

Green Fashion- Its Flourishing Effect on Consumer and Corporate Culture

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Abstract- The Paper intends to show the burgeoning green trend and its astonishing effect on consumer lifestyle. Current study embellish the enduring corporate endeavor to immense the idea of green in its exclusive style. Green itself symbolizes leafy, budding, fresh, etc. In this context it specially denotes environment or eco-system; or we can overall say the concern for environmental safety and security. On the other hand fashion indicates new, trendy, latest (*clothing, hair, decoration or behaviour*) or we can say those things which are accepted and adopted by mass or mostly by the celebrity and the top class peoples. Hollywood celebrities like Natalie Portman, Cameron Diaz, Jennifer Aniston and Selma Hayek are ambassador of Eco-fashion. If we assemble both concepts and put light on it, we find that it describes eco-friendly or environmental friendly clothing or fashion design. If we legitimately discuss it not only spotlight on eco-friendly clothing but also deals with health of consumers and working conditions of the people who are directly or indirectly involved while making those clothes. In this sensible world where everyone is today conscious about this growing danger of environment and serious about introducing new green trends in their lifestyle. As an academician and researcher we too stepped in to finding out the most modest and societal popping green swank i.e. GREEN FASHION. Simultaneously we can spell various names like “SUSTAINABLE FASHION”, “ECO FASHION”, etc. To comprehend our research we have collected data from various sources like literature, research article, conference article, etc. Here both qualitative and quantitative research method has been adopted for the study.

Keywords: Green Fashion, Consumer/Green Consumer, Corporate culture.

I. INTRODUCTION

Current paper highlights the Green Fashion and beautifies its flourishing effect on consumer and corporate. Now-a-days it is noticed that the root cause of being green – *to protect and preserve the growing environmental diversity* is surpass with the growing green trend. Today making use of recycle paper or organic food not only shows environmental consciousness but it is extended to a fashionable lifestyle. With this raising demand of humans to glorify their status and to exhibit their exclusivity, some corporate also initiated adding green to their

products line to position them exceptionally distinct from others. In reality Green is an exhortation which is gaining its idolization in the present generation. Beautification of these concepts created a bang in the corporate world, which further gave rise to an intriguing concept called “Green Corporate Responsibility” for the fructification of this concept; business world came with a modish artifice called “Green Marketing”. Green Marketing is a type of marketing that intends to pauperize the detrimental effects on the environment by planning, designing, producing, packaging, levelling & consumption (Rahbar, Abdul Wahid, 2011). A number of business entities right from the brimming of soft drinks industry Coca-cola to the ponderous super market Wal-Mart has started to modify their packaging, invested large sum of money in various recycling activities and try to prod the concept of organic foods to public entities. Similarly Toyota in automobile sector, Johnson & Johnson in Baby care, IKEA in furniture world, ITC in FMCG, NIKE in footwear, TATA in hotel Industry, Mc. Donald’s in food chain and many more had created a paradigm for their remarkable contribution towards environment. With their expedient towards green revolution these colossal business powers not only became a threat for other corporate enterprise but were successful in creating their special image and satisfying the green consumers. This paper intends to beautify the generous steps taken by various corporate entities giving spotlight on the process of growing green. This article also convenes upon the Green Fashion in changing the consumer and corporate culture.

A. Green/Eco Fashion

In 2005 Anne Salvatore Epstein the first designer to concoct the idea of Green Fashion. She premeditated this concept during her pregnancy. The basic motto behind this unique design is to give her baby a hale and hearty life.

If we go back twenty years, eco-fashion leaves in the lurch. It was perceived as dreary and humdrum products with baggy designs and scratchy, distasteful fabric. With the elegance of upcoming designers, eco-design is professed as one of the sizzling and intensifying trend. By 2009, some of gigantic fashion industry began to pierce into this green world with their exclusive clothes.

According to STEP (Sustainable Technology Education project), Eco-fashion or Green fashion is all about clothes which are made not only considering environment into account but the health of consumers and the working conditions of people who directly or indirectly involved in the fashion industry. As per some intellect eco-fashion clothes are those clothes which are made from unprocessed raw material like cotton grown without pesticides or the silk made by the worms fed on organic trees. Does not involve the colour which includes harmful chemicals and bleaches use in fabrics. These clothes are usually prepared from recycled and salvage textiles. Green fashion clothes are made for more durability compared to other non-green clothes.

