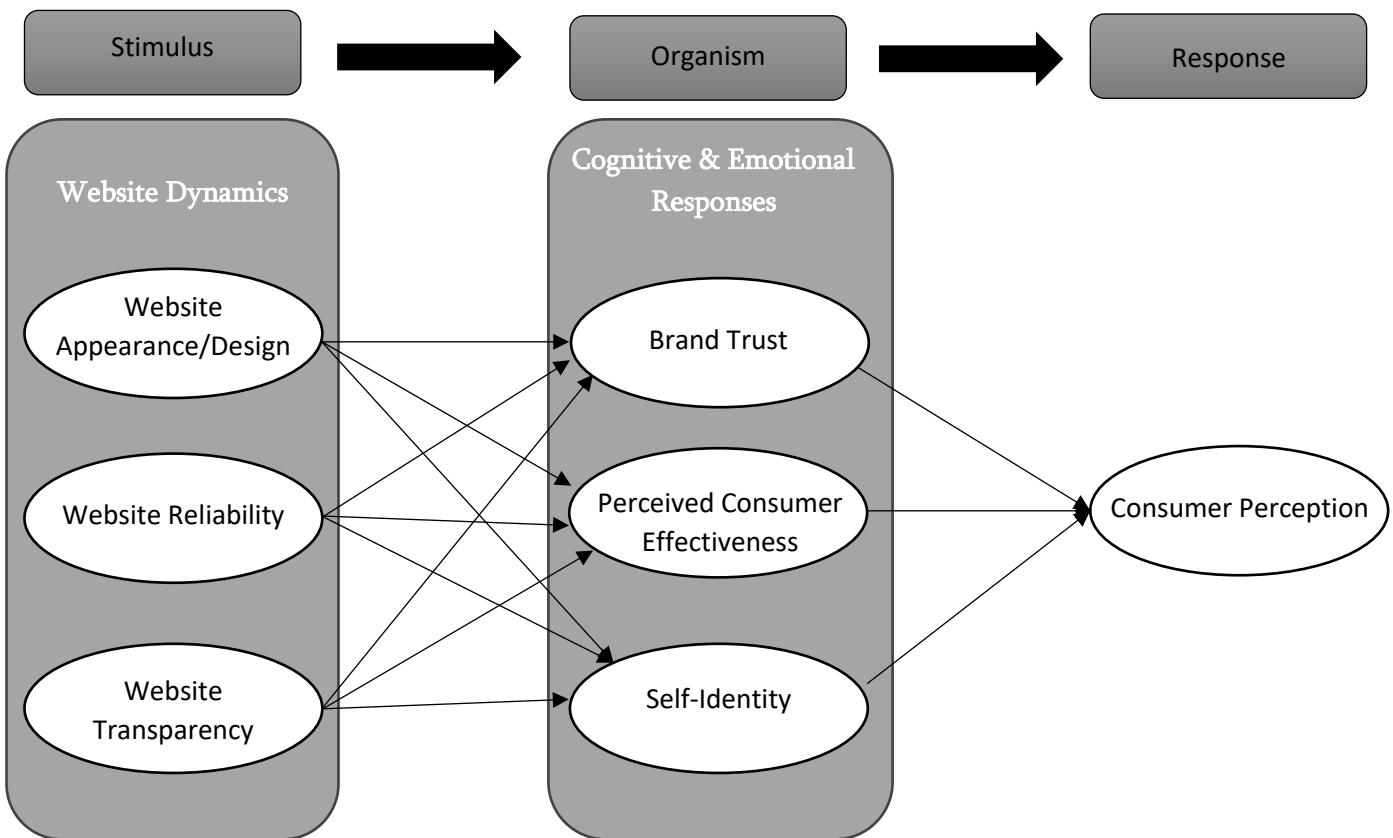


Figure III: Theoretical Framework Model

This study utilizes the S-O-R framework, which has undergone thorough testing in previous studies examining the impact of stimuli on consumers' cognitive and emotional

states, ultimately leading to changes in consumer intention or behaviour (Mehrabian & Russell, 1974). The proposed factors that influence website dynamics are website appearance, website reliability, and website transparency. These factors act as initial input stimuli. The cognitive and emotional responses to these stimuli include brand trust, perceived consumer effectiveness, and self-identity. Finally, the outcome of these factors and responses is the consumer perception of sustainable fashion.

Model	Variable	Variable Definition	Sources
Stimulus	Website Appearance	Refers to the visual design elements and layout of a webpage, including its colours, typography, images, and overall aesthetic presentation. It encompasses both the functional aspects, such as navigation and organization, as well as the emotional response evoked by the design.	(Zhang & Benbasat, 2021)
	Website Reliability	The ability of a website to consistently provide accurate and up-to-date information, maintain functionality, and ensure security for users. It involves factors such as uptime, loading speed, trustworthiness of content, and protection against cyber threats.	(Choi & Lee, 2023)
	Website Transparency	Extent to which a website openly provides information about its operations, policies, practices, and intentions to its users. It encompasses elements such as clear communication of terms of service, privacy policies, data handling practices, and disclosure of organizational affiliations or biases.	(Kim & Park, 2024)

Organism	Brand Trust	Brand trust is the confidence and reliance that consumers place in a brand, reflecting their belief that the brand consistently delivers on its promises, maintains high-quality standards, and acts with integrity in its interactions with customers.	(Hair et al., 2015)
	Perceived Consumer Effectiveness	The degree to which consumers think their individual actions contribute to solving problems.	(Zhuang, Luo, & Riaz, 2021, p. 4)
	Self-Identity	The perceptions, values, beliefs, and lifestyle choices of individuals regarding their personal fashion consumption habits, which are influenced by their commitment to environmental and social responsibility. It reflects how individuals express their unique identities through clothing and accessories that align with their ethical and sustainable principles	(Peattie & Belz, 2019)
Response	Consumer Perception	Refers to how individuals perceive and interpret information about a product, brand, or service.	(Puccinelli et al., 2009)

Table I: Model for Defining Variables

2.7 Studies related to Objective I

(Sorensen & Jorgensen, 2019) Katelyn Sorensen and Jennifer Johnson Jorgensen's 2019 paper, "Millennial Perceptions of Fast Fashion and Second-Hand Clothing: An Exploration of Clothing Preferences Using Q Methodology," investigates Millennials' attitudes towards inexpensive fast fashion and second-hand apparel through Q methodology. The study identifies distinct factors within each category, offering nuanced insights into Millennials' diverse perspectives on ethical and sustainable fashion choices. In fast fashion, four factors emerge: "Trying the Trend Shoppers," valuing affordability and trendiness; "High-Quality Seekers," prioritizing durability and well-made garments; "Environmental Enthusiasts," associating fast fashion with sustainability despite affordability concerns; and "Ethical Believers," prioritizing ethics over affordability. Similarly, four factors are identified for second-hand clothing: "Disinterested Consumers," seeing it as affordable but lacking value and trendiness; "Sustainable Suitors," valuing sustainability and guilt-free choices; "New Clothing Purchasers," viewing second-hand clothing as unsustainable but ethical; and "Thrill Hunters," considering it durable and rare but lacking in quality and trendiness. While the study offers valuable insights, it acknowledges limitations such as non-generalizability across the entire Millennial generation and potential biases in participant selection. Despite these constraints, the findings underscore the importance of sustainable fashion consumption, aligning with growing environmental concerns. The article highlights the significance of understanding subjective viewpoints and suggests implications for designers, manufacturers, and policymakers. It concludes by recognizing the need for further research in sustainable fashion consumption.

(Daukantienė, 2022) Virginija Daukantienė's 2022 paper, 'Analysis of the sustainability aspects of fashion: A literature review,' comprehensively examines sustainability challenges in the fashion industry. Through a qualitative approach employing a systematic literature review, the study addresses environmental, social, and economic aspects of fashion sustainability, advocating for a holistic approach. Key findings underscore waste utilization, innovative design approaches, and consumer education as crucial strategies for promoting sustainability. Despite progress in environmental sustainability, gaps in addressing social sustainability, transparency in supply chains, and circular economy

models persist, highlighting areas for future research and industry action. The review emphasizes the need for comprehensive sustainability strategies integrating environmental, social, and economic considerations.

(Vladimirova et al., 2023) In 2023, a paper by K. Vladimirova, C. E. Henninger, et al. titled "Exploring the influence of social media on sustainable fashion consumption: A systematic literature review and future research agenda" was published in Manchester. The paper examines the complex connection between social media and sustainable fashion consumption. The article seeks to summarize and assess current research in this field, offering a thorough understanding of the present knowledge and suggesting a research agenda for further inquiry into this developing subject. The systematic literature review primarily examines the impact of brands on social media and sustainable fashion consumption. Most studies focused on how firms use social media marketing methods to influence consumer behavior, guiding them towards making sustainable fashion decisions. The focus on brand influence highlights the significant role of social media platforms in promoting sustainability in the fashion sector. Yet, the evaluation lacks a comprehensive examination of non-brand content. Activism and sustainability practices are areas that have not been thoroughly investigated beyond traditional brand marketing. The study emphasizes the necessity of qualitative studies to investigate the reasons behind consumer engagement with certain activism and content on social media. It stresses the significance of utilizing qualitative and mixed-methods research approaches to achieve a more detailed understanding. Additionally, the systematic literature assessment reveals a geographical

bias in the current studies, mostly concentrating on the Global North. Africa and the Middle East, despite their extensive usage of social media platforms, are noticeably lacking in the existing research literature. This geographical bias limits the generalizability of findings and insights, highlighting the need for future research to fill this gap. The review supports incorporating advanced data collection technologies such as artificial intelligence and Big Data to thoroughly map social interactions. This integration seeks to enhance comprehension of user interaction with sustainable fashion practices outside the realm of brand impact. The review emphasizes the importance of transitioning from quantitative to qualitative and mixed-methods research strategies to

gain a comprehensive understanding of consumer motivations and behaviors in sustainable fashion consumption on social media. The request for creative data-gathering techniques is by the changing nature of social media platforms, recognizing the dynamic and quickly evolving online interaction environment. The paper's study agenda suggests important areas for future studies. It promotes the investigation of new theoretical frameworks to clarify user involvement on social media, providing new perspectives to examine the intricate dynamics involved. The topic focuses on developing efficient communication strategies for brands in the sustainable fashion industry. Exploring ways to involve inactive users, tackling sustainability concerns in the fashion sector, and learning how to promote a transition to more sustainable methods are key areas that require additional investigation.

(Kim & Stoel, 2004) The study, "Apparel Retailers: Website Quality Dimensions and Satisfaction," examines the many aspects of website quality for online clothing stores and how they influence customer satisfaction. The study seeks to investigate the particular aspects of website quality that serve as important indicators of total client satisfaction in the realm of online clothes shopping. The research employs a quantitative method by conducting a questionnaire postal survey and bases its theoretical foundation on the WebQual scale. The study is based on acknowledging the significant impact of website quality on the success of online businesses, which affects customer satisfaction, loyalty, and purchase behavior. Prior studies have confirmed that website quality is multidimensional, with the number of aspects varying based on the sort of product being marketed. E-commerce websites typically have more dimensions than non-e-commerce websites. Kim and Stoel use Loiacono's (2000) WebQual scale, which comprises 36 items distributed among 12 aspects, to assess website quality. All dimensions have alpha coefficients above 0.80, confirming the scale's dependability. The researchers used exploratory factor analysis to pinpoint six crucial criteria designed for online clothes retailers: website design, information quality, security/privacy, responsiveness, reliability, and customization. The study's findings show the substantial influence of specific variables on customer satisfaction. Website design, information quality, security/privacy, and timeliness are crucial aspects that affect satisfaction, although reliability and customization

have minimal impact. This emphasizes the subtle complexity of website quality and indicates that not all aspects have an equally significant impact on molding client impressions in the realm of online clothes shopping. The study highlights the significance of comprehending how various aspects of website quality impact user behavior and purchasing choices. The research primarily examines customers of clothing websites but recognizes the importance of conducting a similar study with both customers and non-customers to identify the key factors that influence shoppers' decisions to become customers. The need for future research to investigate website quality aspects in various retail industries highlights the pursuit of uniformity and diversity in the significance of these aspects for consumer contentment.

(Kim & Lennon, 2013) This article explores the interplay between reputation, website quality, emotions, perceived risk, and purchase intention in online retailing, employing a quantitative approach with 219 respondents and the Stimulus-Organism-Response (SOR) model. It extends the SOR model by integrating external (reputation) and internal (website quality) stimuli. Structural equation modeling (SEM) reveals reputation's significant positive impact on consumer emotions and its negative effect on perceived risk. Website quality dimensions, except for customer service, also influence perceived risk and emotions significantly. Perceived risk and emotions are significant predictors of purchase intention, validating the proposed model's comprehensiveness. The study acknowledges limitations, including convenience sampling bias and a lack of differentiation between multichannel and pure online retailers. It calls for further exploration of reputation and website quality effects in utilitarian shopping contexts beyond hedonic consumption, suggesting a more holistic model of online consumer experience. While underscoring the importance of reputation and website quality, the research encourages future investigations into additional variables impacting consumer responses. In conclusion, the article enriches understanding of reputation and website quality's roles in online consumer behavior. It offers practical insights for online retailers to improve consumer responses and purchase intention. Despite limitations, it prompts future research to address sampling biases, retailer differentiation, and explore other variables, thereby advancing knowledge in online

retailing dynamics. Overall, the study enhances comprehension of consumer behavior complexities in the evolving landscape of e-commerce.

(Jacobson & Harrison, 2021) This paper examines the complexities faced by sustainable fashion social media influencers, focusing on their advertising practices, monetization strategies, and the challenges of maintaining authenticity. Grounded in the Stimulus-Organism-Response (SOR) Model, the qualitative study utilizes semi-structured interviews to explore influencers' relationships with their followers and brand partnerships. The research reveals influencers' struggles in balancing sustainability values with financial success, highlighting tensions between promoting sustainability and engaging in profitable brand partnerships. Influencers engage in content creation calibration, grappling with internal conflicts when aligning brand partnerships with their ethical values. Maintaining authenticity is emphasized as crucial for meeting followers' expectations and preserving credibility. While the study uncovers valuable insights, it acknowledges limitations, particularly the lack of diversity among participants, predominantly white women. This underrepresentation underscores the need for inclusive exploration of experiences among racialized influencers. The study also identifies broader research gaps, urging further investigation into ethical concerns, advertising strategies, and monetization approaches in sustainable fashion influencer marketing. Furthermore, the qualitative nature of the research limits generalizability, suggesting the importance of larger, more diverse studies. Ethical considerations regarding influencers' actions in promoting sustainability online emerge as a critical area for future exploration. The study advocates for broader research encompassing aspiring influencers beyond the fashion sector to understand content creation calibration experiences across various sustainable industries.

