
Dr. JYOTI CHHABRA
Department of Fashion Design, Graphic Era Hill University, Dehradun, Uttarakhand, India 248002

ABSTRACT
Numerous sectors have been impacted by COVID-19, which has caused shocks and uncertainties never witnessed before. It’s safe to say that the epidemic had far-reaching consequences for the economy, since it lasted far longer than anybody had anticipated. As with other industries, the fashion sector is seeing the effects of this shift. In terms of long-term sustainability and purchasing decisions, the researcher was interested in learning about people’s first responses to the epidemic. In May of 2020, we will conduct an online survey with 40 participants using a quantitative methodology. There were 10 multiple-choice and/or rating scale items in the survey’s closed format. Using online and WhatsApp communities, a Simple Random Sampling was carried out. Due to the inability of seeing individuals during the lockdown time, the decision to go online was also a necessity.

Keywords: Covid-19, fashion retailing, Customer, employees, Sustainability.

INTRODUCTION
Most high-end fashion businesses have been severely impacted by the Covid-19 pandemic, which has sent shock waves across the retail and consumer markets. If the epidemic lasts for a longer amount of time, as is expected, it will have devastating effects on the economy. The fashion industry at large, Louis Vuitton included, has felt these consequences and is still feeling them now. Research indicates that the fashion business had a 90% decline in 2018, compared to a 4% increase this year. It is difficult to forecast the future of the fashion retail industry as the epidemic continues to drown the economy and vaccinations are rolled out. This study proposes an explanation for the COVID-19 pandemic, its far-reaching long-term influence on the fashion sectors, and the repercussions it contains for consumers, hence reinforcing and introducing new trends that are favorable to the company’s sustainability. The Covid-19 environment has to be researched in depth for the sake of forecasting and assessing the future of the fashion sector. The paper will detail the position taken by various sectors of the fashion industry at now, as well as the path ahead towards sustainability. The study's methodology draws from both qualitative and quantitative approaches, combining elements of epistemology and ontology. These methods are widely used in a variety of scientific investigations, and their efficacy and efficiency have been repeatedly shown.
In the 1960s, when customers began to realize the environmental effect of the fashion industry, the notion of sustainable fashion evolved. At first, anti-fur efforts in the 1980s and 1990s shifted public opinion toward sustainable fashion. Organic and ecologically friendly products, certifications, and traceability have been more closely connected with the word in recent years, along with fair working conditions and a sustainable business strategy. Ethical manufacturing and consumption habits, decreased output, and resulting repercussions are the mainstays of the slow and sustainable fashion movement. Furthermore, it emphasizes the production and acquisition of high-quality goods above the creation and acquisition of vast numbers of goods.

The textile and clothing sector is a major contributor to environmental and social issues. Eco-friendly clothing has become more popular as consumer environmental awareness, understanding, and attitudes have evolved. Despite encouraging progress in education on responsible textile production, "green" clothing accounts for just around 10% of the industry.

LITERATURE REVIEW

Grechi, daniele et.al (2021). The global economy is in the midst of a severe crisis due to the Covid-19 epidemic, which has altered and damaged a large portion of international commerce, particularly in industries that produce luxury items like the fashion industry. Individuals' values and decision-making patterns have a profound impact on this industry, which is also heavily impacted by the concept of sustainability. Consumers' perspectives on fashion items have shifted significantly in recent years, with an increasing number of people being motivated to make a purchase by emotions and experiences unrelated to practicality, such as admiration or envy. In light of these factors, the study examines the current outbreak's effect on consumers' tastes, with an emphasis on the digital and always-connected Z-generation, which increasingly turns to the internet and online channels for all of its purchasing needs. To begin, the article presents a comprehensive study of the fashion business and its market sectors, using a comparison approach to give a clear image before to and during the real pandemic crisis, which will be helpful in comprehending the alterations and the various buying strategies used by customers throughout these months. The Z-Generation is then characterized in terms of key characteristics and shopping habits. In Italy, a survey was given when the country went into lockdown for the first time. As a result of the increased sanitary requirements brought on by the Coronavirus outbreak, fashion firms were able to try out different selling formats in an effort to retain clients. The article also analyzes the respondent's response to the new regulations, focusing on how those changes have affected their channel choices while shopping for trendy garments.

