

**FROM FAST FASHION TO RE-COMMERCE, THE IMPACT OF RESALE
PLATFORMS ON NIFT DAMAN STUDENTS****Aabha Bhati****Arya Prameh****Prachi Khandelwal**

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ABSTRACT:

This research paper examines the impact of fast fashion and re-commerce on consumer behaviour among NIFT Daman students. Historically, clothing was often shared and handed down through generations, fostering sustainability and a connection to craftsmanship. However, the rise of fast fashion has led to a culture of disposable clothing, significantly altering consumption patterns and contributing to environmental issues. In response to these challenges, re-commerce has emerged as a sustainable alternative, encouraging consumers to buy and sell pre-owned garments.

Through a mixed-methods approach, including a survey distributed via Google Forms, this study analyses the shopping habits, attitudes, and motivations of NIFT Daman students regarding fast fashion and re-commerce. The findings reveal a growing awareness of sustainability issues and a shift towards more responsible consumer practices, highlighting the potential for re-commerce to reshape fashion consumption. This research provides valuable insights into the evolving landscape of the fashion industry and the implications for future trends in sustainable practices.

Keywords :

Fast fashion, Re-commerce, Sustainability, Consumer behaviour, pre-owned garments

1. INTRODUCTION:

Fashion has always shown what people believe, what's popular, and how culture is changing at any given time. Clothes used to have a lot more meaning than they do now. They were often a sign of family or personal identity, skill, and community. Family members often gave clothes to each other, like from one brother to another or from parents to children. Through this practice, clothes were filled with stories, memories, and a sense of continuity. Each piece of clothing was loved and well taken care of, and it was often fixed or changed to fit new needs or fashion tastes. These habits not only taught people how to be creative and eco-friendly, but they also helped people really appreciate the art and craftsmanship of the clothes. Clothes weren't just ways to show who you were or keep yourself safe; they were also investments that would last a long time and held emotional and historical value. Over time, they turned into physical reminders of important events and experiences, making an emotional link between the person who wore them and the item. It was important to value clothing because it stood for more than just the latest fashion styles.

But the rise of fast fashion has drastically changed this picture. Fast fashion, a business model based on making cheap, trendy clothes quickly, has completely changed how people buy clothes and how they feel about them. Since fast-fashion brands started mass-producing clothes at an alarming rate, customers are now faced with a huge number of options that value speed and style over durability and quality. Fast fashion makes clothes that are only meant to be worn for a short time, usually just one season, before being thrown away in favour of the next big thing. A big change in culture has happened because of this fast cycle of consumption: clothes are no longer seen as long-term purchases, but as things that can be thrown away. Clothes that used to be cherished and passed down

from generation to generation have been replaced by "wear once" clothes that quickly lose their charm and desirability after their short time in the spotlight.

This never-ending cycle of making and buying clothes has not only changed how people think about clothes, but it has also had huge effects on the world. The fast fashion business is now one of the biggest sources of textile waste and damage to the environment. The huge amount of carbon dioxide that is released by global supply lines and the mass production of synthetic fibres are just a few of the ways that fast fashion hurts the environment. Clothing is often made from cheap, short-lasting materials that aren't meant to last, which promotes a "throwaway" mindset. As a result, clothes are thrown away at a frightening rate, adding to the problem of textile waste and the use up of natural resources. Also, fast fashion has made people buy too many things, which has cut off the connection between them and the lifetime of their clothes. Fashion has become more about getting the newest styles than about caring about quality or durability. This has broken down the special bond that people used to have with their clothes. People are less and less aware of how the things they buy affect the world and other people. They care more about getting what they want right now than about how their actions will affect others in the future.

To deal with these problems, a new way of thinking called "re-commerce" has started to take shape. People buy and sell used clothes through platforms and markets that make it easy to do so. This is called re-commerce. This plan supports sustainability by encouraging people to reuse clothes, which increases their useful life and lowers the need for new production. People can resell clothes they no longer wear on re-commerce sites. This gives the clothes a new life and helps reduce waste. People who take this method can be a part of a more sustainable fashion ecosystem where people slow down their consumption and focus on mindfully reusing clothes instead of buying new ones all the time. People see re-commerce as both a way to reduce trash and a way to approach fashion with more thought and purpose. This growing trend shows that people are changing their minds and are becoming more aware of how the clothes they wear affect people and the world.

