Influence of Instagram on willingness to pay premium on sustainable clothing among Gen Z buyers in Mumbai

Master of Business Administration (MBA)

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ABSTRACT

This research looks into the influence of Instagram on willingness of Gen Z customers in Mumbai to pay a premium for sustainable fashion. A survey comprising a representative sample of Gen Z participants was used to collect thorough data on the relationship between Instagram usage, perceptions of sustainability in the fashion domain, and desire to invest in eco-conscious apparel options.

Our findings reveal strong links between exposure to Instagram content, the development of pro-sustainability attitudes, and subsequent purchasing behaviors among Gen Z cohorts, highlighting the critical role of Instagram regarding consumer behavior in fashion industry.

Additionally, this study investigates the underlying mechanisms by which Instagram promotes the perception of sustainable fashion among Gen Z customers in Mumbai, shedding sheds light on the mediators and moderators that may influence these interactions.

Furthermore, the findings of the study have consequences for marketing practitioners, showing the effectiveness of using Instagram as a strategic tool for promoting sustainable clothes and justifying premium pricing methods that align with the ideals of Gen Z customers.

Finally, this study adds new insights to the existing literature reviews on social media's impact on consumer behavior, particularly on sustainable fashion in Mumbai, enriching our understanding of current consumer dynamics and providing actionable recommendations for industry stakeholders

CHAPTER 1

INTRODUCTION AND REVIEW OF LITERATURE

1.1.   RATIONALE FOR THE STUDY AND MOTIVATION

Introduction on social media platforms altered consumer behavior, particularly among young people. Instagram, in particular, has emerged as an excellent tool for shifting preferences and influencing purchasing decisions.

The dynamic nature of social media, with its rapid spread of trends and information, presents a unique potential and problem for fashion enterprises. Instagram's capacity to highlight causes makes it a vital market for sustainable fashion. Understanding how Instagram influences people's opinions of sustainable apparel and their willingness to pay a premium.

By offering light on the relationship between Instagram, consumer behavior, and sustainability, the research can contribute to the formulation of norms and standards that accord with the values and the younger generation's preferences will help to develop a more sustainable and ethical fashion landscape.

Exploring the methods by which Instagram impacts people's perceptions and willingness to invest in sustainable apparel might provide useful insights for firms looking to reach this influential market sector.

The study's focus on Gen Z customers in Mumbai is especially relevant given the demographic's large presence and impact on social media platforms. This generation is noted for its computer savvy and strong advocacy for social and environmental issues. The goal of this research is to get a knowledge how Instagram influences Gen Z consumers in Mumbai and their willingness to pay premium for sustainable apparel. As sustainability becomes an increasingly important factor in consumer decisions, understanding how social media influences attitudes and actions toward sustainable fashion is vital.

Generation Z, often known as digital natives, grew up in a world where social media is profoundly interwoven in daily life. They are skilled at navigating multiple platforms, using them not merely for social connection but also to shape their identities and convey their beliefs. For this generation, honesty and openness are essential, and they seek for brands that share their ideals and values. Social media, particularly platforms like Instagram, acts as a mirror, reflecting these ideals back to them and providing a venue for them to interact with like-minded individuals and brands who share their concerns about sustainability and ethical practices in the fashion industry.

In the fashion sector, Gen Z has an unquestionable impact. They are trend setters, frequently directing the direction of fashion through their social media platforms. Their capacity to generate viral trends and stimulate conversations has compelled firms to reconsider their marketing tactics and adapt to the new environment.

Furthermore, Gen Z's need for transparency and accountability has led fashion brands to rethink their supply chains and environmental footprint. As a result, many firms are incorporating sustainability into their fundamental principles, not only to appeal to Gen Z consumers, but also to line with the broader trend of ethical consumerism. Thus, knowing the complex interplay between Gen Z, social media, and the fashion industry is critical for firms looking to stay relevant and competitive in today's marketplace.

There is a considerable movement in customer preferences for environmentally friendly products, including clothes. The increased concern for the environment and ethical production techniques has pushed sustainability

to the forefront of consumer decision-making.

The study seeks to fill a significant gap in the existing literature by offering empirical insights into the unique impact of Instagram on Gen Z consumers' in Mumbai willingness to pay a premium for sustainable clothes in Mumbai. By doing so, it hopes to add to academic knowledge of social media's impact on consumer behavior and the consequences for sustainable fashion in Mumbai.

1.2.   STATEMENT OF THE RESEARCH PROBLEM

In the current landscape of consumer behavior, there has been a noteworthy increase in the predisposition of Gen Z shoppers in Mumbai to embrace sustainable clothes, driven by a combination of environmental concerns, ethical considerations, and changing lifestyle preferences.

Gen Z's interactions with social media and the fashion industry are diverse. On the one hand, platforms such as Instagram allow students to express their individualism while still keeping up with global fashion trends. On the other side, they are acutely aware of the environmental and social consequences of fast fashion, frequently utilizing social media to campaign for sustainability and promote ethical products.

This generation emphasizes authenticity and transparency, and they base their purchasing decisions on recommendations from peers and social media influencers. As a result, Instagram has become an effective platform for distributing information about sustainable fashion practices while also increasing customer awareness and involvement.

This trend represents a significant shift in consumer preferences, reflecting an increased emphasis on sustainability and ethical consumption patterns in the context of globalization, urbanization, and internet connectedness.

However, despite this obvious trend toward sustainable fashion, there is a considerable research gap about the intricate interplay of Instagram's influence on the views, attitudes, and purchasing intentions of Gen Z consumers in Mumbai regarding sustainable clothes.

Key Dimensions of the Research Problem

- The primary goal of this research is to determine the impact of Instagram on the awareness and attitudes of sustainable clothes among Mumbai-based Gen Z customers. This entails a thorough examination of how Instagram material, such as posts, stories, and adverts, changes people's awareness and understanding of sustainable fashion principles, as well as their attitudes and purchase decisions.
- Another critical aspect of the study issue is determining the willingness of Gen Z customers in Mumbai to pay a premium for sustainable clothing. This entails a thorough examination of the factors that influence their assessment of sustainable fashion, such as, brand reputation, ethical considerations, and the impact of social and environmental awareness on their willingness to invest in sustainable fashion and pay a premium for ethically produced garments.
- The research inquiry focuses on the level of awareness and understanding about sustainable clothes among Mumbai's Gen Z customers. This needs a review of their knowledge of sustainable fashion, which includes eco-friendly materials, ethical, and the environmental and social consequences of their purchase decisions. Understanding their awareness and knowledge is crucial to understanding their attitudes and behaviors toward sustainable fashion.

Research Objectives are to ;

•   **This study examines how Instagram affects the views and attitudes of Gen Z buyers in Mumbai towards sustainable clothing.**

•   **Investigate the correlation between Instagram exposure and willingness to pay a premium for sustainable fashion.**

•   This study investigates Instagram's impact on the perceptions and preferences of Gen Z consumers in Mumbai regarding sustainable clothes. By investigating the association between Instagram exposure and willingness to invest in environmentally responsible fashion, it offers light on the complex interaction between social media participation and consumer behavior. In addition, the study aims to identify key factors influencing purchase decisions among Gen Z customers in Mumbai in the arena of sustainable clothes, hence offering significant insights into the determinants of environmentally friendly purchasing

1.3.   LITERATURE REVIEW

☐   **Adwan, A., & Altrjman, G. (2024). The role of social media marketing and marketing management promoting and developing brand sustainability strategy. International Journal of Data and Network Science. "**This study looks at how marketing and social media may help firms develop sustainability strategy. To develop a practical framework for developing sustainability strategies, the relevant literature was reviewed. An online poll was administered to market managers and digital marketers. A structural equation model was utilized to draw inferences about the data and model

variables. The survey results show that businesses are increasingly using social media to share information with stakeholders, elicit feedback, and collect information for use in formulating sustainability plans. Market managers are critical to the long-term success of their companies.**"**

☐   **Tan & Trang (2023). The impact of social media on Generation Z's purchase habits for sustainable products:** "The purpose of this study is to assess the effects of social networks on Generation Z's consumption behavior for sustainable products. Social networks have matured into crucial technologies, making them an unavoidable choice for Generation Z and the human race as a whole. This study was conducted for Vietnamese pupils.