2.8 Studies related to Objective II

(Yu & Lee, 2019) Somi Yu and Jieun Lee's 2018 paper, "The Effects of Consumers' Perceived Values on Intention to Purchase Upcycled Products," examines the relationship between consumers' perceived values and their intentions to purchase upcycled products. Using a quantitative approach and an online questionnaire survey, the study investigates six key values: green, functional, emotional, aesthetic, social, and self-expression. The findings reveal that green, emotional, and aesthetic values positively influence upcycled product attitudes, in contrast to previous research in a Chinese sample. Aesthetic and emotional benefits are highlighted, while functional, social, and self-expression values show no significant impact on attitudes. The study proposes a causal model, demonstrating that aesthetic and emotional values directly influence purchase intentions, while environmental values impact intentions through attitudes. Despite its comprehensive exploration, the study acknowledges a research gap, emphasizing the need for further investigation into demographics, cultural influences, and additional product attributes. The study broadens the perspective on consumer behavior and environmental sustainability. It covers diverse topics, including the influence of pro-environmental product marketing, factors affecting aesthetic appreciation, and the connection between political ideology and trust in science. The review cites various studies exploring consumer attitudes towards upcycling, beliefs related to environmental products, and determinants of purchase intentions. Additionally, it delves into the significance of customer experience, highlighting the role of customer participation, sensory appeal, emotional stimulation, novelty, and affective outcomes. Overall, the literature review provides a comprehensive understanding of the complex relationship between consumer behavior and environmental sustainability, guiding researchers and practitioners towards a more holistic approach.

(Soyer & Dittrich, 2021) Mirella Soyer and Koen Dittrich's study article, "Sustainable Consumer Behavior in Purchasing, Using and Disposing of Clothes," explores the complex dynamics of sustainable decision-making throughout several stages of garment use. The study, conducted in the Netherlands in 2021, aims to comprehend and close the disparity between attitudes and behaviors in people's choices related to buying, using, and discarding clothing. The study uses a strong research approach involving a questionnaire survey to

identify important determinants of sustainable behavior and explore the various aspects that influence consumers during the consuming process. The study's empirical analysis highlights how sensation/anticipation, social assessment, and ability are major determinants that influence sustainable behavior during various stages of apparel consumption. Social assessment significantly influences purchase and disposal decisions, highlighting its connection to observable consumer behavior. However, its influence decreases while it is being used. The concept of ability, which includes characteristics like time, money, and effort, is a key predictor of sustainable consumption. The study emphasizes the need for enabling stimuli to improve consumers' capacity to make sustainable decisions. The research findings reveal clear patterns in sustainable behavior throughout the stages of consumption. Buying choices are significantly affected by elements like competitive costs and high-end products, showing a delicate balance between cost and fashion preferences. During the utilization phase, the focus is on pricing and repairability, highlighting the importance of both economic concerns and practicality. During the disposal phase, cost-efficiency and incentives are prioritized, illustrating the complex interaction of economic factors that influence customers' choices. The survey reveals a significant disparity between consumers' attitudes and behaviors, despite their increasing concerns about climate change and pollution and their sincere confidence in making a good influence. This gap indicates that having knowledge and awareness does not always result in making more sustainable decisions when it comes to clothing consumption. This insight highlights the intricate nature of promoting behavioral change and stresses the necessity for focused interventions that extend beyond just providing knowledge. The study further highlights the intricacies of sustainable consumer behavior, offering useful information for policymakers, corporations, and researchers. The research enhances our understanding of sustainable choices by identifying key predictors and analyzing the complex interaction of factors throughout various stages of apparel usage. The results can guide the creation of specific efforts to reduce the difference between attitudes and behaviors, promoting more sustainable practices in garment consumption.

(Dhir et al., 2021b) This study examines consumer behavior towards sustainable fashion in Japan, focusing on green apparel. The research aims to address the gap between intention

and behavior in sustainability-oriented consumption. The study investigates the psychological elements and results of green garment consumption using the Stimulus-Organism-Behavior-Consequence (SOBC) paradigm to enhance understanding of consumer responses. The study brings novel factors including optimism, pessimism, labelling satisfaction, labelling desire, and shopping habits to the sustainable fashion literature, enhancing comprehension in this area. The study used a quantitative approach using a single cross-sectional online survey to provide methodological rigor by validating and analyzing the reliability of variables, which aids in hypothesis testing and model validation. The study emphasizes the significance of detailed labels in improving consumer trust and satisfaction, indicating chances for firms to distinguish themselves genuinely in the market. Understanding how optimism and pessimism might impact labelling satisfaction and desire offers practical advice for marketers. Shopping routines play a crucial part in influencing consumers' purchasing intentions, highlighting the importance for merchants to attract environmentally concerned customers. Future research should focus on replicating the study in various geographical locations to improve generalizability, investigating how situational factors influence the connection between intention and conduct, and examining cultural characteristics as moderating variables. The study suggests incorporating characteristics such as customer innovativeness and environmental orientation to enhance comprehension of sustainability-focused consumer decision-making.

(J. Kim & Lennon, 2013) The article delves into online consumer behavior, specifically examining how reputation and website quality influence consumers' emotions, perceived risk, and purchase intention. Emphasizing the relevance of reputation in limiting transaction risks in online commerce, the study highlights consumers' preference for reputable online shops, suggesting dependability. The internet has changed reputation management techniques to focus more on online platforms such as social networking sites and client reviews. Consumers are increasingly dependent on these resources to evaluate retailers' reputations and make well-informed purchasing choices. The study used a quantitative methodology through online questionnaires to examine how website quality and reputation impact users' emotions, perceived risk, and purchase intention, based on the

SOR model. It explores how emotions and perceived risk are related and how they together influence purchasing choices. The study's findings have ramifications for firms seeking to improve online marketing strategies through a comprehensive understanding of the interaction between reputation, website quality, emotions, perceived risk, and buy intention. Customizing one's online presence to establish trust, minimize perceived risk, elicit good feelings, and influence purchasing decisions can enhance the online shopping experience for consumers.

(Le et al. 2022) "The Extended S-O-R Model Investigating Consumer Impulse Buying Behavior in Online Shopping: A Meta-Analysis," authored by Le, Wu, Liao, and Phung in 2022, delves into online consumer behavior, particularly impulse buying, utilizing the Stimulus-Organism-Response (S-O-R) model. Through a meta-analysis of 37 studies, the research uncovers significant triggers for impulse buying, including product quality, website atmosphere, price attributes, and communication effectiveness. It highlights online shoppers' higher propensity for impulse purchases compared to in-store counterparts, emphasizing the influence of hedonic shopping value in driving impulsive behavior. Moreover, the correlation between web atmospherics and hedonic shopping value underscores the importance of the online environment. However, the study acknowledges gaps, such as the limited focus on demographic and cultural factors influencing impulse buying and the neglect of technological advancements' impact, like augmented reality, on online shopping behavior. It suggests further exploration of the S-O-R model's mechanisms and pathways in online contexts, urging longitudinal studies to capture evolving consumer behaviors. In conclusion, the research significantly enriches understanding of impulse buying in online shopping by illuminating key triggers and emphasizing the role of hedonic value. Addressing acknowledged gaps, it calls for future research to delve deeper into demographic influences, technological advancements, and the intricate workings of the S-O-R model, offering opportunities for a more comprehensive comprehension of online consumer behavior.

(Mohammed & Razé, 2023) "Towards Sustainable Fashion Consumption: An Exploratory Study of Consumer Behavior in a Developing Country," Vina Mohammed and Adrien Raz focus on understanding consumer behavior related to sustainable fashion

consumption in the Kurdistan region of Iraq. The study aims to contribute to the discourse on sustainability in the fashion industry by identifying barriers to sustainable fashion consumption among consumers in this region and proposing strategies to address these barriers. Using a quantitative research approach, the authors conducted semi-structured interviews with 16 consumers in Kurdistan to gain insights into their sustainable fashion consumption behavior. They employed the SHIFT framework as a theoretical lens to understand and promote sustainable consumption behavior. Thematic analysis of the qualitative data collected was conducted using NVivo 12. The findings highlight internal influences on sustainable consumption behavior among Kurdish-Iraqi consumers. Although respondents showed a high frequency of fashion item consumption, some displayed higher levels of sustainability awareness and engaged in less frequent shopping for fashion items. Interestingly, demographic factors like education level and marital status did not appear to have clear linkages with sustainable knowledge or behavior. Thematic analysis identified seven main themes and fifteen subthemes related to sustainable fashion consumption behavior, offering comprehensive insights into the factors driving consumers' choices in this context.

(Nilashi et al., 2016) In the realm of e-commerce, trust stands as a cornerstone upon which relationships between users and automated recommendation systems are built. Mehrbakhsh Nilashi et al. (2016) delve into the intricate dynamics of trust formation in their paper "Recommendation quality, transparency, and website quality for trust-building in recommendation." Through their investigation, they shed light on the pivotal role of perceived transparency in shaping user trust, with a specific focus on the mechanisms of recommendation systems. Their research aims to unravel the factors influencing users' perceptions of these systems, emphasizing the significance of perceived transparency in bolstering trust and purchase intentions. Employing a quantitative approach via survey questionnaires, Nilashi et al. conducted their study, employing partial least squares (PLS) and structural equation modelling (SEM) as statistical tools. Their analysis unearthed several critical findings regarding the interplay between transparency, recommendation quality, website quality, trust, and purchase intentions. Central to their study is the revelation that perceived transparency emerges as a linchpin in cultivating trust within e-

commerce websites. Integrating explanation mechanisms into recommendation agents emerges as pivotal for establishing trust. Through their research model, which encompasses general website quality, recommendation quality, and transparency, they ascertain the relative importance of these factors in shaping user trust. Empirical results underscore the intricate nexus between website quality, recommendation quality, perceived transparency, and trust, with trust exerting a significant influence on user purchase intentions. These findings underscore the imperative for e-commerce platforms to prioritize explanation mechanisms within recommendation agents to foster trust among users. Moreover, Nilashi et al. highlight the contextual variability in the relative importance of trust-building factors, suggesting that different domains or applications may exhibit varying impacts. They further identify the potential efficacy of avatar interfaces and explanation facilities in enhancing the persuasive power of recommendation agents, thereby contributing to the burgeoning discourse on user trust within e-commerce settings. Beyond their own empirical findings, the paper encompasses a comprehensive evaluation of recommendation agents within e-commerce websites. Drawing on participants' interactions with platforms like Amazon and Lazada, the study evaluates recommendation diversity, quality, explanation, transparency, trust, and purchase intention. Participants' engagement with the websites, coupled with questionnaire responses, provided valuable insights into the multifaceted dynamics of user trust in automated recommendation systems.

(Yu et al., 2023) In their article "Mitigating Trendy Cheap Fast Fashion's Negative Impact," Yunzhijun Yu, Claudia L. Gomez-Borquez, and Judith Lynne Zaichkowsky explore the detrimental effects of fast fashion consumption on the environment and society, particularly among young consumers. Through three studies, the research investigates consumer behaviors, attitudes, and knowledge regarding fast fashion while examining the potential for sustainable alternatives, such as second-hand clothing markets. Study 1 evaluates second-hand clothing markets to understand pricing dynamics and potential savings. While significant savings are found on higher quality clothing, the allure of reselling used fast fashion items is limited due to their low initial price point, highlighting the complex economic and environmental implications of fast fashion consumption. In Study 2, survey questionnaires are administered to young consumers to delve into their

attitudes towards fast fashion and awareness of its environmental impact. The findings reveal a disparity between consumer attitudes driven by the desire for fashionable clothing and an underestimation of fast fashion's environmental consequences. This disconnect underscores the necessity for targeted educational interventions to address the gap between consumer attitudes and sustainability. Study 3 examines the effectiveness of educational initiatives in influencing young consumers' attitudes and behaviors towards fast fashion consumption. While these interventions enhance awareness and foster more sustainable consumption habits, translating these attitudes into tangible behavioral changes proves challenging. This emphasizes the complexities in promoting sustainable practices within the fast fashion industry and underscores the need for multifaceted approaches encompassing education, policy interventions, and consumer activism.

(Zhu et al., 2019) The paper examines the determinants of Generation Y consumers' online repurchase intention in Bangkok, focusing on website security, appearance, and online promotions within the e-commerce context. Employing the Stimulus-Organism-Response (SOR) model, the study surveys 401 Generation Y consumers through questionnaires and utilizes statistical tools like SPSS 24 and Amos 24 for analysis. The research confirms the validity of its measurement model and establishes significant relationships between online environmental cues, cognitive and affective states, trust, and repurchase intention among Generation Y consumers. It underscores the pivotal role of trust in driving repurchase behavior in the e-commerce landscape, offering practical insights for online retailers to enhance their strategies for targeting this demographic. While providing valuable empirical insights, the study indirectly identifies potential gaps in the literature. The focus solely on Generation Y consumers in Bangkok may limit the generalizability of findings to other demographics or cultural contexts. Additionally, the study does not explicitly explore the impact of technological advancements on online shopping behavior, suggesting a need for future research to address emerging influences on Generation Y consumers' repurchase intention. In conclusion, Zhu, Kowatthanakul, and Satanasavapak's research significantly contributes to understanding Generation Y consumers' online shopping behavior in Bangkok. Through the SOR model, the study offers insights for marketers to enhance trust-building efforts and dynamic promotional strategies in the e-commerce sector. The

identified gaps indicate opportunities for future research to broaden the applicability of findings and explore emerging technological influences in online consumer behavior.

2.9 Studies related to Objective III

(Teotia, 2018) Scholars are increasingly intrigued by the ascent of ethical consumerism, wherein customers exhibit a growing awareness of the societal and environmental repercussions of their purchasing decisions. Vishu Teotia's research delves into the determinants shaping Indian consumers' intention to purchase and sustain purchasing ethical clothing, thus significantly advancing the discourse on ethical consumerism in India. This literature review meticulously scrutinizes extant research on ethical consumerism, ethical apparel, and the application of the Theory of Planned Behavior (TPB) in understanding the multifaceted elements influencing purchasing intentions. Ethical consumerism entails consumers' willingness to pay a premium for products created ethically or in alignment with their values, encompassing social and environmental considerations. Previous studies have pinpointed various pertinent factors including attitudes, social norms, perceived behavioral control, moral obligation, self-identity, and environmental concern. Concerning clothing, ethical considerations span materials sustainability, fair labor practices, and social responsibility. Prior research suggests that consumers' inclination to purchase ethical apparel is shaped by variables such as product quality, price, availability, and design. The TPB provides a comprehensive theoretical framework positing that attitudes, social norms, and perceived behavioral control significantly influence an individual's intention to engage in specific activities. Teotia's study enriches this theoretical foundation by proposing and scrutinizing two models, M1 and M2, within the TPB framework. The study endeavors to delineate the factors impacting the desire to purchase ethical apparel (M1) and the intention to sustain purchasing ethical clothing (M2) among Indian consumers. Teotia's research bridges knowledge gaps by focusing on Generation Y and deepening the understanding of ethical clothing purchase intentions within the Indian context. The study underscores the necessity for ethical apparel companies to leverage social influence, accentuate positive attributes, and publicize efforts

to enhance consumer attitudes. Pricing strategies are deemed crucial, with price perceived not as a deterrent. Furthermore, incorporating ethical appeals in promotional material is advised to resonate with Generation Y's values and experiences, shaping their intentions to purchase ethical apparel in the future.

