

Sustainable Fashion-Ware: A Study on Consumers' Awareness

Internship Organization: Mac Sourcing

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Bachelor of Business Administration**



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Part A

Chapter One: : Internship Preparation

1.1 Motivation for the Internship

As a student of marketing, I understood how critical it was to close the gap between theory and practice. I chose an internship because I wanted to get practical experience in the fast-paced, quickly expanding field of e-commerce in Bangladesh. I was especially interested in the e-commerce apparel sector because it blends three things that I am very interested in: creativity, consumer interaction, and digital innovation.

With internet shopping becoming more and more popular in Bangladesh, I also wanted to know how local companies function in an environment of competition. In the context of a Bangladeshi business setting, I thought this internship would provide me with knowledge about supply chain management, marketing tactics, and consumer behavior.

I viewed this internship as a chance to improve my problem-solving, collaboration, and communication skills in addition to my technical ones. One of the most important steps in getting ready for my future job was working in a professional environment with a group of skilled professionals. In addition, this experience gave me a greater understanding of the opportunities and difficulties faced by nearby companies, which allowed me to advance both professionally and personally while making a significant contribution to the company.

1.2 Internship Search Process

Finding an internship proved to be a worthwhile educational experience for me. I strongly looked for chances on a number of websites, such as employment portals, social media, and LinkedIn. I also used employment websites to apply to a number of companies and asked the career service office at our institution for assistance.

Luckily, I saw a recommendation for Mac Sourcing while browsing Facebook. I was instantly drawn to their Facebook page, and when I looked around, I saw a post about how they hire interns. I was drawn to the organization because it offered a chance to work in a full and growing area like e-commerce and precisely matched my marketing academic background.

I quickly obtained my resume and cover letter ready and sent in my application by email. I got a call for an interview after following up a few times. In the end, my perseverance and proactive attitude helped me land the internship.

1.3 Interview Experience

The experience of the interview at Mac Sourcing was both stressful and fulfilling. I was both excited and a little anxious when I received the call for the interview. One of the first topics they asked me during the session was why I had decided to intern at Mac Sourcing. My response was simple: I stated that, as a student of marketing, e-commerce attracted my attention because it is expanding quickly in Bangladesh. I also said how inspired I was by their dedication to consumer comfort and their emphasis on establishing trends in the apparel business. As the conversation went on, the topic of my educational background came up. They were interested in what I had done throughout the five years that had passed between my HSC and undergrad. I clarified that I had been obtaining useful professional experience while working overseas in Kuwait. I talked about my job history, emphasizing my positions at two businesses: a retail store where I gained experience in customer service and sales, and an Arabian apparel brand where I worked as a salesman. I felt that the communication, teamwork, and problem-solving abilities I was able to acquire from these experiences would be beneficial to Mac Sourcing.

Lastly The interviewer asked me about my technical abilities, particularly with regard to MS Excel and Canva. I spoke with confidence about my previous expertise in data organization and design. The interview went well, and I felt successful. I was chosen for an internship, highlighting the value of being honest, prepared, and confident in interviews. My trust in the need for authenticity was affirmed by this opportunity.

1.4 Internship Organization

Mac Sourcing is a Bangladeshi e-commerce clothing company with a main office located in Kalabagan, North Dhanmondi, Dhaka-1205. They set out on their adventure in 2019. It specializes in offering premium fashion items for kids, ladies, and men. The company specializes in a broad variety of clothing, such as kurtis, panjabis, and t-shirts, as well as accessories like shoes, purses, and belts.

The business functions as a B2B (business-to-business) provider in addition to being a direct-to-consumer brand. In the Bangladeshi fashion business, Mac Sourcing has made a name for itself as a designer with the goal of enabling a wide range of people to afford fashionable, contemporary apparel. Its online platform serves Bangladesh's expanding e-commerce sector with practical features including cash on delivery, safe payment options, and seasonal promotions.

Mac Sourcing has established itself as an established brand in the nation's fashion e-commerce sector because of its strong local market presence and dedication to providing high-quality products.

Chapter Two: About The Internship

2.1. Job Position and Responsibilities

I was given the role of marketing intern at Mac Sourcing during my internship. My main responsibility was to support the marketing team's daily operations by helping them with a variety of duties. I was presented to a basic site platform where I could investigate and learn about the backend operations of e-commerce, even though I was not granted permission to manage the main website. I gained an understanding of how products are presented, inventory is managed, and site updates are made thanks to this brief but important exposure.