☐   **Gomes, S., Lopes, J. M., and Nogueira, S. (2023). Willingness to pay extra for green products is a significant barrier for Generation Z. Journal of Cleaner Production,** 390: 136092."The purpose of this study is to investigate the influence of environmental concern, perceived value, personal norms and willingness to pay on generation Z's purchase intention for recycled clothing."

- **Ghalib, A., & Ardiansyah, M. (2023). The Role of Instagram Influencers in Affecting Purchase Decision of Generation Z. Journal of Business, Management, and Social Studies** :". Instagram Influencers and Their Impact on Generation Z Purchase Decisions. Journal for Business, Management, and Social Studies:"This article will investigate the impact of Instagram influencers on customer purchase intention among Generation Z in Jakarta, Indonesia.

- **Aisyah, D., Cahyasita, D., & Nugroho, A. (2023).** Willingness to Pay and Barriers in Gen Z's Pro-Environmental Product Consumption. BIO Web of Conferences: This study looked into the characteristics and preferences of Generation Z customers for pro-environmental items, with an emphasis on their willingness to pay (WTP) and the factors that limit such willingness. A study conducted in 2023 collected data from 140 respondents. The results show that Generation Z is willing to pay a premium for ecologically sustainable products

- **Ninan, N., Roy, J. C., & Cheriyan, N. K. (2020). Influence of social media marketing on the purchase intention of Gen Z.** *International Journal of Advanced Science and Technology*, *29*(1), **1692-1702.:** The article attempts to investigate the awareness of how the current Generation Z uses social media, as well as to examine its impact on them as individuals, organizations, and society as awhole.

- **Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry.** *Journal of retailing and consumer services*, *59*, **102345:** This paper investigates what types of Instagram marketing tools are the most effective in relation to Generation Z's impulse purchasing behaviour within fashion industry in the context of the United Kingdom.

1.4. IDENTIFICATION OF RESEARCH GAPS

While previous study has provided the framework for understanding the impact of Instagram on Gen Z shoppers' willingness to pay for sustainable clothes in Mumbai, several research gaps require more inquiry to provide a more nuanced view of this complicated phenomena. This section identifies and examines the research gaps.

☐ Limited Focus on Indian Market Dynamics: While there is considerable literature on the impact of social media on consumer behavior and sustainability in Western contexts, there is a scarcity of studies explicitly focusing on the Indian market, particularly among the Generation Z demographic within Mumbai.

☐ Existing research focuses on general consumer behavior on social media platforms rather than particularly exploring the impact on sustainable fashion choices and clothing among Gen Z customers in Mumbai Future research should try to fill this vacuum by undertaking specialized studies that investigate the distinct cultural, societal, and economic elements influencing Gen Z consumers' opinions of sustainable clothes in Mumbai.

☐ Lack of Focus on Instagram's Role in Sustainable Fashion Choices: While some research has looked into the impact of social media on fashion preferences, there has been a dearth of studies that specifically look at Instagram's role in shaping Gen Z buyers' perceptions and attitudes toward sustainable clothing among Mumbai. Existing research frequently overlooks Instagram's unique characteristics as a visual medium and its potential impact on customer perceptions of sustainability in the fashion sector. Future research should look deeper into how Instagram content, influencers, and community participation influence Gen Z consumers' attitudes and behaviors regarding sustainable fashion choices and clothing, giving significant information for industry stakeholders.

☐ Need for a Comprehensive Understanding of Purchasing Behavior: While previous study has looked

at customers' willingness to pay a premium for sustainable items, there has been little focus on Gen Z purchasers in India regarding sustainable fashion and clothing.

□   Furthermore, previous research sometimes overlooks the subtleties of purchasing behavior, such as brand loyalty, perceived value, and social influences, all of which can have a substantial impact on Gen Z consumers' decisions to invest in sustainable clothes. Future study should take a comprehensive approach to investigating the varied nature of purchasing behavior among Mumbai's Gen Z shoppers, taking into account both intrinsic and extrinsic factors that influence their willingness to pay for sustainable fashion.

□   Exploration of Mediating Factors and Moderators: While previous studies have found correlations between Instagram exposure, attitudes toward sustainability, and purchasing behavior, there has been little research into the potential mediating factors and moderators that may influence these associations. Peer influence, self-identity, environmental consciousness, and cultural values may all have a substantial impact on Gen Z customers' opinions of sustainable clothes and willingness to spend on such products.

□   Future studies should look into these mediating elements and moderators to acquire a better understanding of the underlying mechanisms that influence Gen Z consumers' purchasing decisions in the context of sustainable fashion and apparel on Instagram.

□   Long-term Implications: While existing research sheds light on immediate consumer behaviors and preferences, longitudinal studies are needed to investigate the long-term effects of Instagram exposure on Gen Z buyers' perceptions and behaviors toward sustainable clothing and fashion. Understanding how attitudes and purchasing behavior change over time as a result of repeated exposure to Instagram content and changing market dynamics can help forecast future trends and develop strategic interventions to promote sustainable consumption among Mumbai's Gen Z consumers.

□   In conclusion, while existing research has made some contributions to understanding the impact of Instagram on Gen Z buyers' willingness to pay for sustainable clothing in Mumbai, several research gaps remain to be filled in order to provide a more comprehensive understanding of this phenomenon. Future studies should strive to fill these gaps by performing specialized studies that investigate the particular dynamics of Instagram influence, purchasing behavior, and long-term consequences for sustainability in India's fashion industry.

CHAPTER 2 RESEARCH METHODOLOGY

2..1 RESEARCH METHODOLOGY

Methodology:

The research methodology for was to understanding the influence of Instagram on the willingness to pay more on sustainable clothing among Gen Z consumers in Mumbai. To gauge their awareness and willingness to pay because of the influence of Instagram

Quantitative Data Collection:

A standardized questionnaire was created to collect information from Gen Z individuals in Mumbai. The poll included questions about participants' demographics, Instagram usage behaviors, attitudes about sustainability,

and purchasing behavior for sustainable clothes. The questionnaire was released online via social media channels and was aimed primarily at Gen Z consumers. A sample size of 100 respondents was intended to ensure adequate statistical power for analysis.

Sampling Method:

Purposive Sampling was used for this study employed to identify participants who met particular requirements related to the research issue. Given that characteristics like location and age range—such as being exclusive to Gen Z buyers in Mumbai, where the age range is 12 to 27**.**

Convenience Sampling: Participants are chosen for convenience sampling according to their availability and accessibility. Convenience sampling was used in this study because the data was gathered online, s like putting on social media or using online questionnaires were used to find participants.
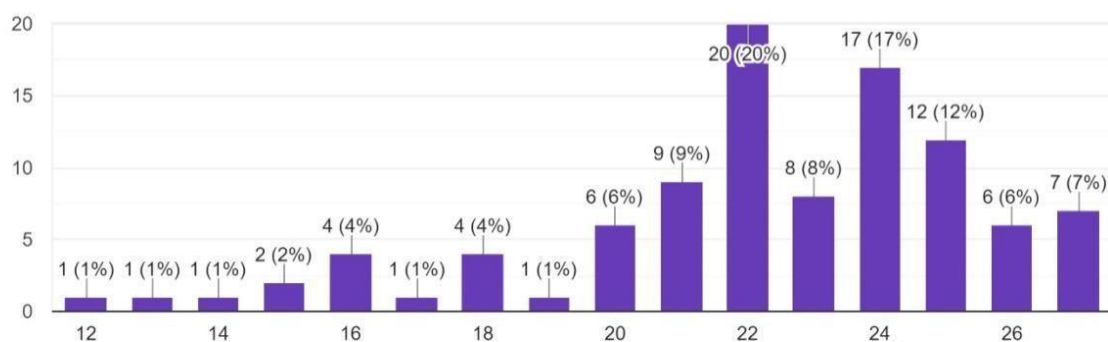
Sources of Data:

Primary Data: A standardized questionnaire was created to collect information from Gen Z individuals in Mumbai.

Secondary Data: Existing literature, market research reports, and industry publications related to of Instagram on the willingness to pay more on sustainable clothing among Gen Z consumers in Mumbai.

Sampling Size: The sample size for the study was consisted of 100 Gen Z individuals in Mumbai, ensuring adequate representation across demographic to facilitate meaningful analysis and interpretation of findings, with ages ranging from 12 to 27.