(Tryphena & Aram, 2023) Arul Aram's paper, "Consumer Perception on sustainable clothing among Urban Indians," explores how consumer perception affects purchasing behavior of sustainable apparel in India. The study uses a quantitative method with a questionnaire survey conducted in Chennai and Bangalore, applying the Theory of Planned Behavior as its theoretical foundation. Research results indicate that understanding the environment, attitudes towards it, and the belief in one's ability to make a difference as a customer all have a substantial influence on the intention to buy sustainable apparel. This intention has a favorable impact on green purchasing decisions, depending on the consumer's level of environmental awareness. The study questions ideas about how product qualities such as comfort, fit, value for money, and design variation affect green purchase decisions. Consumers want conveniently available, ethically sourced, and environmentally concerned clothes without the need for lengthy brand investigation. Issues about growing expenses and availability for middle-class buyers arise, as well as skepticism towards sustainable brand assertions, highlighting the need for heightened awareness. Sustainable fashion sector managers should prioritize buying local, supporting workmanship, and promoting handcrafted clothes, according to the study. It is essential to acknowledge changes in customer behavior towards minimizing purchases and prolonging the lifespan of clothing. Future studies should focus on investigating obstacles to the sustainable use of textile products and conducting in-depth studies on perceptions and customer behavior. The study's results provide insights into sustainable enterprises' marketing strategies, policy development, and management, along with recommendations for conducting similar research in rural regions and other emerging economies. The study offers a full literature analysis on green marketing and sustainable consumption, including techniques, sample characteristics, and Probit regression results, along with extra references for a thorough understanding.

(Khare & Kautish, 2020) Arpita Khare and Pradeep Kautish's 2020 research paper in India explores the complex relationships among cosmopolitanism, global self-identity, online communities, green knowledge, and how Indian consumers perceive green apparel product attributes. The study utilizes a quantitative method with a Self-Administered Questionnaire Survey and the Mall Intercept Technique for data collection to investigate correlations through structural equation modelling. The research's main discoveries show that cosmopolitanism, global self-identity, and online networks have a substantial impact on green knowledge, which subsequently affects how Indian consumers view green clothes. The study highlights the important influence of social conformity and belonging to online networks on customers' comprehension of eco-friendly clothing. The study recognizes limitations like the absence of demographics, cultural characteristics, and other product qualities that could offer useful insights into customer views of green garments. The study suggests that green apparel manufacturers can appeal to environmentally conscious consumers by highlighting product attributes that align with global environmental awareness, cosmopolitanism, and global self-identity traits. Additionally, the study emphasizes the capacity of online communities to serve as powerful venues for informing, educating, and advocating for eco-friendly clothing, fostering a link between consumers and sustainable fashion. The study enhances comprehension of green purchasing paradigms among fashion-oriented consumers in the Indian market. The research highlights how global values and online community affiliation influence customer views of green apparel, opening more avenues for studying sustainable behavior and its effects on the fashion sector. Khare and Kautish's research provides new perspectives on how cosmopolitanism, global self-identity, and online communities influence consumers' understanding of green clothes. The study highlights the importance of offline and online social conformity in assessing green clothing, contributing to the developing field of sustainable fashion research.

(Graça & Kharé, 2023) This study investigates the influence of online education and brand communication on green buying behavior in the U.S. and Brazil. Utilizing surveys via Amazon's Mechanical Turk, they employ structural equation modeling (SEM) to

analyze the data. The findings underscore the significance of online education, indicating its direct positive impact on green buying behavior in both countries. Effective brand communication also plays a pivotal role, demonstrating direct positive effects on green buying behavior and brand image. Environmental concern and perceived consumer effectiveness act as mediators, shaping attitudes towards green products. Together, these factors explain a substantial portion of the variance in green buying behavior, emphasizing the complexity of influencing sustainable consumer behavior and the importance of considering multiple variables in promoting sustainability.

(Divyansha Kumar & Anubha Vashisht, 2019) 'Sustainopreneurship and Its Role in Sustainable Fashion Brands of India,' delves into sustainopreneurship and its impact on promoting innovative and sustainable business strategies in the Indian fashion sector. The study uses in-depth interviews and guided conversations to create case studies that aim to fully comprehend sustainopreneurship in the Indian environment, specifically focusing on the textile industry. Sustainopreneurship, a term introduced in 2000, is a corporate approach that focuses on sustainable solutions for societal and environmental issues, developed in reaction to the worldwide focus on sustainable methods. The fashion sector ranked as the second-largest polluter globally, has seen a significant change towards sustainopreneurship, where entrepreneurs focus on ethical practices, sustainability, and ecological equilibrium. The article emphasizes the importance of the Indian textile industry, a significant player in the global fashion sector, stressing the necessity for sustainable solutions. The expansion of sustainopreneurship in India is driven by the use of renewable and non-renewable materials in fabric production. This makes the country's textile sector crucial for examining sustainopreneurship in tackling environmental issues and advancing sustainability. The primary topic is analyzing how sustainopreneurship affects branding, marketing strategies, and consumer behavior in sustainable fashion firms. Green marketing, slow fashion, circular fashion, and mindful shopping are emphasized to transform the image of sustainable fashion firms, raise consumer awareness, and impact purchase choices. The study uses qualitative research methods such as in-depth interviews and guided conversations with entrepreneurs from specific sustainable fashion firms in India to provide detailed case studies for analyzing sustainopreneurship in practice. The

study focuses on sustainable fashion firms in India, China, and Bangladesh, examining their impact on textile waste and exploring entrepreneurs' ethical awareness and sustainable methods.

(Mandarić et al., 2021) Mandarić, Hunjet, and Kozina's paper, "Perception of Consumers' Awareness about Sustainability of Fashion Brands," published in 2021 in Croatia, examines consumer attitudes and behaviors concerning sustainable fashion. Employing a quantitative approach, they distributed a questionnaire through snowball sampling, involving 263 respondents in Croatia. The study reveals gender differences in consumer awareness, with women exhibiting a higher tendency to rate their awareness positively. Contrary to assumptions, no significant age-related differences were found in sustainable consumption behavior. A crucial finding highlights the gap between consumer awareness and actual sustainable fashion purchasing behavior, echoing broader discussions on the intention-action gap in sustainable consumption. The accompanying literature review contextualizes sustainability as a pressing concern in the global fashion industry, emphasizing consumers' role in driving sustainable practices. The study, the first of its kind in Croatia, provides valuable insights into consumer attitudes towards sustainable fashion. Gender-specific findings emphasize the need for tailored interventions and marketing strategies. The research underscores the importance of effective communication and education to bridge the gap between awareness and behavior. While consumers prioritize product quality and price over sustainability, the study suggests the potential for positive change through strategic communication and enhanced marketing messages.

(Mim et al. 2022) The article delves into the influence of sustainable positioning on the perceptions of Gen Z consumers toward apparel brands, employing the Stimulus-Organism-Response (S-O-R) model and surveying 245 respondents. It identifies brand attachment and trust as significant predictors of electronic word-of-mouth (eWOM) and brand loyalty, with brand trust emerging as the most influential factor. The study reveals that sustainable positioning, particularly when combined with credible sources, positively impacts brand attachment, trust, and identification among consumers. However, the impact of transparency practices on these variables is found to be limited. While grounding its analysis in existing literature on sustainability in various industries, the research extends

the understanding of sustainable consumption behaviors specifically within the context of apparel. By exploring different communication methods such as hangtags and social media posts, the study enriches the analysis of transparency's role in promoting sustainable brands, despite transparency itself not yielding a significant impact in this study. Moreover, the research uncovers nuanced insights into consumer preferences, indicating that higher-income groups and females are more inclined to switch to sustainable brands. These findings offer valuable guidance for marketers seeking to tailor their strategies to specific consumer segments, emphasizing the potential of sustainable branding to resonate more strongly with certain demographics. In practical terms, the study underscores the importance of fostering sustainable brand attachment, trust, and identification to enhance brand loyalty and stimulate positive eWOM. It suggests that apparel brands should integrate these determinants into their marketing initiatives to cultivate stronger customer loyalty. However, the study also identifies gaps, such as the limited impact of transparency and the need for further exploration of stimuli designs, suggesting avenues for future research to refine sustainability communication strategies within the apparel industry. Overall, the article significantly contributes to the discourse on sustainable positioning and consumer behavior in the apparel sector, offering valuable insights and directions for future investigation.

2.10 Conclusion

Chapter II has provided a thorough examination of the current knowledge about sustainable fashion and consumer behavior. It emphasizes the important influence of website dynamics on how consumers perceive and act toward sustainable fashion. The review has emphasized the significance of the SOR framework in comprehending the intricate interplay between external stimuli and internal consumer states. Prior research has revealed that the visual appeal, dependability, and openness of a website play a critical role in influencing the trust, loyalty, and self-perception of a company. Nevertheless, there are still deficiencies in fully grasping these dynamics, especially when it comes to sustainable fashion. This chapter has established a strong and comprehensive theoretical basis, which will serve as a framework

for doing empirical research in the following chapters. The knowledge obtained from this study will direct the systematic approach and analytical tactics, guaranteeing a comprehensive investigation of the elements that impact customer opinions of sustainable fashion brands.

CHAPTER – III

RESEARCH METHODOLOGY

3.1 Introduction

The third section presents the methodological framework used in this study to examine consumer perceptions of sustainable fashion brands. This chapter provides a comprehensive explanation of the study design, which encompasses both qualitative and quantitative methodologies for data collection and analysis. The study utilizes a blend of website assessments and consumer questionnaires to investigate the influence of website aesthetics, dependability, and openness on cognitive and emotional reactions. The text provides a thorough description of the sampling strategies, data-gathering procedures, and analytical tools used to study the relationship between digital stimuli and consumer behavior, assuring a rigorous and systematic approach. This chapter utilizes the SOR framework to guarantee that the methodological procedures are in line with the study's aims, establishing a strong foundation for empirical analysis. To provide content clarity, the method section was divided into subsections namely: research design, participants, procedure, scale measurements and reliability analysis of the instrument.

3.2 Research Design

3.2.1 Website Data Analysis

An examination was conducted on ten Indian homegrown brand websites to assess their alignment with the stimulus-organism response (SOR) paradigm. The analysis entailed examining different aspects of the websites by prior research and SOR claims that are consistent with our approach. A total of ten well-known Indian fashion companies were chosen for analysis. The selection of these brands was based on their esteemed standing in the sustainable fashion industry and their notable market share in India. We conducted a thorough analysis of each brand's website to collect data on specific features that are

relevant to the Stimulus assertions in our SOR framework. This entailed evaluating many elements such as the visual appeal of the website, the level of excellence, the level of openness, the user interface, the ease of navigation, the information provided about the products, the initiatives taken for sustainability, and the techniques employed for communication.

The study referred to previous research and established statements of Stimulus-Organism-Response (SOR) to find the essential components on each website that might provoke customer reactions and impressions. Specifically, we analyzed characteristics including aesthetically pleasing design, concise product information, openness about sustainability methods, and interactive features to determine how these can influence consumer perceptions and reactions. The similarities and variations across the homegrown companies were determined by analyzing patterns and trends within the website elements. The study provided valuable insights into how many aspects of website dynamics, including look, quality, reliability and transparency, influence consumer opinions of sustainable fashion firms. These insights were then used to develop statements for the descriptive survey design.

Construct	Scale
Brands	10 Sustainable Fashion Brands Analyzed
Basis on selection of the brands	1. Reputation of Sustainable Brands 2. Market Share in the Fashion Industry
Method	Content Analysis
Research Type	Exploratory

Table II: Research Design for Website Analysis

3.2.2 Descriptive Survey Design

This study employed a descriptive survey design, namely a web survey, to gather data from customers in India. The selection of an online survey as a research tool is predicated on its

ability to access a broader demographic audience. In addition, the survey comprised closed-ended questions, which effectively prevented respondent weariness and enhanced the response rate. Before completing the final research, a preliminary test will be undertaken to evaluate the clarity of the questionnaire and its appropriateness for Indian consumers.9m

3.3 Participants

The consumers aged between 18 years and 40 years also taking into consideration their gender and income levels were selected for this study. This selection was based on multiple strata (gender; age; and income). The scope of our study will specifically target consumers residing in Vadodara, an Indian city. By concentrating on a distinct geographical area, the study can offer valuable observations on how customers in that specific market perceive ethical apparel and how these perceptions impact their purchase decisions.

Various studies have suggested that Generation Y is characterized by ethical consumer behavior, demonstrating greater social and environmental awareness compared to previous generations (Ekström, Hjelmgren, & Salomonson, 2015). Their conscientious shopping habits have led to the emergence of ethical fashion entrepreneurs and the creation of dedicated ethical clothing lines by luxury garment retailers such as Mango. The younger generation places great importance on sustainability and is seen as a group that is actively working towards social change and improving the future (Williams. K.C. & Page, 2011; Kibbe, 2014; Saussier, 2017).

Furthermore, the younger generation possesses a greater knowledge and understanding of the ethical aspects of products, as well as the ethical policies and criteria associated with them (Becchetti & Rosati, 2007). Therefore, it may be asserted that the younger generation possesses a greater level of ethical consciousness. This knowledge can be linked to the prevalence of social media, the existing educational environment, and the widespread availability of the Internet, which facilitates quick access to diverse perspectives.

3.4 Sampling

Probability Sampling Technique: Stratified Sampling

Stratified sampling is proposed as the main sampling technique for this study, which aims to analyze customer views of sustainable fashion brands. Stratified sampling is beneficial because it partitions the population into distinct and non-overlapping groupings, known as strata, which collectively encompass the complete population. This approach guarantees that each subgroup is sufficiently represented, resulting in more precise and applicable findings in comparison to ordinary random sampling.

Stratification Criteria: In this study, the population will be divided into several groups depending on income levels, gender, and age. The selection of these particular attributes is based on their substantial impact on consumer purchasing behavior and attitudes toward sustainable fashion items.

Income Brackets: The level of income plays a significant role in determining purchase selections due to the higher cost of sustainable fashion products. The study intends to capture a varied variety of financial capacities by stratifying depending on income, ensuring that insights reflect varying affordability and willingness to spend on sustainable fashion.

Gender: Gender disparities can influence fashion preferences and raise questions about sustainability. By categorizing the study participants based on their gender, it enables the examination of differences in views and actions between male and female consumers. This approach leads to a more detailed comprehension of the target market.

Age Groups: The study focuses on two primary age cohorts, Generation Z, encompassing individuals aged 12 to 25, and Millennials, ranging from 26 to 40 years old. These groups are recognized for their unique purchasing intentions and attitudes towards sustainability. Gen-Z consumers are frequently perceived as being more ecologically aware and influenced by current trends, whereas Millennials may place a higher value on practicality and long-term advantages. Age stratification facilitates the identification and understanding of these variations between different generations.

Sample Size

The study aims to include a total of 380 respondents in the sample. The sample size is determined using the estimated population of Vadodara, which is roughly 21.9 lakhs (2.19 million). The sample size is determined to ensure statistical validity and reliability of the results, using a 95% confidence level and a 5% margin of error. The current sample size is adequate to obtain a representative overview of the population, taking into account the variations within the categorized subgroups.

Sample Frame

Accessible Universe:

The study focuses on persons in Vadodara who use fashion products, particularly those who buy and use clothing items. These folks must be willing and able to take part in the survey. The respondents' accessibility can be attained through several methods, including:

- Online surveys are distributed through email or social media channels to efficiently reach a wide audience.
- Phone surveys are used to get data from those who may have limited online activity.
- In-person surveys are conducted at sites commonly visited by fashion consumers, such as shopping malls, fashion retailers, and universities.

This methodology guarantees a thorough and varied group of participants, which improves the inclusiveness and precision of the study's results.