A larger movement toward sustainability has led to the growth of re-commerce platforms. People, especially younger people, are becoming more aware of how their actions affect the world and society. Many people now see buying used clothes as a way to make the world a better place, whether it's by reducing waste, supporting fashion brands that are committed to doing the right thing, or just buying things that will last longer. One easier way for people to support sustainable fashion is to use re-commerce platforms. These platforms also make it easier for people to find unique or older items that might not be sold in regular stores.

This move toward more eco-friendly methods makes us think about the future of fashion usage in important ways. How can people be encouraged to make smarter choices? What role do things like socioeconomic status, location, and access to sustainable fashion options play in shaping consumer behaviour? How do views toward re-commerce differ across different groups of people?

The point of this study paper is to look into how fast fashion and re-commerce change the way people buy things, especially among students at the National Institute of Fashion Technology (NIFT) in Daman. The study wants to learn more about the thoughts, drives, and shopping habits of young people in this group who are on the cutting edge of fashion trends and culture shifts. Because people in this age group are more likely to know about current fashion movements and trends, their habits and choices may reveal important things about how people will buy clothes in the future. The study's goal is to find out what makes people buy things in a store setting that is changing so quickly by looking at how they feel about sustainable fashion practices. How do NIFT Daman students think the clothes they wear affect the environment? Does that make them more likely to re-sell things? If so, why do they do it? What part do company identity, peer pressure, or social media play in how they feel about sustainability?

It's important to understand these behaviours and why people do them in order to come up with ways to encourage more environmentally friendly fashion choices, both among students and in the fashion business as a whole. By figuring out what makes people buy fashion in a way that is good for the environment, this study can tell us a lot about the future of fashion and suggest ways to cut down on waste, support fair production, and get people to behave more responsibly as consumers. As the fashion industry changes, the move toward sustainability and re-commerce may be a good sign for a more responsible and environmentally friendly future for fashion.

Finally, the popularity of fast fashion has changed the way people buy clothes, encouraging a culture of overconsumption and quick disposal. But with the rise of re-commerce and a greater understanding of environmental issues, there is hope for a more responsible and moral fashion world. By looking at how and what people, especially younger, fashion-savvy people, think and do, this study will help us learn more about what will shape the future of fashion usage and how more environmentally friendly methods could change the industry as a whole.

2.1 RESEARCH OBJECTIVES:

- To Analyse the Shift from Fast Fashion to Re-commerce on NIFT students.
- To Assess the Environmental Impact of Re-commerce on NIFT students.
- To Assess the Economic Impact of Re-commerce on NIFT students.

2.2 DEFINITIONS:

- Sustainability- Sustainability refers to the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs. It involves balancing environmental, social, and economic considerations to maintain the health of the planet, support equitable development, and ensure resource availability for the long term.
- Re-commerce- Re commerce, also known as reverse commerce, refers to the buying and selling of pre-owned, second-hand, or refurbished goods. This practice involves consumers reselling items they no longer need, as well as companies collecting, refurbishing, and reselling used products. Recommerce can include a variety of items such as clothing, electronics, furniture, and other consumer goods.
- Thrift Stores - Thrift stores are a key component of the re-commerce movement and represent a sustainable and accessible alternative to fast fashion. They focus on selling pre-owned clothing, offering a wide variety of affordable, unique, and vintage fashion options. Thrift stores not only reduce waste by giving garments a second life but also decrease the demand for new clothing production, which is a significant contributor to environmental issues such as water pollution, carbon emissions, and textile waste.
- Fast Fashion - Fast Fashion refers to the rapid production of inexpensive, trendy clothing by retailers that allow them to quickly respond to changing fashion trends and consumer demands. This business model relies on producing large quantities of clothing at a low cost, emphasizing speed, low production costs, and the quick turnover of inventory.