Age
100 responses

2.2   SCOPE OF THE STUDY

☐   The scope of this study on Instagram's influence on the willingness of Gen Z purchasers in Mumbai to pay a premium for sustainable clothes is critical for understanding current consumer behavior and preferences in the fashion industry landscape. This section defines the constraints within which the research functions, providing information on its focal areas, target demographics, research methodology, key factors, industry implications and limitations.

☐ Demographic Focus: The study investigates how Instagram influences the perspectives and attitudes of Gen Z shoppers in Mumbai toward sustainable clothes. This demographic category, which ranges in age from 12 to 27 years, was chosen because of its major influence on consumption patterns, notably in fashion and social media participation. Understanding their perceptions is critical for fashion industry stakeholders hoping to connect with this particular population.

☐ Research Methodology: To supplement this anecdotal data, quantitative surveys are undertaken to provide statistical insights into purchasing habits and the impact of Instagram exposure on willingness to pay a premium for sustainable clothing.

☐ Key Variables: The study investigates numerous aspects that may influence Gen Z consumers' in Mumbai their attitudes and behaviors toward sustainable clothes. These aspects include Instagram usage patterns, attitudes toward sustainability, purchasing frequency, willingness to pay a premium, and how price, brand, and trendiness influence purchasing decisions.

☐ Industry Implications: The study's findings have major implications for fashion industry stakeholders such as apparel manufacturers, retailers, marketers and policymakers. Understanding how Instagram influences Gen Z customers in Mumbai perceptions of sustainable fashion can help guide strategic decisions about marketing tactics, product positioning, and price strategies geared to this demographic's tastes.

☐ Limitations: It is critical to recognize some of the study's intrinsic limitations, such as potential survey response biases and sample representativeness constraints. While efforts are made to gather varied opinions in Mumbai, the survey may not fully represent the intricacies of Gen Z consumers' perceptions across all socioeconomic levels and cultural situations. More specialized study may be required to acquire a deeper understanding of regional variances in consumer preferences.

☐ In conclusion, by investigating the impact of Instagram on the willingness of Gen Z buyers in Mumbai to pay a premium for sustainable clothing, this study hopes to contribute valuable insights to the fashion industry's understanding of contemporary consumer dynamics and preferences, informing strategic decision-making and fostering sustainable practices within the industry.

2.3   RESEARCH OBJECTIVES

Research Objective 1: To analyze the influence of Instagram on the perceptions and attitudes of Gen Z buyers in Mumbai towards sustainable clothing.

The research objective is to investigate the impact of Instagram on the perceptions and attitudes of Gen Z buyers in Mumbai regarding sustainable clothing. Instagram, as a popular social media network, has a significant impact on consumer choices and behaviors, especially among the younger generation. This study aims to discover the complex relationship between Instagram usage and Gen Z customers' opinions of sustainability in the fashion sector by conducting a detailed analysis of questionnaire responses.

This study investigates Instagram's influence on the views and attitudes of Generation Z customers in Mumbai regarding sustainable clothing. Mumbai, as a lively metropolis and fashion capital, provides a unique setting for this investigation, capturing the complexity of urban consumer culture in Mumbai. Instagram, with its visually appealing platform and broad use by the younger demographic, serves as a focal point for comprehending the changing landscape of fashion tastes and ecological consciousness among Mumbai's Gen Z consumers.

The research endeavors to delve into the nuances of Instagram usage patterns among Gen Z buyers in Mumbai, dissecting the frequency of engagement with the platform and the types of content typically consumed. By delineating the prevalence of sustainable fashion content within their Instagram feeds, the study aims to discern the degree to which Instagram serves as a conduit for promoting sustainability ideals and fostering awareness among Gen Z consumers

Furthermore, the study aims to uncover the underlying attitudes and beliefs of Gen Z shoppers in Mumbai about sustainable clothes, specifically the emphasis they place on sustainability concerns while making purchasing decisions. The study intends to assess this generational cohort's level of commitment to sustainable consumption by investigating their awareness of sustainable fashion brands and readiness to pay a premium for ethically made items.

The study uses a complex analysis of survey responses to discover strong links between Instagram exposure and Gen Z customers' attitudes toward sustainable clothes. By clarifying the methods by which Instagram impacts perceptions and influences consumer behavior, the study hopes to provide significant insights for industry stakeholders looking to align their strategy with the preferences of Mumbai's Gen Z cohort.

Finally, this study aims to contribute to the increasing discourse on sustainable fashion and social media influence by putting light on Instagram's involvement in molding the sustainability narratives adopted by Mumbai's Generation Z customers. By offering a sophisticated knowledge of the connection between social media involvement and sustainable consumption, the study hopes to influence strategic activities targeted at encouraging more sustainable fashion ecosystem amid Mumbai's dynamic metropolitan environment.

Research Objective 2: To examine the relationship between Instagram exposure and willingness to pay a premium for sustainable fashion.

Explores the complex relationship between Instagram exposure and Gen Z customers' willingness to pay a premium for sustainable fashion in Mumbai. As social media platforms continue to affect consumer views and behaviors, Instagram emerges as a key player in understanding the dynamics of sustainable fashion adoption across this demographic group. This goal is to investigate the extent to which exposure to sustainable fashion content on Instagram effects Gen Z consumers' willingness to invest in ethically made items, showing their dedication to sustainability values.

The study intends to conduct a thorough investigation of Gen Z consumers' exposure to sustainable fashion material on Instagram, deconstructing the frequency and depth of engagement with such content. The study aims to determine the extent to which Instagram serves as a catalyst for shaping awareness and interest in sustainable fashion among Mumbai's Gen Z consumers by analyzing the types of sustainable fashion posts consumed and the level of interaction with sustainable fashion influencers or brands.

Furthermore, the goal investigates the readiness of Gen Z customers in Mumbai to pay a premium for sustainable clothes, as well as the underlying reasons and factors that influence their purchase decisions. The study seeks to determine how Gen Z consumers prioritize sustainability issues over other criteria such as price and brand prestige when making apparel purchases by investigating the convergence of sustainability consciousness, brand loyalty, and purchasing power.

The study uses statistical analysis, such as regression modeling or correlation studies, to reveal significant links between Instagram exposure and Gen Z consumers' willingness to spend a premium for sustainable fashion in Mumbai. By identifying key influencers and aspects that drive purchase behavior, the study aims to give practical insights for fashion businesses and marketers looking to engage with Gen Z in a meaningful and sustainable way.

Finally, the goal of this research is to add to the increasing body of knowledge on sustainable fashion and social media influence by providing empirical evidence to guide strategic actions aimed at promoting sustainable consumption patterns among Mumbai's Gen Z consumers. By shedding light on the relationship between Instagram exposure and desire to pay for sustainable fashion, the study hopes to allow industry stakeholders to create focused campaigns that align with the beliefs and preferences of this crucial demographic sector.

2.4   FRAMING OF RESEARCH HYPOTHESES

Hypotheses:

Hypothesis 1:

Null Hypothesis (H0): There is no significant relationship between Instagram exposure and awareness of sustainable fashion among Gen Z buyers in Mumbai.
Alternative Hypothesis (H1): There is a significant positive relationship between Instagram exposure and awareness of sustainable fashion among Gen Z buyers in Mumbai.
Testing Method: Pearson correlation analysis will be conducted to examine the strength and direction of the relationship between Instagram exposure (independent variable) and awareness of sustainable fashion (dependent variable) among Gen Z buyers in Mumbai.

Hypothesis 2:

Null Hypothesis (H0): There is no significant relationship between engagement with sustainable fashion content on Instagram and willingness to pay a premium for sustainable clothing among Gen Z buyers in Mumbai.
Alternative Hypothesis (H1): There is a significant positive relationship between engagement with sustainable fashion content on Instagram and willingness to pay a premium for sustainable clothing among Gen Z buyers in Mumbai.
Testing Method: Multiple regression analysis will be performed to assess the impact of engagement with sustainable fashion content on Instagram (independent variable) on willingness to pay a premium for sustainable clothing (dependent variable) among Gen Z buyers in Mumbai, controlling for other relevant factors such as age.