Inaccessible Universe:

The inaccessible universe refers to individuals in Vadodara who are users of fashion products but cannot be contacted or are unwilling to take part in the study. The following individuals are part of this group:

- Non-purchasers of Clothing Items: Individuals who abstain from purchasing fashion products and hence do not meet the study's requirements.
- Unwilling Participants: Individuals who decline to engage in surveys owing to worries regarding their privacy, limited availability of time, or other personal reasons.
- Unreachable Individuals: It refers to those who are unable to be reached via the selected survey techniques due to technological obstacles, absence of internet connectivity, or unregistered phone numbers.

Gaining comprehension and recognition of the incomprehensible universe is crucial for appropriately evaluating the outcomes and identifying potential prejudices in the process of data gathering.

3.5 Data Collection Instrument

The data collection tool for this study is a structured questionnaire, specifically created to measure the concepts within the SOR (Stimulus-Organism-Response) framework. The questionnaire utilizes items and scales derived from validated studies to guarantee the validity and reliability of the study. These measures effectively capture crucial elements of website dynamics (stimulus), customer cognitive and emotional responses (organism), and consumer perceptions (response). The questionnaire is structured into sections that align with various components of the SOR framework. The section on website appearance (WA) evaluates the aesthetic appeal, layout, color scheme, and overall visual design of the website. The section on website reliability (WR) assesses the website's performance, including factors such as loading speed, uptime, and accuracy of information. Lastly, the section on website transparency (WT) examines the clarity and honesty of information related to sustainability practices, packaging transparency, and product details. The organism component consists of brand trust items, which measure the level of trust consumers have in the brand based on their experience with the brand's website. Perceived value items evaluate the consumer's perception of the value offered by the brand's

sustainability efforts. Self-identity items assess the extent to which the brand's values align with the consumer's self-identity and personal values. The response component aims to assess the general customer view and attitude towards the brand, which is influenced by both external stimuli and internal organism elements. The survey questions employ a Likert scale that spans from 1 (Strongly Disagree) to 5 (Strongly Agree), enabling participants to indicate their level of agreement or disagreement with each statement over a range of intensities. The questions are created to be impartial, concentrating on distinct elements of website dynamics and consumer reactions without guiding or affecting participants' responses, guaranteeing impartial and precise data gathering.

3.6 Data Analysis

The data analysis entails a thorough method to evaluate the measurement model and examine the theoretical linkages suggested in the study. This is done by employing both descriptive and inferential statistical techniques to ensure reliable and significant findings. The initial stage entails assessing the caliber of the constructs and statements used in the questionnaire using reliability and validity analyses. The process of validity analysis involves assessing the content validity by modifying items from published literature, as well as ensuring construct validity to establish clear and distinct constructs.

The second phase involves testing the connections between the stimulus (website dynamics), organism (brand trust, perceived value, self-identity), and response (customer perception) components. Descriptive analysis entails computing measures of central tendency, such as mean, median, and mode, for each item to comprehend overall response patterns. It also requires calculating measures of dispersion, such as standard deviation and range, to evaluate the variety of responses. Multiple regression analysis investigates the influence of website dynamics on consumer cognitive and emotional reactions, quantifying the extent to which variations in brand trust, perceived value, and self-identity may be accounted for by website appearance, reliability, and transparency. The results are subsequently analyzed to gain a comprehensive comprehension of the connections within the SOR framework and their consequences for sustainable fashion firms.

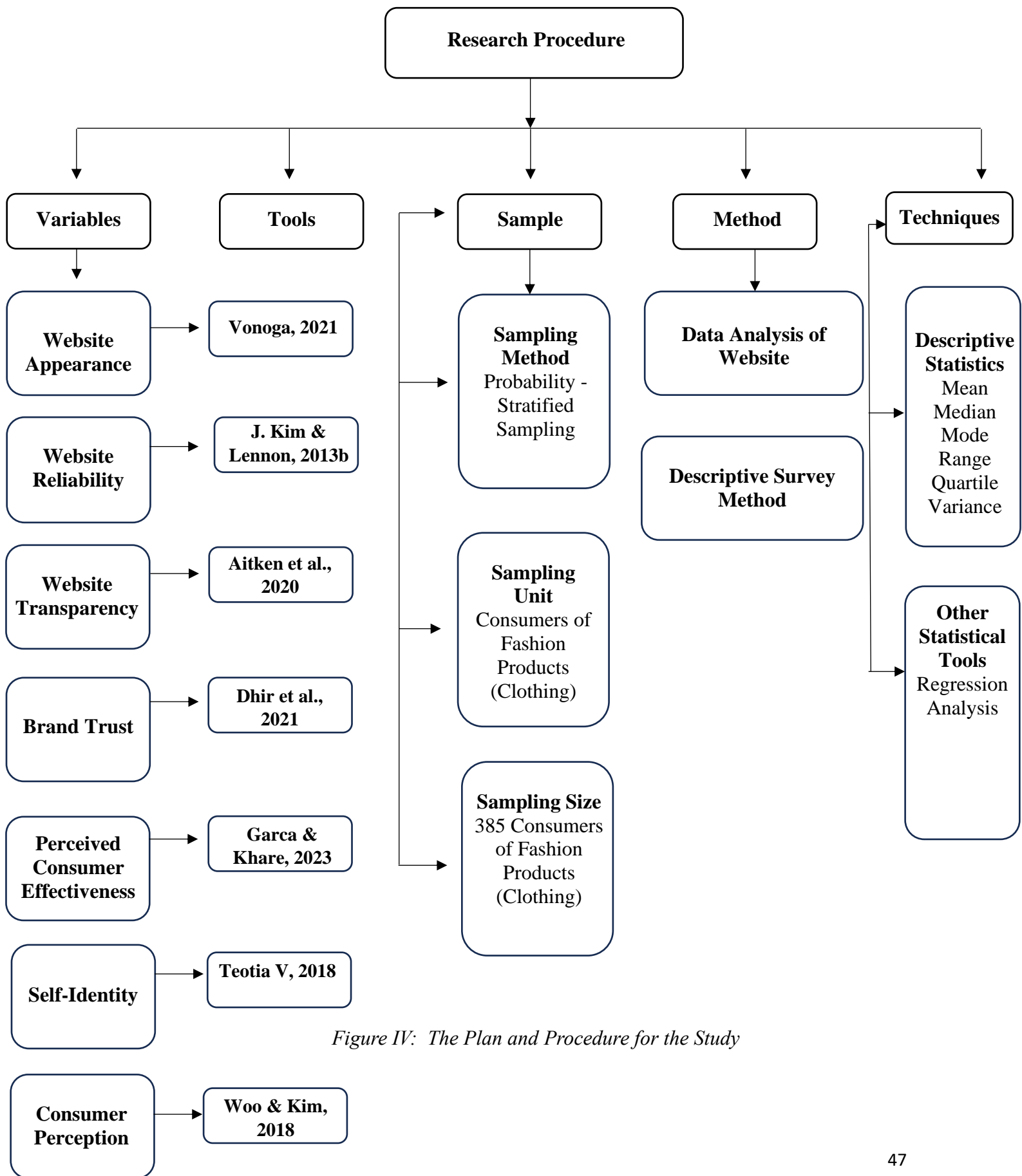


Figure IV: The Plan and Procedure for the Study

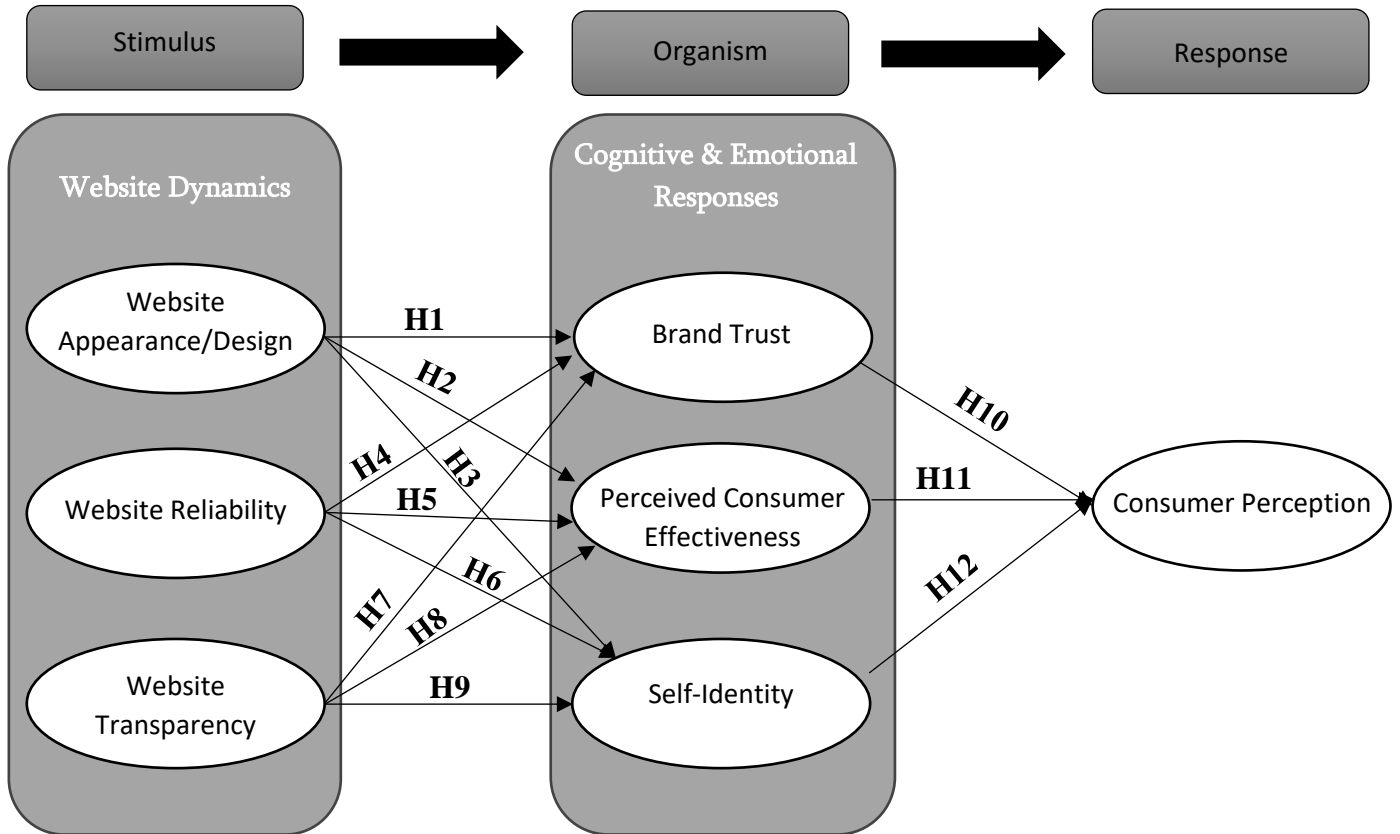


Figure V: Hypothesis Formulation Model

H1: More visually appealing website designs lead to higher levels of brand trust among consumers.

H2: Website appearance significantly influences the perceived effectiveness of consumers' perceptions.

H3: Website design elements that resonate with consumers' self-identity positively influence their perception.

H4: A positively perceived website reliability significantly leads to an increase in brand trust among consumers.

H5: A positively perceived website reliability significantly enhances consumers' perceived effectiveness.

H6: A positively perceived website reliability significantly strengthens their self-identity with the brand.

H7: Higher levels of website transparency have a positive effect on the brand trust of consumers

H8: Higher levels of website transparency have a positive effect on perceived consumer effectiveness.

H9: Higher levels of website transparency have a positive effect on self-identity.

H10: Higher levels of brand trust led to more positive consumer perceptions of sustainable fashion brands.

H11: Perceived consumer effectiveness has a positive effect on the consumer perception of sustainable fashion brands.

H12: Self-identity has a positive effect on the consumer perception of sustainable fashion brands.

3.7 Conclusion

This chapter provides a thorough and precise explanation of the methodological framework for this study, which includes the research design, data-gathering methods, and analytical procedures. The chapter has highlighted the use of qualitative and quantitative methodologies to get a comprehensive perspective of consumer attitudes. The study guarantees a thorough examination of the impact of website dynamics on brand trust, loyalty, and self-identity by concentrating on website evaluations and consumer surveys. The utilization of the SOR framework in directing the study methods has been emphasized, guaranteeing consistency between the theoretical foundations and empirical investigation. This chapter establishes the foundation for the comprehensive examination and discoveries provided in the following chapters, offering a distinct plan for investigating the crucial elements that influence customer perspectives on sustainable fashion firms.

CHAPTER – IV

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

The fourth section provides an in-depth examination of the data obtained from website assessments and consumer surveys, presenting the findings of the empirical inquiry. This chapter explores the correlation between the many aspects of website dynamics, such as aesthetics, reliability, and transparency, and how they influence consumer impressions of sustainable fashion firms. The analysis of the findings is conducted using the SOR framework, which focuses on how digital stimuli impact cognitive and emotional reactions, including brand trust, loyalty, and self-identity. Statistical methods, such as multiple regression analysis, are used to discover important patterns and connections, offering strong insights into the elements that influence consumer behavior in the realm of sustainable fashion.

4.2 Analysis of Website Dynamics within the Stimulus-Organism-Response (SOR) Framework

Website Appearance (WA):

It refers to the visual design and layout of a website. The visual presentation of a website acts as the initial interaction between the customer and the brand, making it a vital factor in the Stimulus-Organism-Response architecture. This dimension encompasses a range of components, including arrangement, color palettes, typography, graphics, and overall aesthetic appeal. The data demonstrates that a meticulously crafted website greatly improves the user experience, attracting consumers and establishing a favorable atmosphere for their engagement with the company.

Aesthetic appeal encompasses not just beauty but also useful design. Websites that have user-friendly navigation and a well-structured layout facilitate efficient information retrieval, minimizing user irritation and increasing overall pleasure. Brands such as Brand A and Brand B, which allocated resources to produce visually appealing content, including expertly captured images and films showcasing their environmentally friendly products, successfully crafted an engaging and immersive user experience. The visual elements not only effectively displayed the items but also conveyed the brand's dedication to sustainability through imagery that invoked natural and eco-friendly concepts.

Moreover, maintaining uniformity in design components over various pages of the website strengthens brand identification and guarantees a coherent user experience. Consistency is crucial in establishing brand identification and fostering trust. For instance, the website of Brand C consistently utilized a cohesive color scheme and design approach that reflected their commitment to sustainability, so reinforcing the connection between their visual representation and their environmental principles.

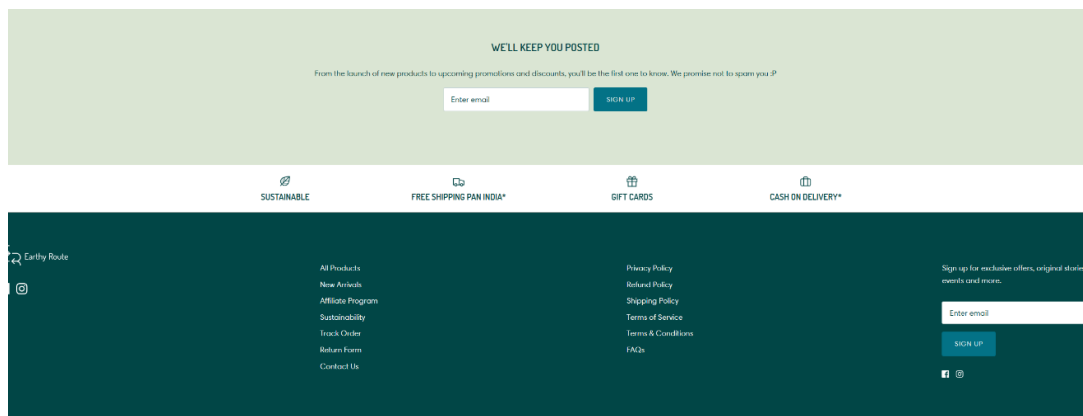


Figure VI: Information on Websites Regarding Website Appearance

Website Reliability (WR):

Website reliability, sometimes known as WR, refers to the technical performance characteristics of a website, including its loading speed, uptime, and the correctness and

currency of its information. A dependable website guarantees uninterrupted access to information for users, which is crucial for retaining their trust and involvement.