2. LITERATURE REVIEW:

1. Niinimäki's 2020 paper, "The Environmental Price of Fast Fashion", published in Nature Reviews Earth & Environment, examines the significant environmental impacts of the fast fashion industry and explores pathways toward sustainability. Fast fashion's rapid production cycles and low-cost, trend-driven clothing contribute to resource overuse, pollution, waste generation, and high greenhouse gas emissions. The paper highlights the industry's reliance on water-intensive crops like cotton, the contamination of ecosystems with hazardous chemicals and microplastics, and the widespread disposal of clothing after limited use. Niinimäki proposes a transition to a circular economy, advocating for sustainable materials, durable design, textile recycling, and consumer behaviour changes. The paper emphasizes the role of technological innovations, such as biodegradable fibres, advanced recycling methods, and virtual fashion, in reducing environmental harm. Additionally, systemic change, including policy reforms and industry accountability, is deemed essential. Niinimäki concludes that addressing fast fashion's environmental toll requires a collaborative effort among businesses, consumers, policymakers, and researchers to foster a sustainable and circular fashion economy, aligning with global efforts to combat climate change and resource depletion.

According to **Niinimäki**, the fashion industry is responsible for approximately 10% of global carbon emissions and 20% of global wastewater.

2. The Ellen MacArthur Foundation's 2017 report, "A New Textiles Economy: Redesigning Fashion's Future", explores how the fashion industry harms the environment and presents a plan for a more sustainable future. It highlights how the current way of making and using clothes leads to wasted resources, pollution, and

huge amounts of discarded clothing. The report suggests switching to a circular model where clothes are made to last, can be reused or repaired, and are recycled at the end of their life. This shift could reduce waste, save resources, cut pollution, and create new jobs and business opportunities. The report also calls on governments, brands, and consumers to play their part in making this change happen. It shares examples like Patagonia and H&M, which are already taking steps toward sustainability. The report concludes that moving to a circular economy is essential for protecting the planet and offers a chance to innovate and improve the fashion industry.

In *A new textiles economy: Redesigning fashion's future* (2017) Ellen MacArthur reports that a garbage truck's worth of textiles is landfilled or burned every second. As consumers become increasingly aware of these issues, many are turning to sustainable alternatives such as Re-commerce.

3. The research paper "**What is Sustainable Fashion?**" by Henninger et al. (2016) explores the multifaceted nature of sustainable fashion, encompassing environmental, social, and economic dimensions. It highlights the fashion industry's challenges, including waste, resource overuse, labour exploitation, and harmful practices, while clarifying sustainability's diverse definitions. The paper examines key drivers of sustainable fashion, such as consumer awareness, corporate social responsibility, government regulations, and technological innovations. However, barriers like the dominance of fast fashion, high costs, greenwashing, and supply chain complexity hinder widespread adoption. It emphasizes practices like slow fashion, circular fashion, second-hand markets, and ethical manufacturing as pathways to a more sustainable future. Henninger et al. argue that transitioning to sustainable fashion requires collaboration among consumers, brands, and policymakers to shift from fast fashion to a model that balances profitability with ethical and environmental responsibility. This study offers a comprehensive framework for understanding and advancing sustainability in the fashion industry.

Henninger et al. highlights that younger consumers particularly Millennials and Gen Z, are more likely to make ethical consumption choices due to their concerns about climate change and resource depletion. The concept of circular fashion, which involves the recycling and reuse of garments to minimize waste, has gained traction among these demographics.

4. Nicolas Papageorgiou et al.'s 2020 paper, "**The Rise of Re-commerce: Consumer Motivations and Platform Dynamics,**" examines the growing trend of re-commerce, particularly in fashion, where platforms like Poshmark, ThredUp, and Depop facilitate the buying and selling of pre-owned goods. Re-commerce is driven by economic motivations, such as affordability and monetary gain; environmental concerns, including sustainability and ethical consumption; and social and psychological factors, such as individuality, community engagement, and emotional satisfaction. Successful platforms leverage features like user-friendly interfaces, trust systems, social networking, and secure payment methods to enhance user experiences. This shift reflects changing consumer attitudes toward sustainable consumption and poses challenges and opportunities for traditional retailers, who may adapt through partnerships with re-commerce platforms and sustainability initiatives. As digital and mobile-first platforms continue to grow, re-commerce is transforming retail by fostering circular economy practices and offering consumers affordable, sustainable, and unique shopping alternatives.

Weber explored the rise of resale platforms, showing that online Re-commerce sites like Depop, Poshmark, and thredUP attract consumers seeking sustainable fashion choices. These platforms have capitalized on the shift in consumer behaviour by providing access to second-hand goods, which aligns with the rising trend of ethical consumption.