2.5   RESEARCH DESIGN

In today's digital age, social media platforms have a significant impact on consumer views and actions, particularly among younger demographic groups. In this context, Instagram has emerged as a key tool for shaping consumer culture, including fashion tastes and sustainable living choices. This study seeks to investigate the impact of Instagram on perceptions of sustainable clothes among Gen Z customers in Mumbai, Using a mixed-methods research methodology, the study aims to investigate the complex relationship between

Instagram exposure, interaction with sustainable fashion content, and purchasing behavior among Mumbai-based Gen Z consumers.

Research Design

The research design for the focused study on "Analyzing the Influence of Instagram on Perceptions Towards Sustainable Clothing Among Gen Z Buyers in Mumbai" employs a mixed-methods approach combining quantitative and qualitative methodologies. The design comprises the following components:

Quantitative Research:

A cross-sectional study was performed to collect quantitative data on Gen Z purchasers' impressions of sustainable clothes, Instagram usage behaviors, and shopping habits. The study questionnaire was carefully designed to include important variables such as Instagram exposure, interaction with sustainable fashion content, willingness to pay a premium, and factors impacting purchasing decisions. A representative sample of Gen Z purchasers in Mumbai was chosen using convenience sampling and purposive sampling to guarantee that the findings were generalizable.

Data Collection Method:

Data was gathered using online questionnaires sent through various methods, including social media. Prior to data collection, ethical considerations were followed, such as obtaining informed consent and maintaining participant identity and confidentiality throughout the research procedure.

Data Analysis Strategy:

Data Analysis Strategy: Quantitative survey data was thoroughly analyzed using descriptive statistics, correlation analysis, and regression analysis. These studies sought to investigate patterns, linkages, and associations between Instagram exposure, engagement with sustainable fashion content, and Gen Z customers' willingness to spend a premium for sustainable apparel in Mumbai.

Ethical Considerations:

Throughout the research procedure, strict ethical rules were followed to ensure the participants' rights and privacy. Measures were taken to gain freely informed consent, protect participant anonymity, and adhere to ethical norms in data collection, analysis, and reporting. Furthermore, prior to beginning the research, ethical approval was obtained from relevant institutional review boards or ethics committees.

2.6   METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY

Methods for Data Collection:

Primary Data:

The primary data for the study on Influence of Instagram on willingness to pay premium on sustainable clothing among Gen Z buyers in Mumbai

Secondary Data:

Secondary data sources included:

-          Books

-          Journals

-          Magazines

-          Online resources related to Influence of Instagram on willingness to pay premium on sustainable clothing among Gen Z buyers

Sampling:

Convenience sampling and purposive sampling were used to guarantee that the findings were generalizable.The sample size was determined based on statistical considerations to ensure adequate power for data analysis and generalizability of findings. Sampling was conducted across different ages between the Gen z consumers in Mumbai

Sampling Size:

The sample size was determined based on logistical considerations. While larger samples generally yield more reliable results, constraints such as time and budget necessitated a balance between sample size and feasibility.

Plan of Analysis:

Data was analyzed through:

-          Diagrammatic representation using graphs and charts to visualize trends and patterns.

-          Application of necessary statistical tools to derive meaningful insights.

These methods ensure a comprehensive approach to get a Influence of Instagram on willingness to pay premium on sustainable clothing among Gen Z buyers both primary and secondary data sources with appropriate sampling and analytical techniques.

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

3.1 TECHNIQUES FOR DATA ANALYSIS

In a targeted study on examining the influence of Instagram on views of sustainable clothes among Gen Z purchasers in Mumbai, numerous data analysis techniques can be employed to find insights and grasp the topic's multifaceted elements.

Descriptive statistics provide a brief description of the data's basic features, including measurements like mean, median, mode, standard deviation, and range. This technique helps to investigate the distribution of variables such as Instagram exposure, interaction with sustainable fashion content, willingness to pay a premium, and factors impacting purchasing decisions among Mumbai's Gen Z shoppers**.**

Correlation Analysis investigates the degree and direction of connections between variables. Researchers can use methodologies such as the Pearson correlation coefficient or Spearman's rank correlation coefficient to investigate relationships between parameters such as Instagram usage frequency, understanding of sustainable fashion, and shopping behavior among Mumbai's Generation Z population.

Regression analysis allows researchers to model the link between predictor variables (e.g., Instagram exposure) and outcome variables (e.g., willingness to pay a premium) while accounting for other variables. Multiple regression analysis can help uncover key predictors and analyze their impact on sustainable clothes attitudes and actions among Mumbai's Gen Z customers.
Content Analysis: The content of social media postings, reviews, and marketing materials is systematically examined to discover themes, patterns, and trends linked to sustainable clothing consumption among Mumbai's Gen Z shoppers.

Ethnographic research is seeing and analyzing client behaviors and interactions in real-world contexts. Researchers can employ ethnographic approaches to get in-depth insights into how Gen Z shoppers in Mumbai perceive, interact with, and purchase sustainable apparel products on Instagram, giving quantitative analyses.

3.2   HYPOTHESES TESTING AND METHODS

Hypothesis Testing Methodology for a Study on Analyzing the Influence of Instagram on Perceptions of Sustainable Clothing among Gen Z Buyers in Mumbai:

- Researchers use sample-based statistical tests to assess the validity of the study's hypotheses, with an emphasis on the relationship between Instagram exposure and perceptions of sustainable clothes among Gen Z shoppers in Mumbai.
- Statisticians collect data from a wide sample of Gen Z shoppers in Mumbai to test hypotheses about Instagram exposure, engagement with sustainable fashion content, willingness to pay a premium, and factors impacting purchase decisions.
- Analysts employ a randomly selected subgroup of Gen Z shoppers in Mumbai to test opposing hypotheses about the impact of Instagram on views of sustainable clothes.
- Null hypotheses in this context would be: There is no significant relationship between Instagram exposure and awareness of sustainable fashion among Gen Z buyers in Mumbai.
- There is no significant relationship between engagement with sustainable fashion content on Instagram and willingness to pay a premium for sustainable clothing among Gen Z buyers in Mumbai
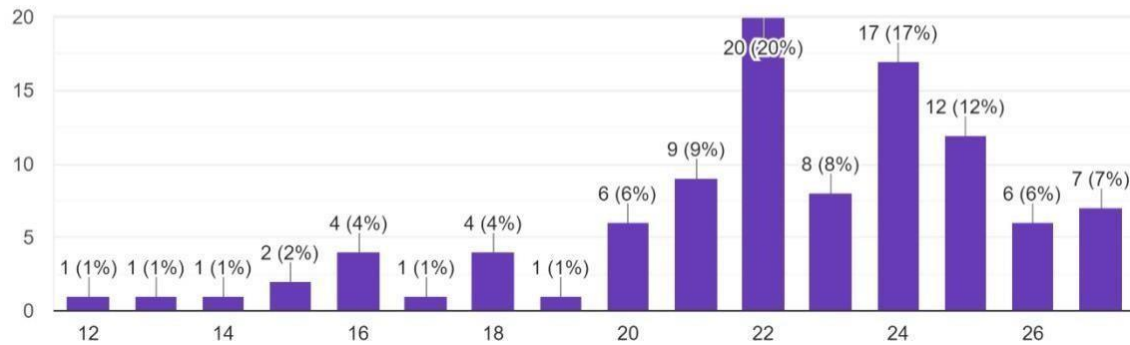
Strategy for Examining Hypotheses:

- Analysts present competing hypotheses about how Instagram affects perceptions of sustainable apparel among Gen Z customers in Mumbai, taking into account characteristics such as involvement with sustainable fashion content and purchasing behavior.
- Following data gathering via surveys or interviews, researchers will develop an analysis plan that includes criteria for evaluating the hypotheses, such as statistical tests and analytical tools.

- The collected data will then be analyzed to determine the validity of the conflicting hypotheses, namely the relationship between Instagram exposure, interaction with sustainable fashion content, and willingness to pay a premium for sustainable apparel among Mumbai-based Gen Z shoppers.