Milewska, beata. (2022). This article describes how the COVID-19 epidemic affected the supply networks of Polish textile manufacturers. The purpose of this essay is to demonstrate the short-term and long-term effects of the COVID-19 epidemic on the supply chains of Polish apparel firms in the perspective of sustainable development. Since 2017, the author has been studying the logistics, manufacturing, and supply chains of Polish apparel businesses. This article presents findings from 2021 study on how the pandemic affected the efficiency of supply systems in this industry. The author spoke with the upper echelons of Polish garment firms, both manufacturers and wholesalers, through phone. She discovered that the epidemic had wreaked havoc on the manufacturing, distribution, and supply systems. She detailed the immediate measures taken by businesses to recover from interruptions, as well as the more long-term adjustments to logistics strategy that would be necessary because of the epidemic. The ecological and social impacts of the logistics strategy shifts brought on by the epidemic were also discussed. Neither the immediate effects of the pandemic nor the longer-term effects of the strategic shifts that resulted from it have been the subject of any study in this sector and this field as yet. Therefore, it is an investigation that closes a knowledge gap. Due in large part to the disruption in apparel delivery brought on by the epidemic, e-commerce saw explosive growth. As a result, several retailers have adjusted how they handle shipping orders to clients who buy clothes online; the biggest Polish apparel
retailer, LPP S.A., is used as an example. Production and supply chains in the clothing industry have also been impacted by the epidemic. The shipments from nations with low manufacturing costs were the most affected. However, despite these setbacks, no widespread exodus from the manufacture of apparel in low-cost nations to Poland has been noticed, and the polled businesses do not anticipate this trend to persist for long. However, if pandemic-related conditions continue to increase, this may encourage a further shift in production away from low-cost nations and toward regional or local textile factories. Because of this, the Quick Response tactic might be used. Polish sewing factories saw a drop in orders as a result of the pandemic, while other businesses had to raise prices for materials and packaging, pay more to ship their goods, and increase inventory levels temporarily to weather the storm. Some supply chain linkages saw increased volatility as a result of the interruptions, which may signal the next strategic shift.

**Georgia tzavella (2020)** The Master of Science in e-Business and Digital Marketing program at the International Hellenic University required this thesis. The study's overarching goal is to construct a research model and conduct a statistical analysis of how the newly disclosed pandemic COVID-19 has affected consumer behavior in the fashion sector. The time has come for humanity to begin a period of intense social distance and to embrace novel lifestyles and social norms. The present document presents a careful examination of consumer and business in the fashion industry and focuses significantly on revealing that it is also affecting consumer behavior due to the observed shift to value and essentials, transmission to digital and omnichannel, and shock to loyalty, health, and the homebody economy in light of the 2020 coronavirus pandemic. This research used numbers to illustrate how customers responded after losing money due to the pandemic and opting for more deliberate purchases as a result. It's no secret that consumers are more likely to back a brand whose value proposition has a positive effect on society and the environment, as well as on their own shopping experience, if that business offers digital and contactless services. We examine how the research approach was implemented by examining the response of a major international athletic and lifestyle brand. This study has also prompted the dissemination of a poll on people's pre- and post-COVID-19 buying habits, attitudes, and styles in terms of apparel and footwear. Our mission is to dissect consumer behavior in the post-COVID-19 age and provide new avenues for study.

**Minjoo (chloe) kim (2021)** This thesis looks at how the spread of COVID-19 has affected the world's fashion industry and attempts to foretell what the industry would be like in the aftermath of the pandemic. First, it uses a literature review approach to compile data on COVID-19, sustainability in fashion, previous financial crises, and the responses of businesses and consumers to these events. Then, it delves further into how COVID-19 has influenced business practices and how these shifts are comparable to or distinct from those adopted during earlier economic downturns. The shifting consumer attitude, secondhand shopping, and hyperlocality are all examples of the expanding consumer desire for sustainability, which is highlighted with the increased digitalization (i.e. e-commerce, interactive media, and extended reality). The report concludes that 1) China's rapid recovery from COVID-19 instances and economic health provides a look into the future of fashion after the pandemic. 3) Consumer trends and cutting-edge technology that was in place far earlier than other nations. 4) Current and future industry position. The research concludes that COVID-19 represents a decisive shift toward sustainability in China's textile sector, implying that further shifts are imminent.

**granskog, et’al (2020)** This confirmatory study looked at how consumers' perceptions of fashion businesses' commitment to sustainability affect their purchase behavior. The goal of this study was to determine whether the difference between consumer perceptions and behaviors was also prevalent with Croatian consumers. To further understand customers' thoughts on sustainability and eco-fashion, we surveyed 263 people in decision-making positions. Descriptive statistics and correlational analysis were used to examine the data. The
findings imply that respondents see sustainable fashion companies favorably. Furthermore, the relevance of fashion brand sustainability was shown to positively correlate with customers' inclinations to purchase sustainable clothing items. However, the long-term viability of a clothing line or accessory is low on their list of priorities. This is consistent with prior studies suggesting that consumers' optimistic attitudes may not always translate into action. The findings of this study lay the groundwork for a more nuanced comprehension of the myriad of factors that may affect consumer behavior, such as the sustainability of a fashion brand or product, with the potential to aid in the creation of pertinent strategies in the fashion industry and alter the way fashion operates and is understood in the future.