5. Lang et al.'s 2019 paper, "**Extending the Life of Fashion Clothing through Resale: Consumer Insights,**" explores the growing trend of clothing resale as a means of promoting sustainability and contributing to the circular economy. The study highlights economic, emotional, and social motivations driving consumer engagement with resale, such as affordability, recouping value, and aligning with sustainability values. Platforms like Poshmark and Depop play a crucial role by offering convenience, trust systems, and social interaction features that enhance user experiences. However, barriers like perceived low quality, inconvenience in selling, and lingering stigmas toward second-hand items persist. The paper emphasizes that resale can significantly extend the lifecycle of fashion items and reduce waste, urging retailers to embrace resale through partnerships, take-back programs, and consumer education to foster greater adoption. As resale continues to grow, it has the potential to reshape consumption patterns and advance the sustainability goals of the fashion industry.

Additionally, **Lang** found that Re-commerce appeals to both cost-conscious and environmentally aware consumers, as it provides the opportunity to purchase high-quality goods at lower prices while extending the lifespan of garments.

6. Turunen and Leipämaa-Leskinen's 2015 study, "Pre-loved Luxury: Identifying the Meanings of Second-hand Luxury Possessions," examines the multifaceted meanings consumers attach to second-hand luxury goods, exploring themes like symbolic value, authenticity, emotional attachment, sustainability, cost-effectiveness, and uniqueness. The research, based on in-depth interviews, reveals that while second-hand luxury items still convey prestige and exclusivity, they also bring unique values such as environmental consciousness, affordability, and a connection to the item's history. Consumers appreciate vintage appeal and sustainability but may grapple with concerns about authenticity, previous ownership, and societal perceptions. The study highlights how second-hand luxury goods reflect a blend of traditional luxury ideals and contemporary values like ethical consumption. It encourages luxury brands to embrace the second-hand market by ensuring authenticity and fostering consumer trust, positioning it as a modern extension of luxury consumption that aligns with evolving cultural and social dynamics.

According to **Turunen and Leipämaa-Leskinen** platforms create a "second economy" within fashion, where both buyers and sellers can profit. Sellers can generate income by selling unwanted clothing, and buyers benefit from access to more affordable fashion items.

7. Reiley and DeLong's (2016) study, "Consumer Perceptions of Second-Hand Clothing: Value and Quality," examines how consumers perceive second-hand clothing, focusing on factors such as price, quality, brand reputation, and ethical considerations. The research reveals that second-hand clothing is often valued for its affordability, sustainability, and uniqueness, with younger, environmentally conscious consumers particularly drawn to the practice. Quality perceptions are shaped by the item's condition, fabric, and brand reputation, with well-maintained, high-end items seen as offering greater value. While second-hand shopping is increasingly accepted, a lingering stigma persists, especially among older consumers, though peer and social media influences help normalize the behavior. Consumers also differentiate between second-hand sources, with curated platforms and high-end consignment stores perceived as offering superior quality and authenticity. The study underscores the importance of emphasizing sustainability, trust, and quality in marketing strategies, highlighting second-hand clothing as a sustainable, affordable, and meaningful alternative that aligns with consumers' personal and social values.

Moreover, **Reiley and DeLong** found that consumers perceive second-hand clothing as high-value due to the uniqueness and rarity of items found on resale platforms. This perception can shift consumer behaviour away from fast fashion, where clothing is seen as disposable.

8. Brydges (2021) in "Closing the Loop on Fashion Supply Chains: Re-commerce and the Transition to a Circular Economy" explores the role of re-commerce in advancing a circular economy within the fashion industry. The study examines how the buying and selling of second-hand goods can reduce environmental impact by extending the life cycle of garments, promoting sustainability, and reducing waste. It highlights a growing consumer shift toward more sustainable purchasing habits, driven by increased awareness and the rise of digital platforms like Depop and Poshmark. The paper also discusses the involvement of brands like Patagonia and Levi's in resale, repair, and recycling programs, while acknowledging barriers such as consumer reluctance, logistical challenges, and the need for systemic changes in supply chains. Brydges emphasizes the importance of collaboration between businesses, consumers, and policymakers to overcome these barriers and scale re-commerce, ultimately contributing to a more sustainable, circular economy in fashion.