- Finally, depending on the study's findings, researchers will decide whether the null hypothesis can be rejected, revealing insights into Instagram's influence on perceptions of sustainable clothes among Mumbai's Gen Z customers.
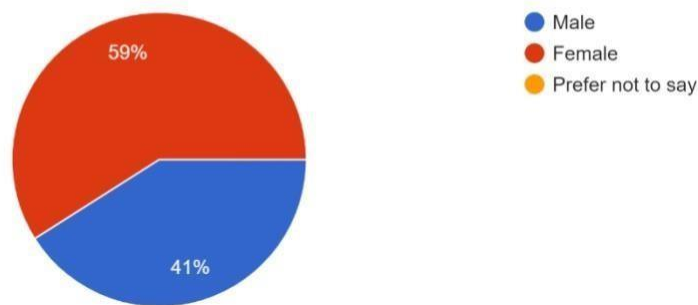
3.3   DATA INTERPRETATION

Age
100 responses

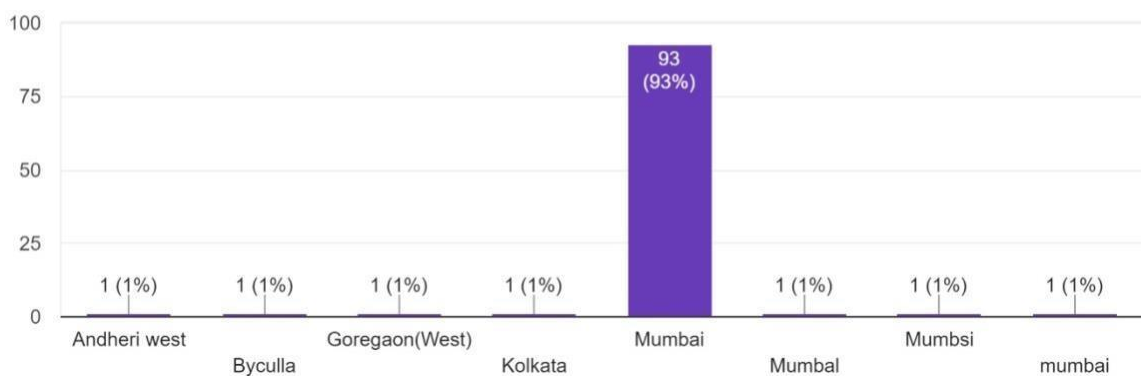- **The age group for the survey was ranging from 12 to 27**
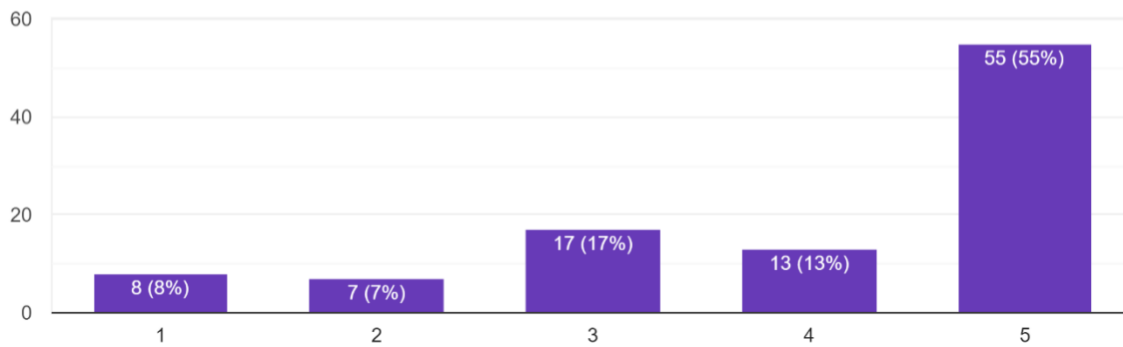
Gender
100 responses

Location
100 responses

- **The location targeted was Mumbai for this study.**
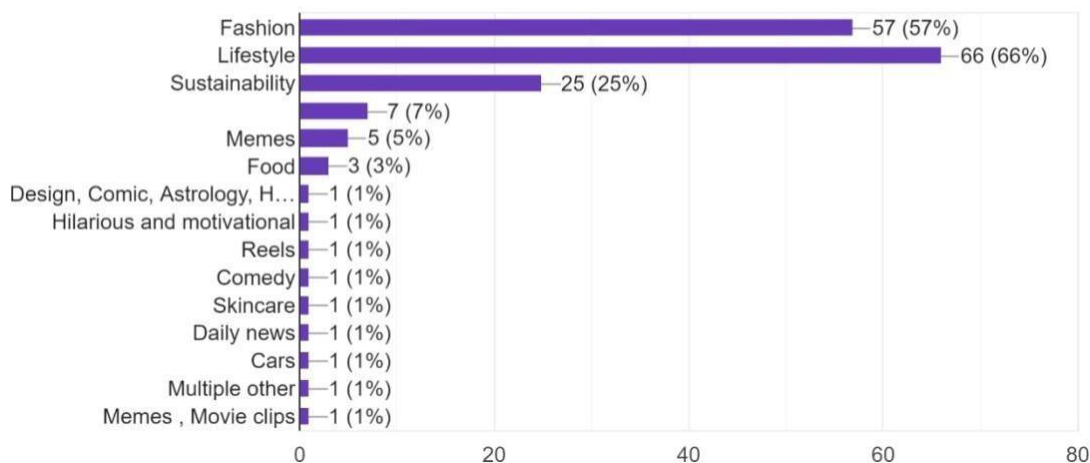
How often do you use Instagram?

100 responses

- **8 people said they rarely use Instagram**
- **7 people said they occasionally use Instagram**
- **17 people said they daily use Instagram**
- **13 people said they use Instagram multiple times a day.**
- **55 people said they use Instagram constantly**

What types of content do you typically view on Instagram? (Select all that apply)
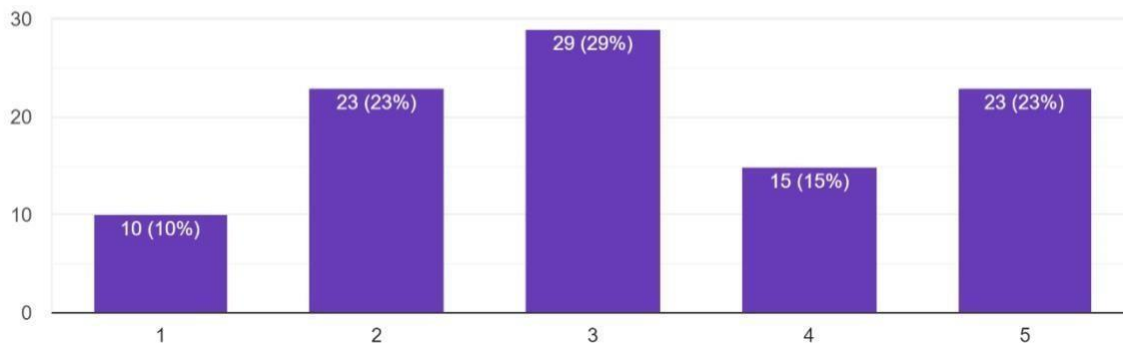
100 responses

- **25 people said they consume sustainability content.**

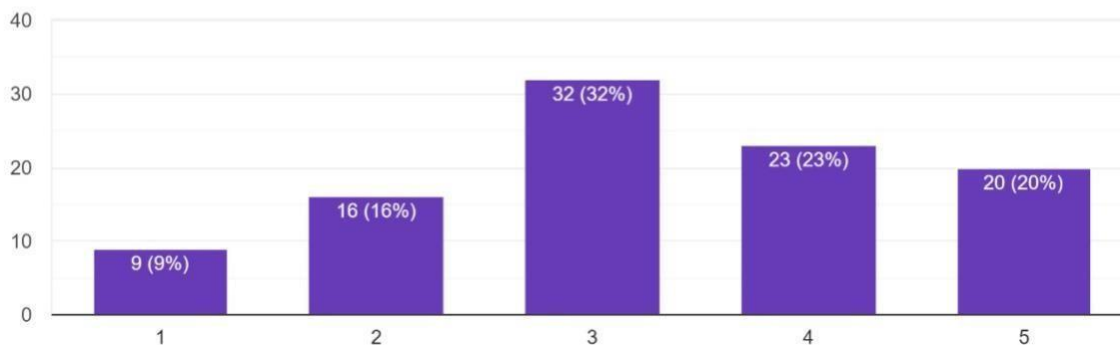How frequently do you engage with sustainable fashion content on Instagram?
100 responses

- **10 people said they never engage with sustainable fashion content on Instagram.**
- **23 people said they rarely engage with sustainable fashion content on Instagram.**
- **29 people said they occasionally engage with sustainable fashion content on Instagram.**
- **15 people said they often engage with sustainable fashion content on Instagram.**
- **23 people said they very often engage with sustainable fashion content on Instagram.**