**RESEARCH METHODOLOGY**

An online survey titled "Fashion habits and sustainability after Covid 19" with 10 questions about potential changes in buying, relation with the brand, industrial, and educational impacts was sent to the general public and consumers in India during the month of Lockdown in May 2020 to take the pulse of these potential changes, representing the primary data. Over 250 people in India were emailed the questionnaire through WhatsApp groups; 40 of them filled it out. Due to the anonymous nature of the questionnaire, we have no demographic information on the sample other than they are all from the Indian middle class. There are 10 multiple-choice questions with a maximum of 3 possible responses in the questionnaire. The researcher used basic percentages and pie charts to decipher the responses.

**DATA ANALYSIS**

**Questionnaire: Fashion habits and sustainability after Covid 19**

- Will your priority as a consumer shift from sustainability to survival and cost-cutting following the Covidian 19 pandemic?

![Figure 1 Will your concern for sustainability decrease?](chart1)

After Covid 19, just 15% of respondents are unconcerned about sustainability, as seen by this response.

- Will the release of the Covid 19 change the way you shop for clothes? Do you really need that new shirt or that fancy necklace?

![Figure 2 Will your fashion purchases become more meaningful?](chart2)
Given that 52% of respondents were already making meaningful purchases before Covid 19, this indicates that 45% of respondents are ready to modify their perspective and make more meaningful purchases following Covid 19.

• Rivers have been clearer and the air has become cleaner in only a few weeks due to the epidemic. Do you agree that it is of the utmost importance to prevent pollution from the fashion industry and other industries?

![Figure 3 The fashion industry should be enforced to not pollute?](image)

This response demonstrates that most people are worried about pollution and agree that industries should be held to tight regulations to prevent pollution.

• Will you be making more of your clothing and accessory purchases online after Covid, when it is no longer safe to do so in stores and on the streets?

![Figure 4 Online purchases](image)

As a result of this response, 82.5 percent of customers plan to make more online purchases. This strongly suggests that the growth of online trade will continue when Covid 19 is released.

• Pick the three most crucial ways you believe sustainable fashion firms may sway and attract more clients, as a consumer.
The three most popular responses to this question are as follows: Customers believe that providing online sustainable-living training and encouraging greater social media engagement are, respectively, the second- and third-best strategies. Digital is central to all three approaches.

- What should happen to fashion schools in the wake of Covid 19? Pick Three
Dr. JYOTI CHHABRA et al/EXPLORE AND UNDERSTAND THE CONSEQUENCES OF THE PANDEMIC OF COVID 19 ON FASHION SUSTAINABILITY THROUGH THE REACTION OF THE INDUSTRY AND OF THE CONSUMERS

What's changing for eco-friendly clothing startups? Which features or services do you think will be the most popular? Pick Three

Figure 7 Most successful fashion models

The respondents believe the most successful sustainable firm would be one that provides detailed information about the production process, builds communities of customers via events like lectures and workshops, and emphasizes online sales and home delivery. People like to feel like they know the person selling to them on a personal level, which fosters trust.

CONCLUSION
As a result, the trend toward digitization can be seen everywhere, among people of all ages and walks of life, in all types of businesses and organizations, and in schools. Many fashion
industry experts and educators use these sites to discuss pressing topics like the dangers of overproduction, which leads to dead stock and ultimately landfills, and the importance of using cutting-edge technologies like laser cutting and 3D design to cut down on waste and the number of unnecessary samples created. The Covid 19, 355 allowed many people in the fashion industry, academia, and the consumer community to hold constructive conversations and collaborate on plans for the industry’s future. Before businesses were able to adjust, the Covid 19 epidemic had a profound impact on the fashion industry by triggering financial instability, a scarcity of initial funding, and challenges with brand development.

REFERENCES
4. Minjoo (chloe) kim (2021) green is the new black: the effects of covid-19 on the fashion industry’s need for sustainability
8. rahman, s. 2016. The advantages and disadvantages of using qualitative and quantitative approaches and methods in language “testing and assessment” research: a literature review. Journal of education and learning; vol. 6, no. 1; 2017.
13. chen, cathaleen. 6 ways the pandemic has changed how people shop. The business of fashion, 2020