From an environmental perspective, **Brydges** asserts that Re-commerce significantly reduces the demand for new clothing production, thereby reducing the carbon footprint of the fashion industry. Additionally, it encourages a more sustainable cycle of production and consumption, as clothes are kept in circulation longer and fewer items are discarded. This directly combats the waste-heavy, high-turnover nature of fast fashion.

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3. RESEARCH METHODOLOGY

3.1 Type of Research

This quantitative observational study aims to explore the thoughts, feelings, and behaviors of NIFT Daman students toward fast fashion and re-commerce. The study is descriptive, employing statistical methods to identify patterns, trends, and relationships within the data.

3.2 Sample Collection

Population:

The target population consists of all students at NIFT Daman, representing diverse academic years, majors, gender, and age groups.

Sample Size:

A sample size of 140 students was calculated using Yamane's formula ($n = N / (1 + Ne^2)$) to ensure statistical significance, with a target response rate of 103 valid responses (73.5%).

Sampling Method:

Simple random sampling was used to ensure all students had an equal chance of being selected, minimizing selection bias.

4.3 Inclusion Criteria

- Current NIFT Daman students.
- Aged 18 or older to ensure informed consent and comprehension.

4.4 Exclusion Criteria

Students not meeting the above conditions or absent during data collection.

4.5 Data Collection

Instrument:

A structured Google Forms questionnaire will gather data, divided into four sections

Demographic Information: Age, gender, academic year, and area of specialization.

Knowledge and Attitudes: Understanding of fast fashion and re-commerce impacts on the environment, economy, and society.

Purchasing Behavior: Frequency, type of purchases (fast fashion vs. used items), and preferred shopping platforms.

Concerns and Motivations: Using a Likert scale to assess factors influencing decisions, such as sustainability, cost, and product quality.

Distribution:

The survey will be shared through NIFT Daman's official communication channels, including WhatsApp groups and email lists. Google Forms ensures efficient, quick, and organized data collection.

4. DATA ANALYSIS:

5.1 Age

1.Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	35	42.2	42.2	42.2
	21-25	45	54.2	54.2	96.4
	>= 26 (Greater than or equal to)	3	3.6	3.6	100.0
	Total	83	100.0	100.0	

(Table1 Age wise population)

The age distribution shows that the majority of participants are between 21-25 years old (54.2%), followed by 18-20 years old (42.2%). Only a small portion, 3.6%, are aged 26 or older. The sample is predominantly composed of individuals aged 25 or younger (96.4%).

5.2 Gender

2. Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	66	79.5	79.5	79.5
	Male	17	20.5	20.5	100.0
	Total	83	100.0	100.0	

(Table2 Gender wise population)

The gender distribution shows that the majority of participants are female (79.5%), while males make up only 20.5% of the sample.

5.3 Year of Study

3. Year of study		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1st year	35	42.2	42.2	42.2
	2nd year	14	16.9	16.9	59.0
	3rd year	2	2.4	2.4	61.4
	4th year	6	7.2	7.2	68.7
	PG (1st year)	19	22.9	22.9	91.6
	PG (2nd year)	7	8.4	8.4	100.0
	Total	83	100.0	100.0	

(Table3 Year of Study wise population)

The distribution shows that most participants are 1st-year students (42.2%) and 1st-year postgraduates (22.9%). Smaller proportions come from the 2nd year (16.9%), 4th year (7.2%), 2nd-year postgraduates (8.4%), and 3rd year (2.4%).

5.4 Region

4. Region		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	65	78.3	78.3	78.3
	Rural	7	8.4	8.4	86.7
	Semi - Urban	11	13.3	13.3	100.0
	Total	83	100.0	100.0	

(Table4 Region wise population)

The majority of participants are from urban areas (78.3%), followed by semi-urban areas (13.3%), with only 8.4% coming from rural areas.