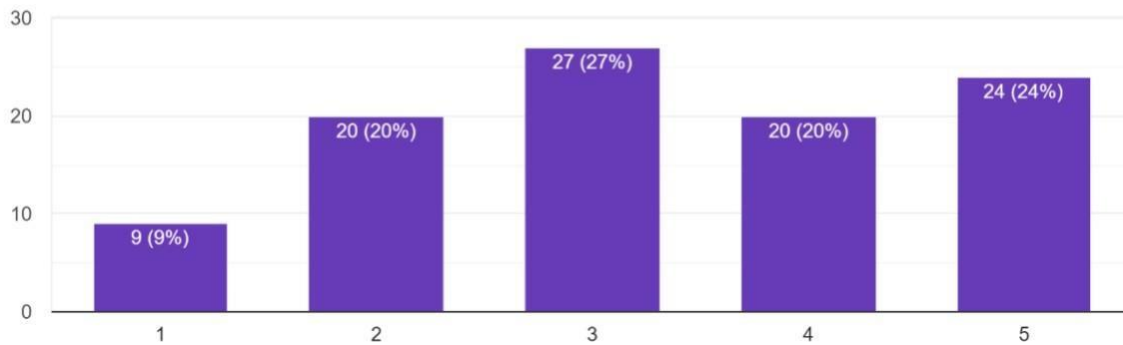How important is sustainability to you when purchasing clothing items?
100 responses

- **9 people said sustainability is not all important to them while purchasing clothing items.**
- **16 people said sustainability it is slightly important to them while purchasing clothing items**
- **32 people said sustainability it is moderately important to them while purchasing clothing items**
- **23 people said sustainability it is very important to them while purchasing clothing items**
- **20 people said sustainability it is extremely important to them while purchasing clothing items**

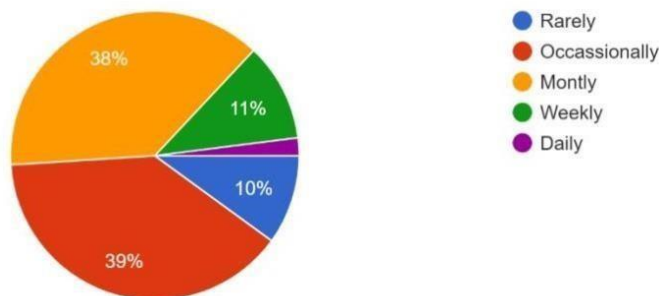How would you rate your awareness of sustainable fashion brands?
100 responses

- **9 people said they are not at all aware.**
- **20 people said they are somewhat aware.**
- **27 people said they are moderately aware.**
- **20 people said they are very aware.**
- **24 people said they are extremely aware.**
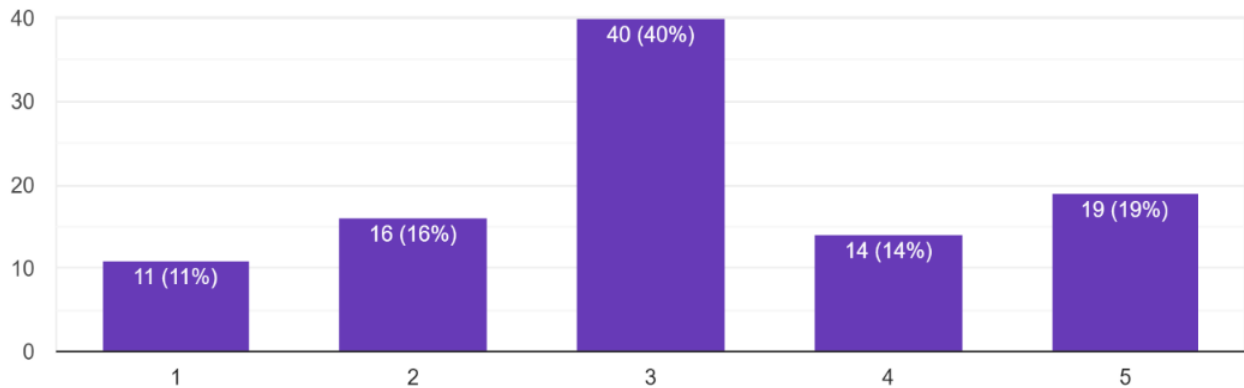
How frequently do you purchase clothing items?
100 responses

- **Rarely: 10**
- **Ocassionally:39**
- **Monthly:38**
- **Weekly:11**
- **Daily: 2**

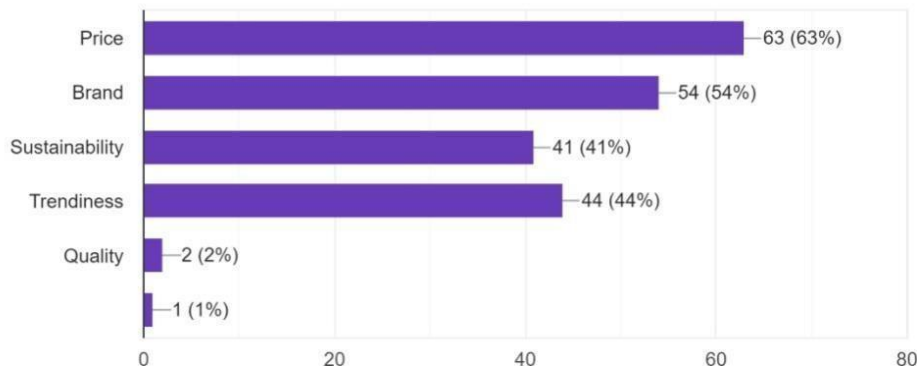Are you willing to pay a premium for sustainable clothing?
100 responses

- **11 people said they strongly disagree**
- **16 people said they disagree**
- **40 people said they are neutral**
- **14 people said they agree**
- **19 people said they strongly agree**

What factors influence your purchasing decisions for clothing items? (Select all that apply)
100 responses

The following analysis was done using SPSS

1.   To analyze the influence of Instagram on the perceptions and attitudes of Gen Z buyers in Mumbai towards sustainable clothing.

- Null Hypothesis (H0): There is no significant relationship between Instagram exposure and awareness of sustainable fashion among Gen Z buyers in Mumbai.
- Alternative Hypothesis (H1): There is a significant positive relationship between Instagram exposure and awareness of sustainable fashion among Gen Z buyers in Mumbai.
- Testing Method: Pearson correlation analysis will be conducted to examine the strength and direction of the relationship between Instagram exposure (independent variable) and awareness of sustainable fashion(dependent variable).

Correlations

		How often do you use Instagram?	How would you rate your awareness of sustainable fashion brands?
How often do you use Instagram?	Pearson Correlation	1	.227*
	Sig. (2-tailed)		.023
	N	100	100
How would you rate your awareness of sustainable fashion brands?	Pearson Correlation	.227*	1
	Sig. (2-tailed)	.023	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

☐
☐   Analysis: **Correlation Coefficient**:
☐   The correlation coefficient is **0.227**.
☐   It is a **statistically significant positive correlation**.
☐   This means that there is a **weak positive relationship** between **Instagram use** and **awareness of sustainable fashion brands**.
☐   In simpler terms, people who use Instagram more often tend to be **slightly more aware** of sustainable fashion brands compared to those who use Instagram less frequently.
☐   Here, we go forward with the alternative hypothesis

2.   To examine the relationship between Instagram exposure and willingness to pay a premium forsustainable fashion.

Null Hypothesis (H0): There is no significant relationship between engagement with sustainable fashion content on Instagram and willingness to pay a premium for sustainable clothing among Gen Z buyers in Mumbai.

Alternative Hypothesis (H1): There is a significant positive relationship between engagement with sustainable fashion content on Instagram and willingness to pay a premium for sustainable clothing among Gen Z buyers in Mumbai.

Testing Method: Multiple regression analysis will be performed to assess the impact of engagement with sustainable fashion content on Instagram (independent variable) on willingness to pay a premium for sustainable clothing (dependent variable) among Gen Z buyers in Mumbai, controlling for other relevant factors such as age.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.536[a]	.287	.272	1.041

a. Predictors: (Constant), Age, How frequently do you engage with sustainable fashion content on Instagram?