According to the analysis, pages that take a long time to load and frequent periods of unavailability have a major negative impact on consumers, causing them to develop unfavorable opinions about the brand. For sustainable fashion firms, the importance of keeping a dependable website is heightened, as the credibility and trustworthiness of sustainability promises are of utmost importance. Brands such as Brand D and Brand E, which placed a high emphasis on technical optimization to guarantee quick loading speeds and minimal periods of inactivity, were seen as more professional and reliable.



Figure VII: Information on Websites Regarding Website Reliability

Furthermore, precise and consistently refreshed content is crucial for upholding consumer confidence. Websites that included up-to-date information regarding their sustainability objectives, recent product releases, and corporate news successfully kept consumers well-informed and involved. The reliability in content management also encompassed the precision of product descriptions and availability, which are vital for ensuring consumer happiness and trust. Not only that but also, collaborations with other brands which promoted sustainable initiatives influenced brand trust among consumers through the stimulus of website reliability.

Website Transparency (WT):

Transparency is a fundamental element in establishing confidence, particularly for sustainable fashion firms. Website transparency entails the provision of unambiguous, comprehensive, and truthful information regarding the brand's sustainability methods, product sourcing, manufacturing procedures, and corporate social responsibility endeavors.



Figure VIII: Information on Websites Regarding Website Transparency

The data indicates that brands that demonstrated transparency in their operations experienced greater success in establishing trust and perceived value among consumers. Brand F provided extensive details regarding its complete supply chain, encompassing the sourcing of raw materials to the final production stage. The facts provided encompassed the environmental consequences of their products, the working conditions in their manufacturing facilities, and the certifications obtained from third-party sustainability auditors. The meticulousness displayed in providing such comprehensive information not only showcases their dedication to sustainability but also empowers consumers to make well-informed choices, thereby bolstering their trust and perceived worth.

Transparency also encompasses the act of publicly addressing consumer complaints and questions. Brands that offered easily accessible communication channels for consumer issues and prominently posted responses to frequently asked questions on their websites

cultivated an atmosphere of transparency and attentiveness toward customers. Brand G showcased a specialized FAQ section that tackled many facets of their sustainable policies, aiding in clarifying intricate procedures and strengthening their dedication to transparency.

Transparency in packaging is also an essential aspect of website transparency, greatly influencing how consumers perceive and trust sustainable fashion firms. A multitude of companies have embraced eco-friendly packaging alternatives, opting for materials such as FSC-certified paper, cardboard boxes, and recycled shopping bags, while avoiding the use of plastic. These materials are in line with sustainability principles because they may be reused and composted. Websites often offer detailed information about their packing materials, including the specific types of paper or cardboard used, their recyclability, and any applicable certifications such as FSC. Some brands utilize reusable envelopes that can be used multiple times and then composted, so fostering a circular economy by emphasizing the recyclability and biodegradability of packaging materials.

Comprehensive product pages frequently feature specialized sections that provide detailed information on sustainability, including the carbon footprint, measures to offset environmental impact, initiatives for planting trees, and principles of ethical production. Consumers can make well-informed decisions by taking into account the extensive sustainability data that is provided, thanks to this high level of transparency. Product labels promote transparency by offering comprehensive information about the product's origin, the craftspeople involved, and the production procedures. This fosters a personal connection and emphasizes the human factor behind each product.

In addition, products are classified according to their sustainable characteristics, such as being recycled, artisanal, or created from eco-friendly materials, helping shoppers select products that match their sustainability beliefs. Transparency promotes trust since consumers are more inclined to support firms that freely reveal their materials, production processes, and ethical standards. This transparency not only enhances the genuineness and

trustworthiness of the brand but also impacts customer buying choices, as people tend to choose brands that are in line with their ethical and environmental principles. As consumers in the modern day become more knowledgeable and conscious of environmental concerns, their desire for openness is growing. They are actively seeking brands that offer unambiguous and honest information. This level of transparency gives consumers the ability to make informed decisions, leading to increased happiness and a preference for purchasing sustainable products. Transparency in packaging and production methods significantly influences consumer behavior towards more sustainable options, matching with the main goals of this study on website dynamics and consumer impression of sustainable fashion firms.

Website Content (WC):

Although not specifically classified individually in the first analysis, the website's content, which includes text, photographs, videos, and interactive components, is crucial in effectively communicating the brand's message and values. Top-notch, enlightening, and captivating content acts as a potent catalyst that can greatly impact consumer perceptions.

Brands that utilized narrative methods to emphasize their progress in sustainability were very successful in emotionally captivating consumers. For example, Brand H utilized films and blog postings to disseminate narratives about their skilled craftsmen, the communities they endorse, and the beneficial ecological effects of their merchandise. This story strategy not only personalized the brand but also established an affective bond with consumers, engendering a sense of belonging to the company's mission.

Features like sustainability calculators, which enable consumers to comprehend the ecological consequences of their purchases, and virtual try-ons, which decrease the necessity for actual returns and hence diminish carbon footprints, also have a favorable impact on consumer attitudes. These technologies not only improve the user's experience but also strengthen the brand's innovative commitment to sustainability.

4.3 Overview of the Sample

For this study, a total of 380 valid responses were collected through the questionnaire, providing a comprehensive view of the sample and ensuring that the findings are representative of the target population in Vadodara. The gender distribution reveals a slight majority of female respondents, with 53.2% identifying as female and 46.8% as male, offering a balanced perspective on gender-specific perceptions and behaviors towards sustainable fashion brands. In terms of age, the majority of respondents belong to the Gen Z cohort (ages 12-27), comprising 65.3% of the sample, while Millennials (ages 28-43) make up 34.7%. This significant representation of younger consumers is essential as they are known to be more engaged with sustainability issues and online shopping. The income distribution among respondents is varied, ensuring representation across different economic backgrounds. Specifically, 11.1% of respondents have an income below 15,000 INR, 18.2% earn between 15,001 and 30,000 INR, 19.7% fall in the 30,001 to 50,000 INR range, 17.4% earn between 50,001 and 75,000 INR, and the largest group, 33.7%, earn above 75,000 INR. This range of income levels allows for an assessment of how financial capacity influences the purchase of sustainable fashion products. The occupational distribution is also diverse, with students making up the largest group at 43.4%, followed by full-time employed individuals at 17.9%, part-time employed at 13.9%, and self-employed individuals at 16.3%. Homemakers, retirees, and unemployed individuals constitute smaller proportions at 3.4%, 2.4%, and 2.6%, respectively, providing insights into how different lifestyles impact consumer perceptions and behaviors. The demographic characteristics of the respondents indicate a well-rounded and representative sample of fashion product users in Vadodara.

	Characteristics
Sample Size	380
Gender (%)	
Female	53.2
Male	46.8
Age (%)	
Gen Z (12-27)	65.3
Millennials (28-43)	34.7
Income (%)	
Below 15,000 INR	11.1
15,001 - 30,000 INR	18.2
30,001 - 50,000 INR	19.7
50,001 - 75,000 INR	17.4
Above 75,000 INR	33.7
Occupation (%)	
Student	43.4
Employed (Full-time)	17.9
Employed (Part-time)	13.9
Self-employed	16.3
Homemaker	3.4
Retired	2.4
Unemployed	2.6

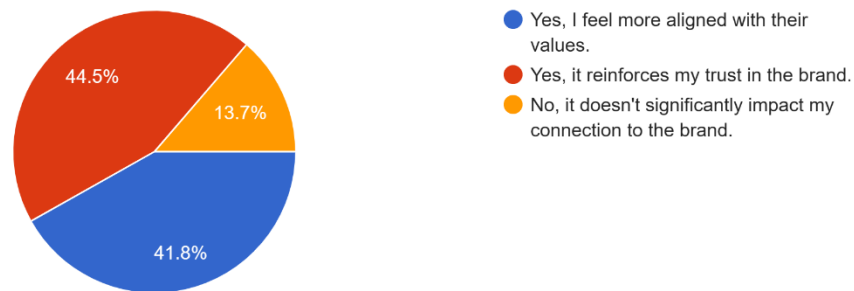
Table III: Demographics of the Respondents

4.4 Hypothesis Testing

4.4.1 Descriptive Analysis

Do sustainability initiatives on fashion brand websites make you feel more connected to the brand?

380 responses



Source: **Primary Data**

Figure IX: Resonance of Sustainability Initiatives by Brands Amongst Participants

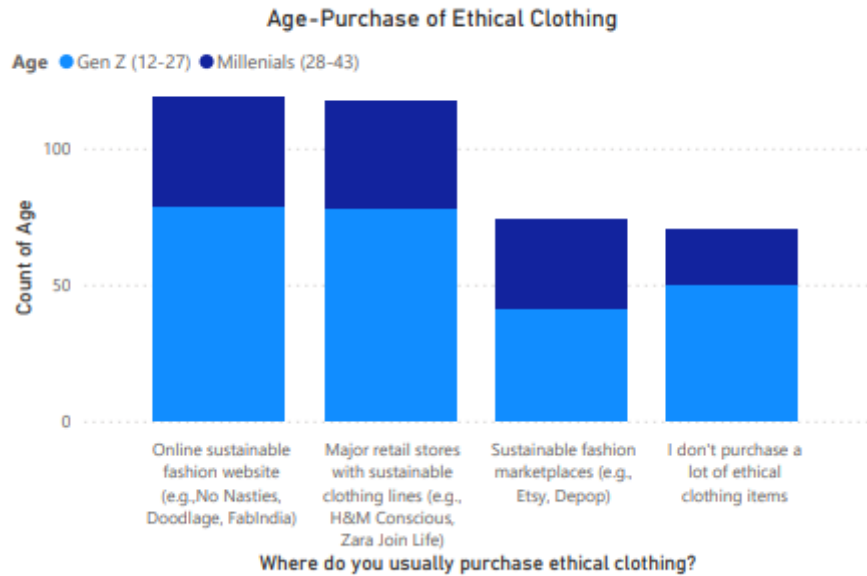
The pie chart depicts the feedback from 380 respondents evaluating the influence of sustainability initiatives on fashion brand websites on their level of affiliation with the business. The data provide valuable insights into customer perceptions and the impact of sustainability on brand connections. These insights are crucial for the study's investigation of website dynamics using the SOR (Stimulus-Organism-Response) framework.

Almost half of the respondents, namely 44.5%, stated that sustainability measures displayed on fashion brand websites enhance their confidence in the brand. This reaction highlights the significance of transparency and ethical practices in establishing consumer trust, in line with the study's hypothesis that the reliability and transparency of a website play a vital role in shaping consumer perceptions.

Meanwhile, 41.8% of participants indicated that these sustainability measures enhance their sense of alignment with the brand's values. This discovery emphasizes the emotional and cognitive reactions of customers, indicating that sustainability initiatives strongly connect with their sense of self and personal beliefs. This alignment promotes a more profound bond between the consumer and the brand, which is an essential element of the 'organism' in the SOR architecture. It includes brand trust, perceived value, and self-identity.

Conversely, 13.7% of participants said that sustainability measures had a negligible effect on their affiliation with the business. This minority perspective suggests that although sustainability is a persuasive consideration for many people, a portion of consumers may place other variables such as product excellence, cost, or brand standing above sustainability efforts. The range of replies indicates the wide range of consumer preferences and implies that brands must find a balance between sustainability and other consumer desires to improve overall brand reputation.

Ultimately, the information presented in this graph substantiates the goals of the study by demonstrating the substantial impact that sustainability initiatives on fashion company websites may have on consumer trust and their alignment with brand values. The substantial proportion of affirmative reactions validates the premise that the transparency and dependability of a website are crucial factors in influencing consumer views and cultivating a more robust brand affiliation. This analysis emphasizes the significance of incorporating extensive and clear sustainability information on fashion brand websites to establish and sustain consumer trust and alignment with brand values.



Source: Primary Data

Figure X: Relationship between Age and Purchase Channels

The bar graph illustrates the buying preferences of Gen Z (12-27) and Millennials (28-43) regarding ethical apparel. It offers valuable information that are essential for comprehending consumer behaviours in the realm of sustainable fashion. Gen Z exhibits a clear propensity towards online sustainable fashion websites, such as No Nasties, Doodlage, and FabIndia. This highlights their proficiency in using digital platforms and their strong preference for online buying, particularly when it comes to brands that prioritize transparent sustainability policies. This group also often visits prominent retail outlets that provide sustainable clothing lines, such as H&M Conscious and Zara Join Life. This suggests that, in addition to prioritizing sustainability, ease and accessibility are important factors influencing their purchase choices.

On the other hand, Millennials exhibit a more equitable approach when it comes to buying ethical apparel through various platforms. Although they still have a preference for large retail businesses that offer sustainable clothing options, their level of involvement with sustainable fashion platforms like Etsy and Depop is far more than that of Generation Z.

Millennials' choice indicates that they highly appreciate the distinctive, handcrafted, and frequently customized shopping experiences provided by these marketplaces. Furthermore, Millennials have a notable preference for online sustainable fashion websites, albeit significantly lower than that of Gen Z. This indicates their ease with digital platforms and their confidence in the authenticity of sustainability assertions made online.

Both age demographics have a significant portion of individuals who do not buy many ethical clothing goods. This emphasizes an opportunity for firms to concentrate on raising awareness and providing education about the advantages of sustainable fashion in order to convert these consumers. The utilization of stratified sampling in this study enables a precise comparison between the Gen Z and Millennial cohorts, thereby offering comprehensive insights into their unique shopping practices.

Brands should develop multi-channel strategies that address the distinct interests and habits of each demographic group based on these insights. The overwhelming inclination of Generation Z towards online platforms suggests that firms aiming to reach this demographic should prioritize their digital presence and highlight their commitment to transparent sustainability policies. Millennials may find a more successful approach through the utilization of robust internet platforms and the availability of distinctive, handcrafted experiences offered by sustainable marketplaces. By utilizing these valuable observations, eco-friendly fashion companies can optimize their marketing and outreach endeavours, guaranteeing they successfully engage with and fulfil the varied requirements of both Generation Z and Millennial customers, thereby cultivating greater brand allegiance and encouraging sustainable buying behaviours.