But as per other experts the resources used in green garments does not inevitably organic but if the materials are considered sustainable than also it can be included in eco-fashion. Sustainable materials are those materials which are harvested from a crop which can be re grown or replanted.

II. OBJECTIVE

- To know the impact of green fashion on consumers.
- To find out the various elevations of fashion industry in respect with sustainability.
- To know the role of Green Fashion in the Fashion World.
- To know the various factors which influence customer to buy Green fashion goods.
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III. LITERATURE REVIEW

Year	Author	Objective	Remarks
2011	Kathry Reiley and Marilyn De Long	To examine the various fashion practices of Consumers' choices in relation with various sources and clothes selection.	Finding shows that proper inspiration for individuals may be responsible for an sustainable fashion in future.
2012	Jhunghyan Jang	A study of a social content model for Sustainable Development in	Finding shows fair trade stories, independent designs, eco-friendly identity, understanding differences in reform and redesign put influence on the world fashion market. As per the finding og study Sustainable social programs studies have highest intend for 1:1 funding, ecological

		Fast fashion Industry.	design sourcing, an improvement style contest, redesign consulting, and an eco-fashion gallery, eco-friendly design.
2013	Maarit Aakko and Ritva Koskennurmi-Sivonen	'Designing Sustainable Fashion: Possibilities and Challenges' Research intends to help new and blooming fashion designer who intend to start their business with addition of sustainability with fashion.	Some basic principles and practices should be measured in sustainable fashion design to face the challenges in Fashion world.

IV. GREEN CORPORATE CULTURE

London fashion parade 2013 emerged first time with a new buzz word sustainable fashion. As per a famous fashion magazine Vogue (May, 2007) Eco-fashion is not simply a diminutive style where as it is an enduring trend. Portland Fashion Week has been portraying sustaining designer's talent in their apparel since 2005. Very interestingly Philippines, fashion gurus prop up eco-fashion endorse the use of abaca and banana fibres as a replacement for conventional raw materials. Where Californian label literally focus on planting one tree for one T-shirt sold, on the other hand urban Fashion photographed in meadows and forests picturing and promoting green concept. The San Francisco based brand of America uses non-toxic dyes and frequently plant trees. In 2004 Sebastien Kopp and Francois Ghislain Morilion, two friends from France founded sneakers and accessories with the name Veja. Fortunately 'Holiday' sneaker has been recognized as best seller because of its anti bacterial meshes material made from recycled Pet bottles. Stella Mc Cartney in 2001 introduced vegetarian revolution in catwalk with her unique label. She has promoted luxury fashion without use of fur & leather.

As per the survey by (Kaikobad, Bhuiyan, Zobaida, and Daizy , 2015) The well-known Brands which are designed, produced and marketed includes - Fat Face, Minna, Mirabelle, Monsoon, New Balance, Pachacuti, People Tree, Osborn Shoes, Polly Wales, Sea salt, Stella McCartney, ASOS Africa, H&M, Patagonia, Made, Edun, Beaumont Organic, Beyond Skin, Matt & Nut, Chinti & Parker, Huit Minha . They are also called "Eco Luxe" Brand.

V. METHODOLOGY

Data was collected from both Primary and Secondary sources. For the purpose of the study, the primary data was collected

by administering the predesigned questionnaires, discussions and interviews. Descriptive analytical approach is used in the study, since it is suitable to understand the impact of green fashion on the behaviour of the consumers. As the study population is large enough; the researcher selected a convenience sample totaling of 93 consumers. These data was

Factor 1	Factor 2	Factor 3	Factor 5	Factor 6	Factor 8	Factor 9
C1	C2	C3	C14	C16	C7	C20
C8		C4				
C9		C5				
C10		C6				
C11		C18				
C12						
C13						
C15						
C17						
C19						

primarily collected from Hyderabad. Various references was used to cover the theoretical part of the research such as books, periodicals, researches, published articles, and these that are related to the research topic in addition to many articles and studies published on the websites. The researcher used the questionnaire as a tool for information collection which includes a set of questions that measure research variables. These questionnaires were framed using likert scale and some questionnaires were framed to know the personal profile of the consumers.