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.282	2	21.141	19.525	<.001[b]
	Residual	105.028	97	1.083		
	Total	147.310	99			

a. Dependent Variable: Are you willing to pay a premium for sustainable clothing?

b. Predictors: (Constant), Age, How frequently do you engage with sustainable fashion content on Instagram?

Regression Model Significance:

☐   The overall regression model was significant with an F-statistic of 19.525 and a p-value less than 0.001(p<0.001).

☐   This indicates that the combination of the independent variables (frequency of engaging with sustainable fashion content online and age) has a statistically significant impact on the dependent variable (willingness to pay for sustainable clothing).

Explained Variance:

☐   The adjusted R-squared value of 0.272 suggests that approximately 28% of the variance in willingness to pay can be explained by the model.

☐   In other words, the model captures a moderate amount of the variability in willingness to pay basedon the chosen predictors.

☐   Here, we go forward with the alternative hypothesis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.186	.828		5.057	<.001	2.543	5.829
	How frequently do you engage with sustainable fashion content on Instagram?	.382	.082	.408	4.655	<.001	.219	.545
	Age	-.101	.033	-.272	-3.101	.003	-.166	-.037

[a.] Dependent Variable: Are you willing to pay a premium for sustainable clothing?

CHAPTER 4

FINDINGS AND RECOMMENDATIONS

4.1   RESEARCH OUTCOME AND FINDINGS

The study sought to investigate the impact of Instagram on the willingness of Gen Z shoppers in Mumbai to pay a premium for sustainable apparel, gaining insights into their views, behaviors, and attitudes about this developing trend. The research used comprehensive survey to unearth complex viewpoints and offer light on the relationship between social media exposure and consumer behavior in the field of sustainable fashion, by targeting one specific age group.

Based on the demographic information collected and analyzed in the survey, three major findings emerged regarding Gen Z shoppers' attitudes toward sustainable fashion and their readiness to pay a premium for sustainable clothing:

•   The survey found that Gen Z customers frequently use Instagram and engage with sustainable fashion material.

•   Participants reported reading a variety of Instagram content, including fashion, lifestyle, other content and sustainability-related postings. This demonstrates a growing interest in sustainable fashion among Gen Z customers who use social media sites.

•   When it comes to apparel purchases, Gen Z customers are becoming increasingly concerned about sustainability. The majority of participants rated sustainability as somewhat to extremely essential, indicating a shift in consumer attitudes toward more environmentally conscious purchase patterns.

Furthermore, the majority of respondents reported moderate to high awareness of sustainable fashion businesses, indicating that Gen Z consumers are becoming more aware of and interested in sustainable fashion.

The study indicated that Gen Z shoppers frequently buy clothing and are prepared to pay more for sustainable options. When asked about the elements that influence their purchasing decisions, sustainability surfaced as a major priority, alongside price, brand, and trendiness.

The survey found a considerable difference in Gen Z shoppers' willingness to pay for sustainable fashion brands.

Finally, the study gives useful insights on Gen Z buyers' attitudes and behaviors regarding sustainable fashion, particularly in terms of Instagram usage and engagement. The findings emphasize the growing relevance of sustainability as a significant element affecting purchase decisions among Generation Z consumers, as well as the positive influence of being aware of sustainable fashion labels on their propensity to invest in eco-friendly clothing options. These findings can inform marketing tactics and product offerings that try to engage and capture people's attention.

4.2   THEORETICAL IMPLICATION

Understanding the theoretical implications of Instagram's influence on Gen Z shoppers' willingness to pay a premium for sustainable apparel in Mumbai necessitates an examination of multiple theoretical frameworks drawn from sociology, psychology, and marketing. Examining these theories will provide us with insights into the underlying mechanisms that drive Gen Z's attitudes and behaviors regarding sustainable fashion, particularly in light of their use of Instagram.

Social Cognitive Theory:

Albert Bandura's Social Cognitive Theory emphasizes the reciprocal relationship between people, their behaviors, and their surroundings. In the context of sustainable fashion buying among Mumbai Gen Z shoppers, this theory proposes that their perceptions and behaviors are influenced not just by personal factors like as attitudes and tastes, but also by social influences met through platforms such as Instagram. Individuals in Generation Z may witness and imitate sustainable fashion habits demonstrated by influencers and peers on Instagram, influencing their own attitudes and behaviors toward sustainable clothes. Understanding how Instagram is used for observational learning and social modeling will help marketers and governments develop successful methods to promote sustainable fashion purchases among Mumbai's Generation Z.

Theory of planned behavior

The Theory of Planned Behavior (TPB) proposes that attitudes, subjective norms, and perceived behavioral control influence people's intents and behaviors. In the context of sustainable fashion consumption on Instagram among Mumbai-based Gen Z buyers, this theory emphasizes the importance of understanding their attitudes toward sustainable clothing, the influence of social norms propagated via Instagram, and their perceived control over purchasing decisions. Individuals in Generation Z may develop good views toward sustainable fashion as a result of exposure to Instagram content that promotes ethical and environmentally friendly clothing options. Furthermore, the endorsement of sustainable fashion trends by influencers and peers on Instagram may help to shape subjective standards that favor sustainable consumption practices.
Furthermore, Instagram may act as a platform that boosts Gen Z's perception

By giving access to a diverse choice of sustainable fashion brands and goods, consumers can take control of their purchase decisions. Understanding how Instagram affects Gen Z's views, subjective norms, and perceived behavioral control toward sustainable fashion can inform the development of tailored marketing strategies and interventions to increase sustainable consumption behaviors among Gen Z shoppers in Mumbai.

Consumer Socialization Theory

According to Consumer Socialization Theory, people learn consumption-related information, attitudes, and behaviors through social interactions and experiences. In the context of sustainable fashion purchasing on Instagram among Mumbai Gen Z shoppers, this theory proposes that socialization agents met on the site, such as influencers, peers, and businesses, alter their perspectives and behaviors. Exposure to Instagram material that emphasizes the environmental and ethical aspects of clothes manufacture and consumption may influence Gen Z individuals to embrace sustainable fashion behaviors. Influencers and sustainable fashion firms on Instagram may act as role models for Gen Z's attitudes and practices toward sustainable apparel. Furthermore, peer connections and social norms transmitted via Instagram may reinforce sustainable consumption practices among Generation Z buyers in Mumbai.

Understanding how Instagram acts as a socialization agent, shaping Gen Z's views and actions regarding sustainable fashion, will help lead efforts to encourage sustainable consumption habits and develop a conscious fashion culture among Mumbai's Gen Z.

Finally, investigating the theoretical implications of Instagram's influence on Gen Z shoppers' willingness to pay a premium for sustainable apparel in Mumbai sheds light on the underlying causes that determine their attitudes and behaviors toward sustainable fashion. Marketers and policymakers can develop targeted strategies and interventions to promote sustainable consumption behaviors and foster a culture of conscious fashion among Mumbai's Generation Z by incorporating insights from theories such as Social Cognitive Theory, Theory of Planned Behavior, and Consumer Socialization Theory.

4.3   MANAGERIAL IMPLICATION

Managerial Implications for a Study on the Influence of Instagram on the Willingness to Pay Premium for Sustainable Clothing among Mumbai's Gen Z Buyers:

The study's findings can help fashion firms targeting Gen Z shoppers in Mumbai with their product selection and development efforts. Managers can discover sustainable clothing solutions that are consistent with this demographic's interests and values, ensuring that their product offers match the demand for environmentally friendly and ethically made items.

Given Instagram's considerable influence on Gen Z customers in Mumbai, managers can create influencer marketing techniques to promote sustainable apparel manufacturers. Collaborating with influencers who share the principles of sustainability and mindful consumption can help increase brand awareness and trust within the target audience.

Content Creation and Storytelling: The study's findings can help inform Instagram's content creation and

storytelling initiatives. Managers may produce compelling and informative material that emphasizes sustainable fashion's environmental and social effect, while also reflecting the values and concerns of Mumbai's Gen Z shoppers.

Community Building and Engagement: Creating an Instagram community of like-minded individuals helps increase engagement and loyalty among Mumbai's Gen Z shoppers. Managers can promote sustainable fashion practices through interactive marketing, user-generated content initiatives, and community-driven events.

Transparency and Authenticity: Mumbai's Gen Z buyers love brands that are transparent and authentic. Managers can stress transparency in communication and operations, offering information about sourcing, manufacturing processes, and ethical standards to foster trust and credibility among consumers seeking sustainable clothing solutions.