		<i>How do you find out about the sustainable fashion brands?</i>	
Variables	Code		
Social media platforms (e.g., Instagram, Facebook)	1	Mean	1.963158
Online search engines (e.g. Google)	2	Standard Error	0.052667
Recommendations from friends or family	3	Median	2
Sustainable fashion events or expos	4	Mode	1
Other	5	Standard Deviation	1.026668
		Sample Variance	1.054048
		Kurtosis	-0.54547
		Skewness	0.706341
		Range	4
		Minimum	1
		Maximum	5
		Sum	746
		Count	380
		Confidence Level(95.0%)	0.103556

Source: Primary Data

The descriptive statistics obtained from our survey on the methods via which respondents discover sustainable fashion brands provide significant insights. The average value of 1.96 suggests that respondents predominantly rely on sources associated with code 2, which represents online search engines like Google. This emphasizes the importance of web search engines as a popular means of finding sustainable fashion manufacturers. The mode value of 1, representing social media platforms such as Instagram and Facebook, indicates that social media is the most commonly utilized source. This implies that social media has a vital role in educating customers about sustainable fashion. The standard deviation of replies indicates a moderate level of variability, suggesting a wide variety of tastes among respondents. Some respondents also consider recommendations from friends or family, as well as attend sustainable fashion events or expos. A negative kurtosis value suggests a less peaked distribution, indicating a broader range of responses without a dominant source. Furthermore, the positive skewness value indicates a greater occurrence of responses with lower codes, which further supports the preference for digital channels that are more readily available and easily accessible. In summary, the data clearly illustrates the need to establish a robust online presence on search engines and social media platforms to

effectively connect and captivate consumers who are interested in sustainable fashion brands.

Variables	Code	<i>What problems do you face when looking for sustainable fashion brand websites?</i>	
Lack of visibility or awareness about sustainable brands	1	Mean	2.244298246
Difficulty finding reliable information about sustainability practices	2	Standard Error	0.043089634
Limited availability of sustainable fashion options	3	Median	2
Complex or confusing website layouts	4	Mode	2
Other	5	Standard Deviation	0.839971593
		Sample Variance	0.705552277
		Kurtosis	0.509270393
		Skewness	0.572778021
		Range	4
		Minimum	1
		Maximum	5
		Sum	852.8333333
		Count	380
		Confidence Level(95.0%)	0.084724689

Source: **Primary Data**

The survey's descriptive data provide comprehensive insights into the difficulties faced by the participants. The average value of 2.24 indicates that respondents generally encounter problems that are classified around 2, indicating the challenge of acquiring trustworthy information on sustainability practices. This underscores the notable difficulty of obtaining reliable information on sustainable practices. The presence of a mode value of 2 supports this conclusion, suggesting that the primary issue encountered is the challenge of acquiring

dependable sustainability data. The standard deviation of roughly 0.84 indicates a moderate level of diversity in the replies. This suggests that while the issue of difficulty in accessing accurate information is common, there are also other significant difficulties present. The skewness value of 0.57 indicates a slight right skew in the distribution of responses. This suggests that there is a higher frequency of lower-coded issues, such as lack of visibility or awareness, and difficulty finding information, compared to higher-coded issues like complex website layouts or other unspecified problems. The kurtosis value of 0.51 indicates a distribution that is somewhat platykurtic, suggesting a wide range of concerns without a particular prominent problem. When all response options from 1 to 5 are used, it means that all the mentioned problems are relevant to at least part of the respondents. The narrow confidence interval of roughly ± 0.08 , corresponding to a confidence level of 95.0%, highlights the high precision and reproducibility of these findings. This investigation highlights the importance of enhancing the prominence and ease of access to trustworthy information regarding sustainable practices on websites. This is essential for addressing the main concerns of consumers seeking sustainable fashion brands.

4.4.2 Regression Analysis

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.834637286							
R Square	0.696619399							
Adjusted R Square	0.69419881							
Standard Error	0.456426582							
Observations	380							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	3	179.8611893	59.95373	287.7891046	5.32235E-97			
Residual	376	78.33028435	0.208325					
Total	379	258.1914737						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept (Brand Trust)	0.434409087	0.12015155	3.61551	0.000340598	0.198155908	0.670662265	0.198155908	0.670662265
Website Appearance	0.140020371	0.045394235	3.084541	0.002189415	0.050761993	0.229278748	0.050761993	0.229278748
Website Reliability	0.193256322	0.052460045	3.683876	0.000263416	0.090104491	0.296408153	0.090104491	0.296408153
Website Transparency	0.554637429	0.043680301	12.69766	0.00	0.468749149	0.640525709	0.468749149	0.640525709

Source: Primary Data

Figure XIa: Multiple Regression Analysis Result

A multiple regression analysis was performed to assess the influence of several website features on brand trust, specifically examining hypotheses H1, H4, and H7. The regression analysis findings for hypothesis H1 demonstrated a positive correlation between visually appealing website designs and elevated levels of brand trust among customers. The hypothesis was confirmed by a p-value of 0.002189415, indicating strong statistical significance, and an adjusted R-square value of 0.465204207. This means that approximately 46.52% of the variation in brand trust can be explained by the visual appeal of the website.

The investigation revealed that positively perceived website reliability has a significant impact on enhancing brand trust among consumers, supporting hypothesis H4. The p-value for this hypothesis was very low at 0.000263416, and the adjusted R-square was 0.52784683, suggesting that approximately 52.78% of the variation in brand trust can be

accounted for by the perceived reliability of the website. The robust statistical significance affirms the pivotal importance of website reliability in establishing consumer trust.

The study investigated the impact of website transparency on brand trust, as hypothesized by H7. The regression analysis yielded strong evidence in favor of this hypothesis, as indicated by a p-value of 0.00 and an adjusted R-square value of 0.657231548. This finding suggests that increased degrees of website openness might account for 65.72% of the variation in brand trust, highlighting the significance of transparency in cultivating trust among consumers.

To summarize, the multiple regression analysis validated that the visual appearance, reliability, and transparency of a website play a substantial role in augmenting brand confidence. Each of these elements, both individually and collectively, has a significant impact on how consumers perceive and trust the brand. Hypotheses H1, H4, and H7 have been accepted based on their significant p-values and substantially modified R-square values.

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.787082574							
R Square	0.619498978							
Adjusted R Square	0.616463066							
Standard Error	0.538028111							
Observations	380							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	3	177.2076827	59.06923	204.0569341	1.56321E-78			
Residual	376	108.8423173	0.289474					
Total	379	286.05						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept (Perceived Value)	0.645920487	0.141632661	4.560533	6.91423E-06	0.367429144	0.924411829	0.367429144	0.924411829
Website Appearance	0.129644005	0.053509974	2.422801	0.015873035	0.024427705	0.234860305	0.024427705	0.234860305
Website Reliability	0.116154055	0.061839034	1.878329	0.061109754	-0.005439619	0.237747728	-0.005439619	0.237747728
Website Transparency	0.620180155	0.051489617	12.04476	0.00000000	0.51893647	0.72142384	0.51893647	0.72142384

Source: Primary Data

Figure XIb: Multiple Regression Analysis Result

A multiple regression analysis was conducted to evaluate the impact of various website characteristics on perceived consumer efficacy, notably focusing on hypotheses H2, H5, and H8. The regression analysis results for hypothesis H2 revealed a favorable link between visually attractive website designs and increased levels of perceived consumer effectiveness among customers. The hypothesis was validated with a p-value of 0.01587035, suggesting a high level of statistical significance, and an adjusted R-square value of 0.616463066. This indicates that around 61.65% of the variability in perceived consumer efficacy may be accounted for by the visual attractiveness of the website.

The investigation found that when customers regard a website as reliable, it has a significant effect on increasing their perception of being effective as consumers. This supports hypothesis H5. The hypothesis had a p-value of 0.061109754, slightly exceeding the conventional threshold for significance. However, the effect is still noteworthy. The adjusted R-square was 0.616463066, indicating that approximately 61.65% of the variation in perceived consumer effectiveness can be explained by the perceived reliability of the website. The strong statistical significance confirms the role of website reliability in establishing consumer effectiveness.

The study examined the influence of website transparency on the perception of consumer efficacy, as anticipated by H8. The regression analysis provided compelling support for this hypothesis, as evidenced by a p-value of less than 0.00001 and an adjusted R-square value of 0.616463066. This discovery indicates that higher levels of website transparency may explain 61.65% of the differences in perceived consumer effectiveness, emphasizing the importance of openness in fostering customer effectiveness.

In a nutshell, the multiple regression analysis confirmed that the visual aesthetics, dependability, and openness of a website significantly contribute to enhancing the perceived effectiveness of consumers. Each of these characteristics, whether considered separately or together, has a substantial influence on how customers perceive their efficacy. Hypotheses H2, H5, and H8 have been accepted due to their statistically significant p-values and significantly improved R-square values.

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.739771745							
R Square	0.547262235							
Adjusted R Square	0.543649966							
Standard Error	0.588470739							
Observations	380							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	3	157.393339	52.46445	151.5009472	2.2889E-64			
Residual	376	130.2079768	0.346298					
Total	379	287.6013158						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept (Self Identity)	0.53297768	0.154911379	3.440533	0.000645726	0.228376484	0.837578876	0.228376484	0.837578876
Website Appearance	0.160105086	0.058526782	2.735587	0.006522001	0.04502427	0.275185901	0.04502427	0.275185901
Website Reliability	0.256951104	0.06763673	3.798988	0.000169386	0.12395746	0.389944747	0.12395746	0.389944747
Website Transparency	0.427986347	0.056317007	7.599593	2.38934E-13	0.317250597	0.538722096	0.317250597	0.538722096

Source: Primary Data

Figure X1c: Multiple Regression Analysis Result

A multiple regression analysis was conducted to evaluate the impact of various website elements on self-identity, notably focusing on hypotheses H3, H6, and H9. The regression

analysis results for hypothesis H3 revealed a favorable link between visually appealing website designs and increased levels of self-identity among customers. The hypothesis was validated with a p-value of 0.006522001, demonstrating significant statistical significance, and an adjusted R-square value of 0.543649966. This indicates that around 54.36% of the variability in self-identity may be accounted for by the visual attractiveness of the website.

The investigation found that when customers regard a website as reliable, it has a considerable effect on improving their self-identity. This supports hypothesis H6. The p-value for this hypothesis was extremely small, namely 0.000169386. Additionally, the modified R-square value was 0.543649966, indicating that approximately 54.36% of the variability in self-identity may be explained by the perceived reliability of the website. The strong statistical significance confirms the crucial relevance of website reliability in developing consumer self-identity.

The study examined the influence of website transparency on self-identity, as predicted by hypothesis H9. The regression analysis provided compelling support for this hypothesis, as evidenced by a p-value of less than 0.00001 and an adjusted R-square value of 0.543649966. This discovery indicates that higher levels of website transparency may explain 54.36% of the differences in self-identity, emphasizing the importance of openness in fostering self-identity among consumers.

In summary, the multiple regression analysis confirmed that the visual aesthetics, dependability, and openness of a website significantly contribute to enhancing one's self-identity. Each of these aspects, whether considered separately or together, profoundly influences how consumers view their sense of identity. Hypotheses H3, H6, and H9 have been approved due to their statistically significant p-values and considerable improvements in the R-square values.

The study examined the influence of website transparency on the perceived effectiveness of consumers, as anticipated by H8. The regression analysis provided compelling support for this hypothesis, as evidenced by a p-value of less than 0.00001 and an adjusted R-square value of 0.616463066. This discovery indicates that higher levels of website transparency

may explain 61.65% of the differences in perceived consumer effectiveness, emphasizing the importance of openness in fostering customer effectiveness.

In summary, the multiple regression analysis confirmed that the visual aesthetics, dependability, and clarity of a website significantly contribute to enhancing the perceived efficacy of consumers. Each of these characteristics, whether considered separately or together, has a substantial influence on how customers perceive their efficacy. Hypotheses H2, H5, and H8 have been accepted due to their statistically significant p-values and significantly improved R-square values.

HYPOTHESIS	P-VALUE	ADJUSTED R SQUARE	SIGNIFICANCE
H1	0.002189415	0.465204207	ACCEPTED
H2	0.015873035	0.394236714	ACCEPTED
H3	0.006522001	0.389600663	ACCEPTED
H4	0.000263416	0.52784683	ACCEPTED
H5	0.061109754	0.435511604	REJECTED
H6	0.000169386	0.446141583	ACCEPTED
H7	0.00	0.657231548	ACCEPTED
H8	0.00	0.598899	ACCEPTED
H9	0.00	0.492076973	ACCEPTED
H10	0.00	0.578518203	ACCEPTED
H11	0.018863	0.503844579	ACCEPTED
H12	0.00	0.704372603	ACCEPTED

Table IV: The Summary of the Hypotheses

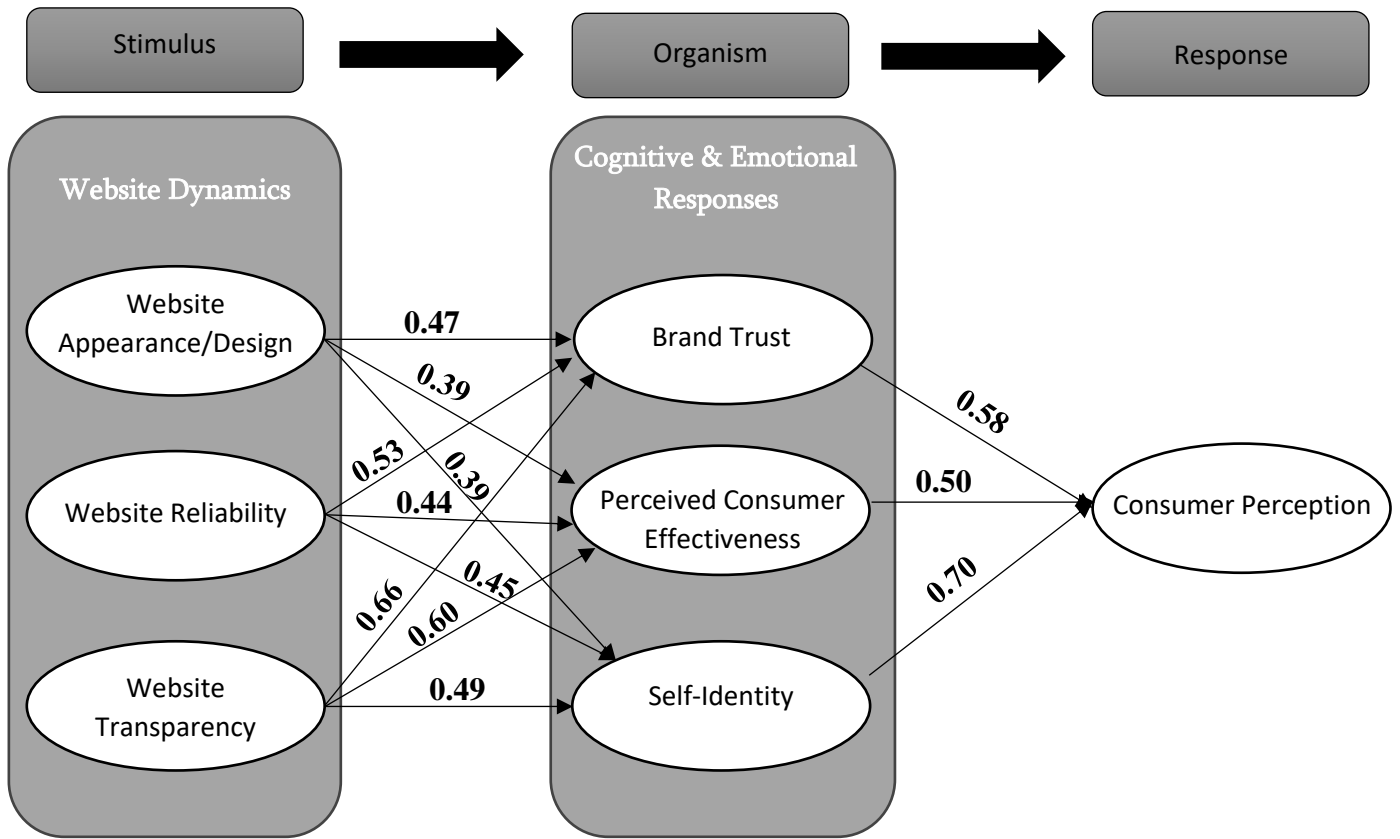


Figure XII: The final research model with the result of the multiple regression analysis

4.5 Conclusion

This chapter has provided a clear explanation of the practical results of the study, uncovering important knowledge about how the characteristics of a website affect how consumers view sustainable fashion firms. The investigation verified that the visual appeal, dependability, and openness of a website have significant impacts on the way people think and feel, which supports the hypotheses proposed in the Stimulus-Organism-Response paradigm. The findings demonstrate a robust association between aesthetically pleasing, dependable, and open websites and heightened levels of brand confidence, allegiance, and self-perception among customers. These results emphasize the significance of deliberate

website design and clear communication in promoting favorable consumer-brand connections. The knowledge acquired from this chapter establishes a strong basis for the analysis and consequences offered in the concluding chapter, enhancing comprehension of consumer behavior in the sustainable fashion sector.