VI. DATA ANALYSIS & INTERPRETATION

In this research study we had considered 93 respondents as our sample and drawn that about 64 of respondents were female in comparison with 29 male respondents. Finding shows that female are more inclined towards green fashion. Current study shows that (35-60) is the age group where we find about 64% of respondents and next prior age group for green fashion is (18-35) where we can find 23% of respondents. While considering education we find about 65% respondents are either above postgraduate or postgraduate. In this Green Fashion survey private employees & cover about 45% followed by business man & government employees about 25% and 10%. It is found from the survey that there is no significance difference between married persons and unmarried person in Green purchase of fashionable goods. Where married person are 52% of the respondents at the same time 48% are unmarried persons. Present survey shows that those persons who have 1,00,000 or more income per month are the persons who mostly prefer Green Fashion products next comes income group in the range of (75,000- 1, 00,000). From previous research and literature we have considered ten essential factors for the survey:

- Environmental Concern
- Product Features
- Price
- Availability
- Green Promotion
- Green Labeling
- Social Influence
- Self Image
- Green Purchase Intention
- Awareness

Under each head we have considered two variables so total there are 20 questionnaires. As the data collected from primary source is too large .So we used factor analysis and converted 20 questions to 7 factors by the use of Component Matrix.

By use of Minitab software we have done the factor analysis and found the following factors are responsible for leading a consumer towards Green Fashion Purchase.

- FACTOR 1:** Green Purchase Intension & Environmental Concern
- FACTOR 2:** Green Responsibility
- FACTOR 3:** Green pricing, feature and usage
- FACTOR 5:** Social obligation & Interest
- FACTOR 6:** Self Image
- FACTOR 8:** Availability
- FACTOR 9:** Awareness

Finding:

- Current survey shows that Green purchase intention and Environmental concern is the most influential feature for purchasing green fashion products. Next important factor which leads to green fashion purchase is rationalization of product. It means a product needs to have maximum usage with better attribute in a affordable price range.
- Survey shows that female are more conscious about green fashion. About 69% of female have shown their interest in purchasing green Fashion products.
- Finding shows that adults are more conscious about green fashion.
- We could notice that educated people are really conscious about environment and shows eagerness in green purchasing.
- Present survey makes us know about that private employees & business person are more serious about their green habits.
- We found married & unmarried mostly similar results in green fashion preference.

- While considering income we found only high class people having much income purchase green fashion product. Mostly, high earning private & government employees, big entrepreneurs and celebrity come in this group.

VII. CONCLUSION

Exploration of various facts and figures, discussion with numerous brains, study of past literature and data collected from diverse questionnaires supplied us a very confusing result. The real outcome is not pleasing. When it comes to “green”, “sustainable”, and “eco-friendly” these words itself shows obligation for nature, colour (green) itself gratify our eyes. Not only is this but the output of our quantitative survey also positive to some extent. But when we monitor on purchase or consumption we get a completely contradictory result. No doubt Indian lifestyle is simple in thought, deeds and dress sense. They never think about going market and asking for eco-friendly attire. Honestly speaking most of us sometime experiences and used green apparel without our prior knowledge.

But, today we can see some changes both in marketer and consumer’s choice and preferences. We have noticed a subtle shift in the fashion industry. Business giants like Nike, Topshop and Gap had made their way towards sustainability. India has shown a magnificent progress in apparel planet. Brands like Indigreen, No nastics, Forty Red Bangles, Samtano, TVach, Anokhi, UV and W, Bhu:sattva, Do you speak green, Ethicus etc had made gigantic changes in attire fashion. Green fashion parade, showcase of sustainable outfit in ramp and other promotional events by celebrities were successful in creating awareness within general public. Now it is the right time to make green fashion a part of our regular life and be proud not only for our extraordinary appearance but also our unique thought of making our planet green.

Lastly one word to say “Green”

“Let’s make our thought green which may lead to green lifestyle which will be responsible for our green future”.

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