5.5 Family Income

5. Family Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= 1 lac (Less than or equal to)	9	10.8	10.8	10.8
	2 to 5 lac	16	19.3	19.3	30.1

6 to 10 lac	24	28.9	28.9	59.0
>= 11 lac (Greater than or equal to)	34	41.0	41.0	100.0
Total	83	100.0	100.0	

(Table5 Family Income wise population)

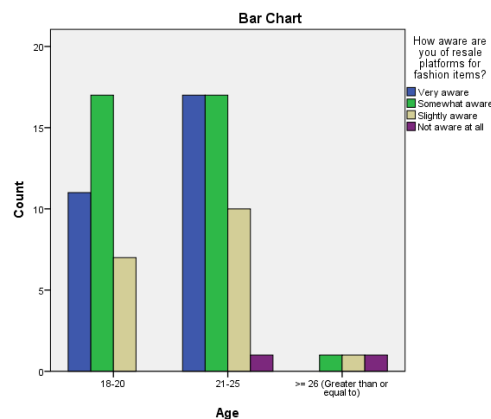
The majority of participants have a family income of 11 lakh or more (41%), followed by those earning 6 to 10 lakh (28.9%). Smaller proportions fall into the 2 to 5 lakh range (19.3%) and 1 lakh or less (10.8%). The sample is skewed toward higher income groups.

5.6 Age wise study on awareness of resale platforms for fashion items

6. Age wise study on awareness of resale platforms for fashion items

Count		How aware are you of resale platforms for fashion items?				Total
		Very aware	Somewhat aware	Slightly aware	Not aware at all	
Age	18-20	11	17	7	0	35
	21-25	17	17	10	1	45
	>= 26 (Greater than or equal to)	0	1	1	1	3
Total		28	35	18	2	83

(Table6 Age wise study on awareness of resale platforms for fashion items) Most participants are "Somewhat aware" or "Very aware" of resale platforms, with younger age groups (18-25) showing higher awareness. Older participants (≥ 26) have significantly lower awareness, with only a few being aware at all.



(Chart1- Age wise study on awareness of resale platforms for fashion items)

5.7 Age wise study on sustainability while making fashion purchase

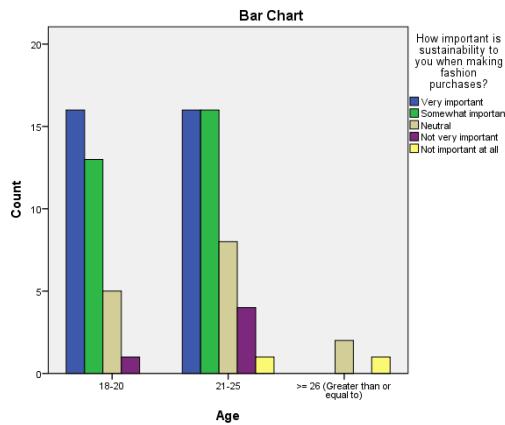
7. Age wise study on sustainability while making fashion purchase

Count		How important is sustainability to you when making fashion purchases?					Total
		Very important	Somewhat important	Neutral	Not very important	Not important at all	
Age	18-20	16	13	5	1	0	35
	21-25	16	16	8	4	1	45
	>= 26 (Greater than or equal to)	0	0	2	0	1	3

Total	32	29	15	5	2	83
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(Table7 Age wise study on sustainability while making fashion purchase.)

Younger people care more about fashion that is good for the environment than older people do. 82.8% of people aged 18–20 value sustainability, but only 70.8% of people aged 21–25 do. Only 33.3% of people aged 26 and up think it's important, while 66.7% are neutral. This shows that younger customers are more aware of environmental issues.



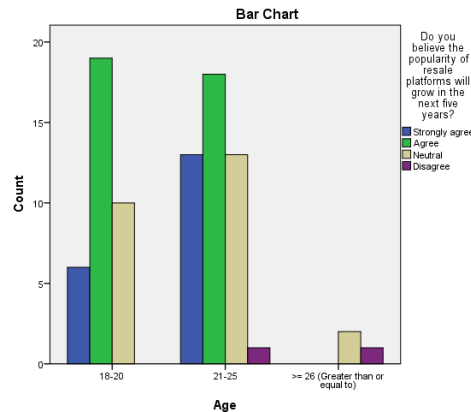
(Chart2- Age wise study on sustainability while making fashion purchase.)