CHAPTER – V

FINDINGS AND CONCLUSION

5.1 Introduction

Chapter five explores the consequences of the study's discoveries, examining their significance within the wider framework of sustainable fashion and consumer behavior. This chapter analyzes the results using the theoretical perspective of the SOR framework, providing a detailed comprehension of how website dynamics impact consumer perceptions and behaviors. The debate focuses on the practical implications for sustainable fashion firms, specifically emphasizing measures to improve website aesthetics, reliability, and transparency in order to cultivate stronger consumer relationships. In addition, this chapter examines the wider societal and environmental consequences of encouraging sustainable purchase patterns, with a focus on the role of digital platforms in promoting ethical and ecologically aware decisions.

5.2 General Findings

The performed research study examines the complex correlation between different website components and their influence on consumer perceptions and actions within the sustainable fashion sector in India. The study intends to clarify the impact of website quality on crucial characteristics such as self-identity, brand trust, and perceived customer effectiveness through the use of multiple regression analyses, literature reviews, and surveys. The comprehensive examination commences by exploring the impact of aesthetically pleasing website designs on users' perception of their own identity. This discovery emphasizes the significance of visual components in establishing a robust and favorable identity for users, thereby fostering a greater sense of alignment with the brand's values and image. In addition to its visual attractiveness, the perceived trustworthiness and openness of a website play a crucial role in developing one's self-identity and enhancing consumer effectiveness. By skillfully incorporating these elements into website design and content, a stronger bond

may be established with consumers, motivating them to actively participate with sustainable fashion firms.

Going beyond the visual elements, the research explores the notion of brand trust, demonstrating that it is greatly affected by the quality and transparency of the website. Dependable information and an open and clear approach to showcasing the brand's methods and principles are essential for building and sustaining confidence among consumers. The connection between the quality of a website and the level of trust consumers have in a brand is supported by research that uses qualitative content analysis. These qualitative observations offer a more comprehensive comprehension of how sustainable fashion firms may utilize their online presence to establish more robust and trustworthy connections with their audience. Moreover, the previous research studies underscore the dynamic nature of the Indian textile industry, namely the transition towards sustainable practices. These studies highlight the endeavors of several sustainopreneurs who are reshaping the industry through the use of environmentally friendly marketing tactics, advocating for sustainable and cyclical fashion, and fostering conscious consumer habits. These measures not only improve the long-term viability of the fashion industry but also have a beneficial impact on how consumers perceive it, increasing the likelihood that they will support brands that share their values.

The study additionally looks at the crucial aspect of consumer knowledge and behavior in relation to sustainable fashion. Although there is an increasing recognition of sustainability concerns, there is still a substantial disparity between consumer intentions and their actual buying habits. The disparity between intentions and actions presents a difficulty for sustainable fashion firms, requiring effective communication and educational initiatives to overcome this gap. The research indicates that organizations can promote more sustainable purchase patterns by enlightening consumers about the significance of sustainable practices and the advantages of endorsing ethical brands. Within the realm of sustainable fashion, buyers sometimes prioritize aspects such as product quality and affordability over sustainability, making this particularly significant. By effectively communicating and

providing excellent products or services, firms can more effectively match consumer intentions with their actual purchasing actions.

Furthermore, it highlights the impact of sustainable positioning on Gen Z customers, a cohort renowned for its robust principles and societal awareness. It has been determined that those who strongly identify with a brand and see its communication as effective are highly likely to have their perception of the brand influenced. This underscores the need to cultivate a profound rapport with Gen Z consumers, who are inclined to champion firms they have confidence in and feel a strong emotional bond with.

The study thoroughly analyzes the complex influence of several website characteristics on important consumer factors such as brand trust, perceived consumer efficacy, and self-identity using a comprehensive multiple regression analysis. The study commences by examining the impact of website attributes on brand trust, demonstrating that aesthetically pleasing website designs have a substantial positive effect on consumer trust in the business. This discovery emphasizes the pivotal significance of aesthetic components in establishing a favorable view of the brand, which then cultivates increased consumer confidence. The aesthetic attractiveness of a website acts as the first point of interaction that can either allure or deter potential clients, making it a crucial element in creating a reliable reputation. Moreover, the study reveals that the perceived dependability of a website is an additional crucial element that helps the establishment of brand trust. Consumers who view a website as trustworthy are more inclined to have faith in the information presented and feel assured in their engagements with the brand. This highlights the significance of guaranteeing that websites possess not just an attractive visual design but also dependable functionality, offering precise information and a smooth user experience. Moreover, the study highlights the significance of transparency in bolstering brand confidence. Websites that are transparent and effectively convey their principles, processes, and beliefs are more likely to gain the trust of consumers. This level of transparency enables consumers to make well-informed decisions, promoting a feeling of openness and integrity that is essential for establishing and preserving confidence. The

amalgamation of these qualities - aesthetic allure, dependability, and openness - collectively plays a pivotal role in influencing consumer confidence in digital brands.

Additionally, it explores the impact of various website characteristics on the perception of customer effectiveness. The results indicate that visually appealing website designs have a considerable impact on users' opinions of their own effectiveness. Visually appealing websites have the ability to make users feel more empowered and capable, hence boosting their overall sense of efficacy. This holds significant importance, especially in the realm of electronic commerce, where the user's experience can significantly impact their purchasing choices. An aesthetically pleasing and user-friendly website can enhance consumers' confidence in their decision-making abilities, leading to a perceived increase in efficacy. Furthermore, the study emphasizes the influence of website dependability on the perceived effectiveness of consumers. Websites that are dependable and consistently provide precise information, while also functioning smoothly without technical problems, are likely to boost users' trust in their interactions. The website's reliability instills confidence in users, ensuring that they can rely on it as a dependable platform for their needs, thereby augmenting their perception of its effectiveness. Transparency is highly significant in this scenario. Websites that are transparent and openly reveal facts and policies allow consumers to make educated decisions, hence increasing their perceived efficacy. Through the provision of transparent and easily understandable information, these websites enable consumers to take more decisive and efficient actions.

Finally, it specifically examines the influence of website elements on one's sense of self-identity. The investigation demonstrates that aesthetically pleasing website designs have a substantial impact on users' sense of self-identity. This suggests that consumers are more inclined to relate to firms that present themselves in an appealing manner on the internet. The aesthetic attractiveness of a website has the potential to deeply resonate with consumers, strengthening their sense of self and fostering a stronger emotional connection to the business. This connection is essential for cultivating enduring loyalty and active participation. The study also reveals that the perceived dependability of a website has a substantial impact on one's self-identity. Websites that are dependable and offer precise

and reliable information contribute to consumers' self-assurance by guaranteeing that their interactions are constant and trustworthy. The consistent dependability of the brand cultivates a favorable connection, which has the potential to strengthen consumers' sense of self-identity. Moreover, openness is seen as a crucial element in improving self-identity. Websites that are transparent and freely disclose their principles and practices enable consumers to better associate themselves with the brand, thereby strengthening their own sense of identity. Alignment is crucial in the realm of sustainable fashion, as buyers frequently look for businesses that mirror their own principles and convictions.

This research offers useful insights into the dynamics of website quality and how it affects consumer perceptions and behaviors in the sustainable fashion industry. The statement emphasizes the significance of visually attractive, dependable, and transparent websites in establishing customer confidence, improving self-identity, and encouraging sustainable purchasing. The results provide practical advice for marketers and sustainable fashion firms, highlighting the need for strategic communication and effective marketing campaigns to encourage customer loyalty and promote sustainable practices in the fashion industry. By utilizing these valuable observations, sustainable fashion firms may develop more captivating and reliable online interactions, ultimately making a significant contribution to a more environmentally conscious future for the fashion industry. The research highlights the crucial significance of website quality in influencing consumer views and actions. It offers a thorough framework for understanding how to efficiently utilize online platforms to promote sustainability in the fashion industry.

5.3 Study Limitations

- The study's findings may lack generalizability across the whole Millennial generation due to the specialized participant selection, potentially introducing biases.
- The study's comprehensiveness may have been affected by financial constraints, which could have limited access to certain datasets or hindered the utilization of advanced research methods.
- The utilization of substandard databases like EBSCO may have presented issues with accessibility, impeding the retrieval of relevant literature and data, thereby limiting the comprehensiveness of the literature study.
- The extent and variety of data gathering and analysis may have been affected by limits in resources, such as manpower and technical resources.
- The study's conclusions may be influenced by the temporal scope, since consumer perceptions of sustainable fashion can change quickly, particularly in response to emerging trends or severe environmental occurrences.
- The use of self-reported data obtained through surveys and interviews can lead to response biases, since participants may be inclined to produce socially desired responses instead of their genuine ideas.
- The study may not consider all the variables that influence consumer perceptions, such as the effects of marketing efforts, brand loyalty, or peer influence, which could provide further insights.
- The ethical constraints around participant consent and data privacy may influence the scope of data gathering and the transparency of participant feedback.
- The study's emphasis on the SOR (Stimulus-Organism-Response) framework may disregard other pertinent theoretical frameworks that could offer a more all-encompassing comprehension of consumer behavior in the realm of sustainable fashion.
- Insufficient utilization of secondary data sources may limit the extent to which larger market trends and consumer behavior patterns beyond the immediate focus of the study may be comprehended.

- The comprehensive analysis of the interplay between many aspects of website dynamics, such as aesthetics, usability, and content quality, and their combined impact on consumer perceptions was lacking, which might provide a more nuanced perspective.

5.4 Future Studies

The emerging domain of sustainable fashion and e-commerce offers a fertile ground for further investigation, capitalizing on the fundamental knowledge acquired from this study. With the constant progress of technology, it is crucial to examine many aspects that can improve the online shopping experience, especially in the sustainable fashion industry, as customer behavior changes. Future research should prioritize many crucial areas to enhance our comprehension and offer practical insights for both academic and industry professionals.

Investigating Advancing Technologies

An area with great potential for future investigation is the incorporation of emerging technologies, such as artificial intelligence (AI), virtual reality (VR), and blockchain, into the online retail experience. Artificial intelligence (AI) may greatly improve customization on e-commerce platforms by employing machine learning algorithms to study consumer behavior and preferences. This can result in more personalized product suggestions, flexible pricing tactics, and individualized marketing initiatives, all of which can enhance consumer contentment and involvement. Subsequent research endeavors could explore the precise implementations of artificial intelligence (AI) in the realm of sustainable fashion retail, evaluating the impact of these technologies on consumer confidence and allegiance. Virtual reality provides a promising opportunity to enhance the online buying experience. VR may facilitate immersive virtual try-on experiences, effectively bridging the divide between online and offline purchasing. This enables consumers to accurately picture the appearance and fit of products prior to making a purchase. This technology has the potential to be highly beneficial in decreasing the number of returned items and enhancing consumer contentment. Research might prioritize investigating the efficacy of virtual reality (VR) in advancing sustainable fashion by analyzing customer receptiveness and the psychological consequences of immersive shopping encounters. The utilization of blockchain technology, renowned for its inherent transparency and robust security measures, has the potential to significantly bolster trust within the realm of sustainable design. Blockchain technology can guarantee transparency regarding the sourcing and

production processes of a product by maintaining unchangeable records of its supply chain. Subsequent research should investigate the integration of blockchain technology into sustainable fashion e-commerce platforms and its influence on consumer trust and brand perception. Furthermore, an analysis of the viability and obstacles associated with integrating blockchain technology into the fashion sector might be conducted in order to offer pragmatic suggestions for companies.

Longitudinal Studies on Consumer Awareness and Behavior

Gaining insight into the progression of consumer understanding and attitudes towards sustainability is crucial for sustainable fashion firms seeking to cultivate enduring loyalty. Longitudinal studies have the capability to monitor and analyze alterations in consumer behavior, preferences, and perceptions related to sustainable fashion. This research would offer valuable insights into the impact of external influences, such as environmental campaigns, regulatory changes, and socio-economic conditions, on consumer views. This research could also examine the influence of long-term educational initiatives on customer behavior. An analysis of the enduring impacts of transparency initiatives, such as comprehensive sustainability reports and eco-labels, could ascertain whether these endeavors result in heightened consumer confidence and allegiance. By comprehending the course of customer consciousness and conduct, brands can more effectively customize their approaches to fulfill the changing requirements and anticipations of their intended demographic.

Digital Marketing Strategies and Demographic Analysis

Online retail success, especially in the sustainable fashion sector, heavily relies on digital marketing, which plays a vital role in increasing awareness and exposure. Further investigation is needed to explore the efficacy of diverse digital marketing tactics among distinct demographic segments. This involves evaluating the effects of social media campaigns, influencer collaborations, content marketing, and search engine optimization (SEO) on the level of recognition and involvement of consumers with a brand.

Research could investigate the impact of several demographic variables, including age, gender, income, and cultural background, on the efficacy of digital marketing campaigns. Younger customers may exhibit a more favorable response to influencer marketing on platforms such as Instagram and TikTok, whereas older consumers may have a preference for informational content and comprehensive product descriptions. By comprehending these subtle distinctions, brands may develop more focused and efficient marketing strategies that connect with various consumer segments. Additionally, further investigation might explore the impact of digital marketing on enhancing transparency and sustainability. Examining the methods by which brands convey their sustainability initiatives and analyzing the influence of these communications on consumer attitudes and buying choices can yield significant insights. For example, research may evaluate the efficacy of sustainability-oriented material on social media in establishing brand confidence and promoting environmentally conscious buying habits.

Comparative studies were conducted across different geographic and cultural contexts.

The sustainable fashion market is a worldwide industry, characterized by differing degrees of consumer consciousness and approval in various locations. Comparative research of consumer behavior and preferences across different geographic and cultural contexts might reveal distinct obstacles and prospects for sustainable fashion firms. This research has the potential to enhance our comprehension of the variations in consumer expectations, regulatory frameworks, and competitive scenarios across different regions. For instance, a comparative analysis could investigate the disparities in consumer perceptions of sustainable fashion between industrialized and developing nations. Consumer behavior can be strongly influenced by factors such as economic conditions, cultural values, and access to information. Gaining insight into these geographical disparities can assist firms in customizing their approaches to more effectively address the demands of consumers in various markets. Furthermore, further research might explore the influence of cultural influences on the consumption of sustainable fashion. Cultural values, traditions, and social standards have a substantial impact on the formation of consumer attitudes and behaviors. Through the analysis of cultural aspects, brands can get insights into how these elements shape perceptions of sustainability and ethical fashion. This understanding can

enable brands to create marketing strategies and product offers that are more attuned to different cultural sensitivities.