My daily duties mostly involved helping with operational and marketing duties. The following were some of the main duties:

- **Marketing Research:** Analyzing consumer preferences, current fashion trends, and rivals' tactics through internet research. I helped the team plan marketing efforts by compiling information and sharing my ideas.
- **Content Creation:** Creating simple marketing pieces like banners, posters, and social media posts with Canva and similar apps. In addition to enhancing my creative and design abilities, this allowed me to contribute to the brand's online presence.
- **Data Entry and Analysis:** Use Microsoft Excel to compile client information and product specifics into spreadsheets. In order to recognize patterns and suggest tactics to improve sales performance, I also helped with the analysis of sales data.
- **Social Media Support:** Supporting Mac Sourcing's social media accounts by helping with caption creation, post scheduling, and engagement metrics monitoring. I gained first-hand knowledge in running digital campaigns as a result.
- **Customer Support Coordination:** I occasionally had to update client information in the database or respond to consumer inquiries on social media. This made it clearer to me how important timely and efficient customer service is.

The atmosphere at Mac Sourcing was lively and cooperative. The open floor plan of the modern yet comfortable workplace environment promoted team communication. I had a specific workstation with a computer and internet connection where I could work comfortably while I was an intern. My coworkers were kind and helpful, frequently taking the time to offer advice when I needed it. Professionals from a variety of backgrounds made up the team, and they all collaborated to maintain the brand ahead of its rivals in the e-commerce space.

I was treated like a valuable team member even though I was only an intern. My managers respected a beginner's learning curve while making sure my work was purposeful and in line with the organization's objectives. I was able to progressively increase my confidence in my skills by striking a balance between direction and independence.

2.2 Skills Employed, New Skills Acquired, and Contributions

During my internship at Mac Sourcing, I was able to use my current skills and push myself to pick up new ones in the fast-paced e-commerce sector. It was a transforming moment that sharpened my skills and allowed me to contribute significantly to the company.

Skills I Employed

- **Analytical Thinking and Problem-Solving:** I carried out wide market research using my analytical abilities to spot new trends in fashion and consumer behavior. The marketing team was given practical suggestions to improve their tactics based on an analysis of this data.
- **Technical Expertise with Microsoft Excel and Canva:** I was able to create stylish and eye-catching marketing materials, such as ads and social media graphics, that complemented the brand's image because of my understanding of Canva. I spent a lot of time using Excel's formulae, pivot tables, and charts to manage inventories, evaluate sales data, and produce informative reports.
- **Interpersonal and Communication Skills:** Consistently working with team members from different departments improved my ability to express myself clearly verbally and in presentations. Additionally, I spoke with clients via digital channels, making sure their interactions were smooth and fulfilling.
- **Attention to Detail:** In order to keep accuracy and brand consistency, I paid close attention to every little detail when creating social media postings and managing enormous datasets.

New Skills Acquired

- **E-commerce Operations:** I became directly familiar with the backend features of an e-commerce platform, such as inventory control, product description updates, and basic SEO optimization for product listings. My comprehension of the upkeep and enhancement of digital shops has improved as a result of this.
- **Customer Behavior Analytics:** I discovered how to evaluate customer involvement and monitor the success of marketing initiatives using tools like Google Trends and Facebook Insights. I was able to assist in developing more focused marketing plans because to this data-driven strategy.

- **Content Scheduling and Planning:** I became proficient in making content calendars to schedule campaigns and social media postings ahead of time, guaranteeing the company's online presence is consistent and in step with seasonal trends.
- **Digital Campaign Optimization:** I learned the fundamentals of managing sponsored social media campaigns, including how to establish budgets, target certain audiences, and calculate return on investment.