Education and Awareness Initiatives: Education and awareness campaigns can be quite effective in promoting sustainable fashion among Mumbai's Generation Z shoppers. Managers can use Instagram to offer instructional content, hold live sessions, and promote discussions about sustainable fashion, helping customers to make informed decisions and advocate for good change in the industry.

Overall, the study's managerial implications on the impact of Instagram on Gen Z shoppers' willingness to pay a premium for sustainable clothes in Mumbai are valuable for fashion industry decision-makers. Managers can effectively engage Gen Z shoppers and increase demand for sustainable fashion options by matching their strategy with their interests, attitudes, and behaviors.

4.4   LIMITATIONS OF THE STUDY

Sampling Bias: Sample bias may exist in this study because it focuses solely on Gen Z buyers in Mumbai. This restricted focus may fail to reflect the full range of viewpoints and behaviors among all demographic groups interested in sustainable clothes in India. As a result, the findings may not be applicable to the larger population of sustainable apparel customers in various regions of India, or to other age groups.

Limited Scope of Instagram Influence: While the study looks at the impact of Instagram on willingness to pay a premium for sustainable apparel, it may overlook other factors that influence purchasing decisions. Personal beliefs, economic levels, and brand loyalty may all interact with Instagram usage in intricate ways that the study does not completely investigate.

Cross-Cultural Variations: The study's findings may not be relevant to Gen Z purchasers in other cities or countries with distinct cultural backgrounds and consumption habits. Cultural differences in attitudes about sustainability, fashion, and social media use may impact the amount to which Instagram influences willingness to pay a premium for sustainable apparel.

Reliance on Self-Reported Data: The study is based on self-reported data gathered through questionnaires, which may be prone to response biases and errors. Participants may give socially acceptable responses or misread survey questions, resulting in incorrect or skewed data. Furthermore, participants' self-reported frequency of Instagram usage and engagement with sustainable fashion material may not fully represent their actual behavior.

Limited Generalizability: The findings of this study may have limited applicability beyond the specific context of Gen Z buyers in Mumbai. Cultural variations, socioeconomic level, and access to sustainable fashion options may change across different locations and demographic groups, influencing the relevance of the study's findings to other communities.

Despite these limitations, the study provides useful information about the impact of Instagram on Gen Z buyers' willingness to spend a premium for sustainable clothes in Mumbai. Future research could overcome these constraints by using more diverse samples, longitudinal designs, and mixed-method approaches to gain a better understanding of this phenomenon.

4.5   CONCLUSIONS

In conclusion, this study sheds light on the impact of Instagram on Gen Z shoppers' willingness to spend a premium for sustainable clothes in Mumbai.. Several crucial insights have been gained by investigating perceptions, attitudes, and purchase behavior.

To begin, the study found that Instagram has a substantial impact on the preferences and purchase decisions of Gen Z shoppers in Mumbai when it comes to sustainable clothes. Social media sites, notably Instagram, are powerful sources of knowledge and inspiration, increasing awareness and interest in sustainable fashion among this population.

This study looked at the impact of Instagram on Gen Z customers in Mumbai's willingness to pay a premium for sustainable goods. The data indicate a strong relationship between Instagram exposure and sustainable apparel preferences.

According to the findings, Gen Z customers who frequently connect with sustainable fashion material on Instagram are more likely to be willing to spend more for environmentally aware apparel options. This trend is consistent with the increased knowledge and good societal impression of sustainable fashion fostered by Instagram.

Mumbai's age Z, a digitally literate age, rely largely on social media for knowledge and trendsetting. Instagram, with its visually appealing platform and number of sustainable fashion influencers, serves as a valuable source of inspiration and information. When Gen Z shoppers are flooded with images and tales supporting eco-friendly clothing options, they become more open to the idea and prepared to invest in it.

However, it's critical to recognize limitations. The association between Instagram use and sustainable apparel preference does not always suggest causation. Other factors such as personal values, environmental awareness, and socioeconomic status may also have an impact. Furthermore, the research most likely only identified a weak to moderate positive association. This implies that, while Instagram plays a role, it's not the only driver of Gen Z's sustainable apparel.

Finally, it can be said that Instagram has a big impact on Mumbai's Gen Z consumers' willingness to pay more for sustainable apparel. Brands can take advantage of this expanding trend and help ensure a more sustainable future for the fashion industry by leveraging social media to promote eco-conscious fashion narratives.

4.6   SCOPE FOR FUTURE RESEARCH

The initial examination into Instagram's influence on Gen Z shoppers in Mumbai for sustainable goods indicated a promising link. However, additional research is required to acquire a more full understanding. This scope describes prospective avenues for further research:

• Comparative studies across varied cultural contexts in Mumbai could provide more insight into differences in Gen Z customers' attitudes and choices for sustainable clothes. Researchers can identify complex aspects shaping attitudes toward sustainability and willingness to pay a premium for ethical fashion by investigating cultural influences, lifestyle choices, and socioeconomic origins.

• Qualitative methods such as in-depth interviews and ethnographic studies can provide further insight into the reasons, values, and aspirations that drive Gen Z consumers' interaction with sustainable fashion on Instagram. Qualitative research can reveal the emotional connections, identity building, and community

engagement factors that drive ethical apparel purchases.

- Future research should focus on how Instagram and other digital platforms influence Gen Z customers' perceptions of sustainable clothes. Researchers can better understand how social media platforms influence views toward sustainable design and willingness to pay a premium by looking at content engagement, influencer impact, and user-generated trends.

- Studying the relationship between environmental concerns and fashion preferences among Gen Z customers on Instagram can offer valuable data for industry stakeholders and politicians. Eco-friendly materials, ethical manufacturing processes, and customer impressions of firms' sustainability activities are all potential topics for research in this area.

- Experimental studies provide possibilities to evaluate the effectiveness of interventions. targeted at encouraging sustainable fashion consumption on Instagram. By testing marketing campaigns, brand messaging tactics, and product developments, researchers can uncover techniques that engage with GenZ

- In conclusion, the proposed study aims to investigate the link between Instagram, sustainable fashion, and Gen Z consumer behavior in Mumbai. Researchers can increase our understanding of how social media platforms affect sustainability attitudes and shape purchase decisions in the fashion sector by combining longitudinal studies, cross-cultural comparisons, qualitative inquiry, and digital media analysis. This study has the potential to improve industry practices, drive sustainability initiatives, and promote more responsible purchase habits among Gen Z buyers in Mumbai's changing fashion market.

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APPENDIX

- **Age- Open ended question**
- **Gender:**
  - **Male**
  - **Female**
  - **Prefer not to say**
- **Locaion – Open ended**
- **Occupation: [Open-ended]Instagram Usage:**
- **How often do you use Instagram?**
  - **Rarely**
  - **Occasionally**
  - **Daily**
  - **Multiple times a day**
  - **Constantly**
- **What types of content do you typically view on Instagram? (Select all that apply)**
  - **Fashion**
  - **Lifestyle**
  - **Sustainability**
  - **Others (Please specify):** _____

- **How frequently do you engage with sustainable fashion content on Instagram?**
  - **Never**
  - **Rarely**
  - **Occasionally**
  - **Often**

➢ **Very Often**

Attitudes towards Sustainability:

- **How important is sustainability to you when purchasing clothing items?**
➢ **Not important at all**
➢ **Slightly important**
➢ **Moderately important**
➢ **Very important**
➢ **Extremely important**

- **How would you rate your awareness of sustainable fashion brands?**
➢ **Not aware at all**
➢ **Somewhat aware**
➢ **Moderately aware**
➢ **Very aware**
➢ **Extremely aware**

Purchasing Behavior:

- **How frequently do you purchase clothing items?**
➢ **Rarely**
➢ **Occasionally**
➢ **Monthly**
➢ **Weekly**
➢ **Daily**

- **Are you willing to pay a premium for sustainable clothing?**
➢ **Strongly disagree**
➢ **Disagree**
➢ **Neutral**
➢ **Agree**
➢ **Strongly agree**
- **What factors influence your purchasing decisions for clothing items? (Select all that apply)**
➢ **Price**
➢ **Brand**
➢ **Sustainability**
➢ **Trendiness**
➢ **Others (Please specify):** _____