
Registration Seminar

Seminar Title	: Incorporation of Circular Economy & Sustainability Factors in Fabrics Impacting Consumer Behaviour: A Study of the Consumer Behaviour in the Fashion Industry in India
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Supervisor	: Dr. Mayank Yadav
Venue	: Conference Room SM
Date and Time	: 27 Aug 2024 (05:30 PM)
Abstract	: Abstract The circular economy goes beyond traditional linear production models, which typically follow a 'take-make-dispose' approach, and instead emphasizes creating closed-loop systems where waste and resource consumption are minimized. Key practices within a circular economy include designing products for durability, maintaining and repairing items to extend their lifespan, reusing materials and products, sharing resources, remanufacturing and refurbishing goods, and recycling materials to prevent waste from entering landfills. In the context of the fashion industry, integrating these principles into fabric production represents a significant shift from conventional practices, which have historically been resource-intensive and wasteful. This study aims to explore how the adoption of circular economy principles in fabric production is influencing consumer behavior within India's fashion sector. By focusing on consumer attitudes and purchasing behaviors related to sustainable fabrics, the research seeks to understand the extent to which these eco-friendly practices resonate with consumers and drive their purchasing decisions. To achieve this, the study will employ a mixed-methods approach, combining quantitative surveys with qualitative interviews. The quantitative component will provide broad insights into consumer preferences and behaviors, while the qualitative interviews will offer deeper understanding and context, capturing nuanced perspectives and motivations behind consumer choices. The data collected will be analyzed to determine how effectively circular economy practices in fabric production align with consumer expectations and whether they contribute to shifting consumer preferences toward sustainable fashion. The findings from this research are expected to offer valuable insights for industry stakeholders, including fashion brands, manufacturers, and policymakers. By understanding consumer attitudes towards sustainable fabrics and the impact of circular economy practices, these stakeholders can better align their strategies with the evolving demands of the market. Furthermore, the study will contribute to the broader discourse on sustainability within the fashion industry, highlighting the potential for circular economy principles to drive more sustainable consumption patterns and reduce the industry's overall environmental footprint.