5.8 Age wise study on popularity of resale platforms in next five years

8. Age wise study on popularity of resale in the next five years						
Count						
		Do you believe the popularity of resale platforms will grow in the next five years?				Total
		Strongly agree	Agree	Neutral	Disagree	
Age	18-20	6	19	10	0	35
	21-25	13	18	13	1	45
	>= 26 (Greater than or equal to)	0	0	2	1	3
Total		19	37	25	2	83

(Table8 Age wise study on popularity of resale platforms in next five years)

Most participants believe resale platforms will become more popular in the next five years, especially among younger age groups. Among 18–20-year-olds, 65.5% "Agree" and 34.5% are "Neutral." In the 21–25 age group, 40.6% "Strongly Agree," 56.3% "Agree," and only 3.1% "Disagree." Conversely, 66.7% of those 26+ are "Neutral," and 33.3% "Disagree." Younger consumers, particularly 21–25-year-olds, show the most optimism about the growth of resale platforms.



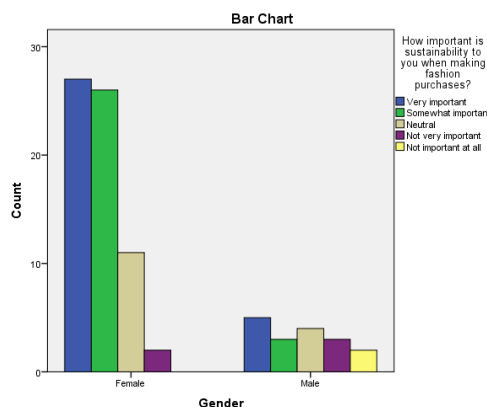
(Chart3- Age wise study on popularity of resale platforms)

5.9 Gender wise study on how important is sustainability while making fashion purchase

9. Gender wise study on how important is sustainability while making fashion purchase							
Count		How important is sustainability to you when making fashion purchases?					Total
		Very important	Somewhat important	Neutral	Not very important	Not important at all	
Gender	Female	27	26	11	2	0	66
	Male	5	3	4	3	2	17
Total		32	29	15	5	2	83

(Table9 Gender wise study on how important is sustainability while making fashion purchase)

Gender Differences in Sustainability Attitudes: Women show stronger positive attitudes toward sustainability in fashion than men. Among women, 40.9% say sustainability is "Very Important" when buying clothes, 39.4% say "Somewhat Important," and only 16.7% are "Neutral." In contrast, men show less engagement: only 29.4% say "Very Important," 17.6% say "Somewhat Important," and 23.5% are "Neutral." Additionally, 17.6% of men consider sustainability "Not very important," and 11.8% say it is "Not important at all." These findings highlight that women prioritize sustainability in fashion choices more than men.



(Chart4- gender wise study on how important is sustainability while making fashion purchase)

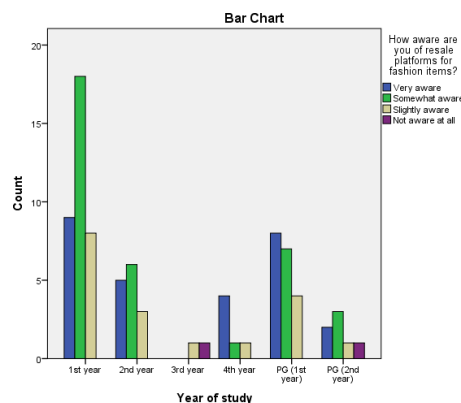
5.10 Study on awareness of resale platforms according to year of study

10. Study on awareness of resale platforms according to year of study		
Count		
	How aware are you of resale platforms for fashion items?	Total

		Very aware	Somewhat aware	Slightly aware	Not aware at all	
Year of study	1st year	9	18	8	0	35
	2nd year	5	6	3	0	14
	3rd year	0	0	1	1	2
	4th year	4	1	1	0	6
	PG (1st year)	8	7	4	0	19
	PG (2nd year)	2	3	1	1	7
Total		28	35	18	2	83

(Table10 Study on awareness of resale platforms according to year of study)

How much people know about resale fashion sites depends on the year of study. First-year students are the most aware; 25.7% say they are "Very aware" and 51.4% say they are "Somewhat aware," for a total of 77%. With 35.7% saying "Very aware" and 42.9% saying "Somewhat aware," second-year students come in at 78.6%. Only half of third-year students say they are "slightly aware," and the other half say they are "not aware at all." Fourth-year students are the most aware (66.7%), while college students are the most interested (42.1% say they are "Very aware" and 36.8% say they are "Somewhat aware," for a total of 78.9%). Overall, first-year and graduate students are the most aware, while advanced majors are becoming less aware.