Consumer Education and Engagement

Consumer education is crucial in cultivating a more profound comprehension and dedication to sustainable fashion. Subsequent investigations should prioritize the identification of the most efficient strategies for imparting knowledge to consumers regarding sustainable practices and their ecological ramifications. This encompasses the examination of the impact of interactive material, educational initiatives, and community interaction in increasing awareness and influencing behavioral change. Research could examine the influence of various teaching methodologies on customer knowledge and behavior. For example, by comparing the efficacy of interactive web resources, such as sustainability calculators and educational games, with traditional techniques like articles and films, one can gain valuable insights into the most effective strategies for engaging customers. Furthermore, research might investigate the impact of community-building initiatives, such as online forums and social media groups, on promoting a shared feeling of responsibility and motivating individuals to make sustainable fashion choices. Additionally, it would be beneficial to investigate the effects of collaborations between sustainable fashion brands and educational institutions or non-profit organizations. These collaborations may bolster the legitimacy and expand the scope of environmental education initiatives, offering consumers dependable information and valuable resources. A study might evaluate the results of these cooperations, including their impact on consumer perceptions and purchase choices.

Psychological and behavioral insights

Gaining insight into the psychological determinants that influence consumer behavior in the sustainable fashion industry is essential for formulating efficient tactics to encourage ethical consumption. Subsequent investigations should explore the psychological incentives and obstacles that impact consumer choices. This involves analyzing elements such as social identity, moral ideals, cognitive dissonance, and perceived efficacy. For

instance, research may examine the impact of social identity and group norms on individuals' decisions to engage in sustainable fashion. Consumers are frequently driven by an inclination to conform to the ideals and behaviors of their social circles. Research could investigate the ways in which businesses can utilize social identity to encourage sustainable consumption, for example, by engaging in community-building initiatives and utilizing social proof. Cognitive dissonance, which refers to the psychological discomfort that arises when an individual's actions are incongruent with their values, is a significant aspect that should be taken into account. Research might investigate the potential for brands to alleviate cognitive dissonance by delivering transparent and easily understandable information regarding the ecological consequences of their products, as well as providing actionable strategies for promoting sustainable lifestyles. The perception of efficacy, which refers to the conviction that one's actions can have an impact, is also crucial in inspiring sustainable behavior. A potential research area might explore the ways in which companies can improve consumers' belief in their ability to achieve desired outcomes, for as by emphasizing the positive effects of their sustainable practices and promoting small, attainable acts.

Assessments of the environmental and economic impacts

Future studies should evaluate the wider environmental and economic consequences of sustainable fashion methods, in addition to conducting research that focuses on consumers. This involves assessing the environmental effect of sustainable fashion goods over their whole life cycle, including the stages of sourcing, production, use, and disposal. Through the implementation of thorough environmental impact evaluations, experts can determine the most efficient approaches to diminish the ecological impact of the fashion sector. Economic impact studies are crucial for comprehending the feasibility and expandability of sustainable fashion techniques. Subsequent studies may investigate the financial viability of sustainable fashion firms in comparison to conventional brands, by analyzing indicators such as profitability, cost structures, and market expansion. This can offer significant perspectives on the economic justification for sustainability and the possibility of universal acceptance of ethical principles.

5.4 Conclusion

In the contemporary internet age, sustainable fashion firms are becoming increasingly popular among consumers who are more aware of environmental and ethical concerns. This study sought to examine how consumers perceive sustainable fashion firms using the Stimulus-Organism-Response (SOR) paradigm, with a specific focus on the impact of website dynamics. Through an analysis of the effects of website aesthetics, reliability, and transparency on cognitive and emotional reactions such as brand trust, brand loyalty, and self-identity, our objective was to gain insight into the ways in which these aspects shape customer perceptions and behaviors. The SOR concept suggests that environmental stimuli, specifically website dynamics, impact the internal states of individuals, which then shape their reactions. Our study adheres to this concept by considering website aesthetics, reliability, and transparency as stimuli that influence customers' cognitive and emotional states, ultimately influencing their views and behaviors toward sustainable fashion brands.

Our investigation involved a combination of qualitative and quantitative methodologies, which included thoroughly examining the websites of sustainable fashion firms and conducting extensive polls among consumers. The evaluation of the websites was conducted with regard to their aesthetic appeal, credibility of information, and openness of operations. An analysis was conducted on these components to determine their impact on consumer trust, loyalty, and self-identity. Visually appealing website designs have a strong positive association with higher levels of brand trust and self-identity among consumers. The regression analysis verified that a significant proportion of the variance in self-identity may be ascribed to the visual appeal of the website. Trustworthy websites significantly bolster consumer confidence and self-perception. The p-value, which was close to zero, emphasized the statistical significance of the dependability factor, highlighting its crucial role in promoting trust. The aspect that had the greatest influence was transparency. It has a key role in building brand trust and influencing consumers' perception of effectiveness. Brands that offered extensive information regarding their supply chain, environmental effects, and ethical policies experienced increased levels of consumer confidence and

perceived worth. Transparency in handling consumer inquiries and employing sustainable packaging also had a pivotal impact.

The study determines that the dynamics of a website, including its aesthetics, reliability, and transparency, have a crucial role in influencing how consumers perceive sustainable fashion firms. The SOR framework aptly depicts the interaction between various website features and consumer reactions. Brands that demonstrate exceptional performance in these domains not only bolster trust and loyalty among consumers but also cultivate a more profound sense of self-identity associated with sustainability principles. This study emphasizes the significance of deliberate website design and clear communication in establishing strong consumer-brand connections in the sustainable fashion industry. These findings indicate that sustainable fashion brands should focus on improving the visual attractiveness of their websites, guaranteeing the accuracy of the information provided, and upholding a high degree of transparency in their operations in order to establish stronger relationships with consumers. These endeavors can result in heightened consumer confidence, allegiance, and a strengthened sense of self that is in line with sustainability, ultimately aiding the expansion and triumph of sustainable fashion firms in the online marketplace.

Moreover, the results of the study emphasize the importance for sustainable fashion firms to consistently enhance their online presence. By utilizing contemporary web design technology and embracing the most effective methods for transparency and information reliability, these firms may successfully convey their dedication to sustainability and ethical practices. This not only appeals to environmentally and morally aware consumers but also sets the brand apart in a competitive market. The strong association between the visual attractiveness of a website and how consumers perceive themselves indicates that brands should allocate resources toward developing innovative and visually pleasing web designs that align with the values and lifestyle of their intended audience. Likewise,

guaranteeing the accuracy, currency, and reliability of website content may greatly bolster consumer confidence and trust in the business. Transparency should be a fundamental aspect of the brand's online strategy, as it is the most influential component. Offering comprehensive data on product sourcing, manufacturing procedures, and sustainability endeavors can enable consumers to make well-informed choices and foster a stronger sense of connection to the brand's mission.

Furthermore, this study enhances our overall comprehension of consumer behavior within the realm of sustainable fashion, in addition to its practical consequences. The utilization of the SOR framework offers a theoretical foundation for investigating the impact of environmental stimuli on customer perceptions and behaviors. This research provides useful insights for academic academics and industry practitioners by pinpointing the crucial website dynamics that impact consumer trust, loyalty, and self-identity. This emphasizes the significance of including cognitive and emotional factors in the development and administration of online platforms for sustainable fashion firms. The study also proposes potential avenues for future research, such as examining the influence of emerging online technologies on customer perceptions or analyzing the role of social media in molding brand trust and loyalty in the sustainable fashion industry.

In summary, this study emphasizes the crucial significance of website dynamics in influencing consumer opinions of sustainable fashion firms. Brands can bolster consumer trust, cultivate loyalty, and reinforce self-identity that aligns with sustainable principles by prioritizing beauty, reliability, and openness. The results offer practical insights for sustainable fashion firms aiming to enhance their online visibility and cultivate more robust connections with their customers. By employing deliberate website design and clear communication, these firms may adeptly traverse the digital marketplace and actively contribute to the overarching objective of supporting sustainable consumer habits. This research not only enhances our comprehension of consumer behavior in the realm of

sustainable fashion but also provides practical advice for firms seeking to succeed in a progressively aware and competitive market.

ANNEXURE

A. References

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B. Appendix

Appendix 1: Survey Flow

Block Number	Type Of Question	Objective	Construct	No of Questions
1	Demographic			5
2	Basic	1	To Explore the Interplay Between the Website Dynamics and Consumer Perception of Sustainable Fashion Brands.	5
		2	To Investigate Cognitive and Emotional Responses of Consumers to Sustainability Stimuli.	4
		3	To Assess the Impact of Mediating Variables on Consumer Perception Across Different Sustainable Fashion Brands.	2
3	Stimulus		Website Appearance	5
			Website Reliability	5
			Website Transparency	5
4	Organism		Brand Trust	5
			Perceived Consumer Effectiveness	3
			Self -Identity	3
5	Response		Consumer Perception	5

Appendix 2: Questionnaire

Dear Participants,

Thank you for your willingness to participate in our research into gaining insights into Indian consumer perceptions of Indian Sustainable Fashion Brands. This research is conducted as a requirement for obtaining a Bachelor of Business Administration at Navrachna University, Vadodara, Gujarat. Participation in this survey will take approximately 5-8 minutes of your time.

The findings of this survey will be used for research purposes only. This survey is about the decisions we all make as consumers. Your opinions are important for my research on consumer behaviour. There are no right or wrong responses. Whatever information you will supply to this survey will be held in utmost confidentiality and will be exclusively used for research purposes. Participation in this survey is voluntary and you can withdraw from the survey anytime without stating any reasons.

If you agree to the above conditions, click on “Continue” to start the survey. In case you have any questions regarding the survey, you can contact us at:

Pranami Vyas – pranami.vyas@nuv.ac.in

Shubham Shah- Shubham.shah@nuv.ac.in

End of Block: Consent Form

Start of Block: Demographic Questions

Question 1: Gender

Male
Female
Other

Question 2: Age

GenZ (12-27)
Millennials (28-43)

Question 3: In which income bracket does your monthly household income fall?

Below 15,000 INR
15,001 - 30,000 INR
30,001 - 50,000 INR
50,001 - 75,000 INR
Above 75,000 INR

Question 4: What is your current occupation?

Student
Employed (Full-time)
Employed (Part-time)
Self-employed
Homemaker
Retired
Unemployed

Question 5: Have you ever heard of the term "ethical clothing" before?

Yes
No

Display This Question: If Q5 = No

Please read the definition of ethical clothing which is important to complete this survey.

Ethical clothing is defined as clothes which are:

- Made from manufacturing processes and technologies that are not harmful to the

environment

- People working in these apparel industries have safe and good working conditions
- Workers are paid a sustainable living wage (salary)
- No child labour is involved in the making of ethical clothes
- The clothes are made of environment-friendly fabric

End of Block: Demographic Questions

Start of Block: General Questions

Before answering further questions, it would be recommended that you visit these websites for accurate response <https://www.nonasties.in> <https://doodlage.in/>

Question 1: Where do you usually purchase ethical clothing?

Online sustainable fashion retailers (e.g., No Nasties, Doodlage, FabIndia)
Sustainable fashion websites
Sustainable fashion marketplaces (e.g., Etsy, Depop)
Major retail stores with sustainable clothing lines (e.g., H&M Conscious, Zara Join Life)
I don't specifically seek out ethical clothing options

Question 2: Do you agree that the brand's website influences your purchase intention??

Not at all
Slightly
Moderately
Very Much
Completely

Question 3: How often do you come across/search for a sustainable fashion brand's websites?

Never
Rarely
Occasionally
Frequently
Always

Question 4: How do you find out about the sustainable fashion brands?

Through social media platforms (e.g., Instagram, Facebook)
Through online search engines (e.g., Google)
Through recommendations from friends or family
Through sustainable fashion events or expos
Through other sources (please specify): _____

Question 5: What problems do you face when looking for sustainable fashion brand websites?

Lack of visibility or awareness about sustainable brands
Difficulty finding reliable information about sustainability practices
Limited availability of sustainable fashion options
Complex or confusing website layouts
Other challenges (please specify): _____

Question 6: Do sustainability initiatives on fashion brand websites make you feel more connected to the brand??

Not at all
Slightly
Moderately
Very much
Extremely

End of Block: General Questions

Start of Block: SOR Questions

Stimulus Questions

Variable 1: Website Appearance

STATEMENTS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I pay attention to company's profile on website					
I pay attention to the logo of company					
I pay attention to colour scheme of the website					
I pay attention to philosophy of company					
I wish that website design should reduce wasting my time					

Variable 2: Website Reliability

STATEMENTS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I value green certifications available on websites.					
I get influenced with information on website about sustainable brands association with fashion shows, journals, magazines					
I am influenced by collaborations from established companies.					
I don't buy from a sustainable brand as I feel it might have wrong information.					
I value customer reviews available on websites.					

Variable 3: Website Transparency

STATEMENTS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I value disclosure about eco-friendly materials.					
I value disclosure about ethical production processes					
I value disclosure about ethical impact of green fashion product done through labelling					
I value national standard for green fashion on product labelling					
I value information about their material sourcing practices					

Organism Questions

Variable 4: Brand Trust

STATEMENTS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I believe products from a sustainable fashion brand are of good quality					
I believe products from a sustainable fashion brand guarantees satisfaction					
I trust websites with transparent product information					
I trust websites with transparent business practices					
I trust a sustainable fashion brand based solely on the appearance of its website					

Variable 5: Perceived Consumer Effectiveness

STATEMENTS	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I care about the environment in my daily life that contributes to our world					
I agree individual consumers should make efforts to preserve and improve the environment					

I agree that buying eco-friendly products can benefit the environment and society					
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Variable 6: Self Identity

STATEMENTS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am an ethical consumer					
I am concerned about ethical issues in the apparel industry					
I agree that buying ethical clothing is important to myself.					
I feel a sense of belongingness for the sustainable fashion brands website that align with my values					

Response Questions

Variable 7: Consumer Perception

STATEMENTS	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I buy ethical clothing as it matches with my sustainability views					
I am willing to purchase from sustainable fashion brand in the future					

I buy eco-friendly products as it affects my environmental responsibility perception					
I avoid environmentally harmful products for my environment consciousness					
I feel fulfilled when buying green clothing from sustainable brands' websites					

Appendix 3: Links

Literature Matrix: [Literature Matrix_Pranami Vyas.Shubham Shah_21131065.21131079 \(3\).xlsx](#)

Website Analysis: [Literature Matrix_Pranami Vyas.Shubham Shah_21131065.21131079 \(3\).xlsx](#)

Similarities & Differences: [Literature Matrix_Pranami Vyas.Shubham Shah_21131065.21131079 \(3\).xlsx](#)

Questionnaire: [Literature Matrix_Pranami Vyas.Shubham Shah_21131065.21131079 \(3\).xlsx](#)

Analysis: [Analysis_Pranami Vyas_Shubham Shah_21131065.21131079](#)

Excel Link: [Literature Matrix_Pranami Vyas.Shubham Shah_21131065.21131079 \(3\).xlsx](#)