(Chart5- study on awareness of resale platforms according to year of study)

5. FINDINGS:

The research highlights significant insights into the relationship between demographics, sustainable fashion awareness, and the adoption of resale platforms among NIFT Daman students. The study found that the majority of participants are young, urban, and predominantly female, reflecting a demographic inclined toward fashion trends and eco-conscious choices. Most participants fall between 21-25 years of age, aligning with the typical college demographic, while women constitute 79.5% of the sample, potentially indicating gender imbalances in academic fields or regional trends. Additionally, a substantial portion of participants (41%) comes from families with higher annual incomes (₹11 lakh or more), suggesting a financially privileged group with access to premium educational opportunities.

From an awareness perspective, Chi-Square and association tests reveal strong yet nuanced connections between demographics and perceptions of sustainability and resale platforms. Younger participants (18-25 years) show greater awareness of resale platforms and a stronger emphasis on sustainable practices compared to older groups. Women demonstrate a significantly higher concern for ecological issues than men, supported by a moderate correlation ($r = 0.331$, $p = 0.002$). However, the connections are not always linear, indicating that while demographic factors play a role, other influences may also shape these attitudes.

The study also underscores the role of gender and age in shaping perceptions of sustainability and resale platforms. While gender has a moderate impact on sustainability priorities, age shows a weaker yet statistically significant

influence ($r = 0.250$, $p = 0.023$) on how participants view resale platforms' role in the fashion industry. These findings suggest that younger consumers are not only aware of but also more inclined to participate in eco-conscious practices, presenting an opportunity for targeted engagement by brands and educators.

Overall, the findings emphasize that NIFT Daman students, as future industry professionals, are well-positioned to drive change in sustainable fashion. By understanding demographic nuances and leveraging their awareness of sustainability and re-commerce, they can lead the transition toward a more ethical and environmentally friendly fashion industry.

6. LIMITATIONS:

The findings of this study may be impacted by a number of limitations. Self-reported statistics could be skewed because individuals may unintentionally change their answers to fit in with socially acceptable norms, particularly when it comes to sustainability and fashion. Even though steps were taken to lessen bias, like guaranteeing anonymity, this problem nevertheless arises frequently. The generalizability is limited by the emphasis on NIFT Daman students. These students might not be representative of other groups because they are probably more interested in sustainability and fashion. Because results based on Indian contexts might not apply to nations with different economic or social circumstances, cultural and regional factors also come into play. Lastly, the study ignores more general elements that also have a big impact on consumer behaviour, such as media influence, financial limitations, or the availability of eco-friendly clothing. Although useful, the research offers only a partial view of the complex dynamics in the fashion industry.

7. SUMMARY:

NIFT Daman students' attitudes, shopping habits, and knowledge of the environment were looked at to see how fast fashion and re-commerce affected their buying habits. The results show that while fast fashion has led to a culture of overconsumption and damage to the environment, re-commerce is becoming more popular as a more environmentally friendly option among younger, fashion-conscious shoppers. The study shows that NIFT Daman students, who are mostly young, urban, and female, are becoming more aware of sustainability and are actively thinking about how their consumption habits affect the earth and the economy.

Students' views on sustainability and their use of re-commerce platforms were found to be affected by their age, gender, and socioeconomic position, among other things. Younger students and women in particular showed a greater worry for the environment and a stronger desire to use sustainable consumer habits. This information shows that educational efforts, brand strategies, and policy changes could help get this group of people to dress more responsibly.

In the end, NIFT Daman students are in a great situation to lead a cultural shift toward more sustainable fashion. They can use their knowledge and choices to cut down on waste and change the way people buy things. The results of this study are very helpful for understanding how re-commerce is changing as an economic and environmental answer. They also show the fashion industry how to move toward more ethical, circular, and sustainable practices. For long-lasting environmental change, this shift must be supported by ongoing education, accessibility, and marketing of eco-friendly fashion choices.

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