Contributions to the Company

- **Enhanced Social Media Engagement:** I contributed to raising the brand's exposure and engagement rates on Facebook and Instagram by producing creative and eye-catching marketing material. Stronger brand loyalty and more consumer contact were the results of this.
- **Actionable market insights:** My thorough competitor research and trend studies gave the team important information that influenced promotional plans and new product releases.
- **Streamlined Operations:** I tried to improve efficiency and decrease mistakes in the inventory management and data entry procedures. The marketing team was able to save time and money thanks to my brand alignment. By making sure that all advertising campaigns and promotional materials complemented the company's principles and goals, I strengthened Mac Sourcing's standing as an expert in Bangladesh's e-commerce industry.
- **Cross-Departmental Collaboration:** I helped create a more pleasant and effective work environment by supporting initiatives that needed cooperation between the design and sales teams. My suggestions, which also improved the process overall.

2.3 Relating Educational Learning to Internship Roles and Responsibilities

The knowledge I acquired during my studies as a marketing major was extremely applicable and directly applied to my internship at Mac Sourcing. My understanding of consumer behavior and market research enabled me to perform competitive analysis and establish customer preferences, both of which were essential in improving the company's targeting tactics. Because I was engaged in producing content for social media campaigns, using SEO strategies, and monitoring engagement metrics to gauge the campaigns' efficacy, my expertise in digital marketing was quite beneficial. Furthermore, my comprehension of brand management—specifically, the significance of brand positioning and consistency—enabled me to make sure that every marketing piece I produced complemented Mac Sourcing's identity, therefore enhancing the business's online visibility.

As I explored sales and customer data to provide useful insights for enhancing conversion rates and marketing tactics, the marketing analytics abilities I acquired during my internship were also really important. I was ready for the collaborative aspect of the internship, where I worked with marketing campaigns, communicated with several teams, and contributed to content calendars, thanks to my academic experience working on group assignments. Last but not least, creating engaging social media posts and working well with team members were made possible by the communication abilities I honed in presenting study findings and creating convincing material.

Chapter Three: Self Reflection

3.1 Likes and Dislikes About the Workplace

What I Liked

I really enjoyed the internship since it exposed me to real-world marketing strategies. I had the opportunity to work on projects like researching competitors, analyzing sales data, and producing interesting social media material. These assignments gave me the chance to put the ideas I had studied in school into practice, which made the job interesting and relevant.

I really valued Mac Sourcing's encouraging work atmosphere. My supervisors and fellow workers were kind and ready to help whenever I needed it, particularly when I was learning new skills or finishing difficult tasks. Even as an intern, their support helped me feel like a member of the team. The creative flexibility I had while creating marketing materials was another pleasure. For instance, I could experiment with various approaches and offer suggestions for social media postings, which helped me to develop my creativity and gain confidence in my ability to make decisions.

Another thing I liked about the e-commerce sector was how fast-paced it was. It helped me comprehend the workings of online shopping, particularly how marketing has a direct influence on sales and consumer involvement, and it kept me motivated. I learned useful things from this experience that I wouldn't have learned from academic courses alone.

What I Disliked

Though I had a generally good experience, I did find several things difficult. One problem was the restricted availability of essential operational tools, such as the e-commerce website's backend. My duties as an intern were restricted to certain duties like content authoring and data analysis; I was not permitted to work directly on the website or client database. Even while I recognized the value of security, this limitation kept me from completely comprehending how the system operated as a whole.

The routine nature of some jobs, like updating product descriptions or uploading material, presented another difficulty. Despite being essential, these duties occasionally seemed repetitive and weren't always in line with the more strategic marketing ideas I was keen to learn about.

At times, the task also seemed too much to handle. It was challenging to juggle several assignments with short deadlines, particularly when I was combining data input and creative duties. I learned time management techniques from this, but I also experienced stressful times when unplanned assignments were added to my calendar.

3.2 Areas of Improvement and Suggestions for Better Utilization

How I Could Do Better: I could have done a better job during my internship at Mac Sourcing by being more proactive and coming up with concepts for marketing or consumer interaction tactics. My work would have been more effective and significant if I had improved my technical abilities, particularly in Canva design approaches and sophisticated Excel operations. Additionally, I may have identified areas for development and performed better if I had asked my supervisor for regular input and managed my time better at times of high demand.

How the Organisation Could Utilise Me Better: I might have been more useful to the organization if I had been involved in more duties, such as campaign planning, consumer behavior research, and website improvements. My capacity to fully contribute was limited by my lack of access to operational tools like the website backend. It would have also been easier to match my efforts with the objectives of the business if I had been given a mentor or participated in structured feedback sessions. Last but not least, including me in longer-term initiatives would have given me the opportunity to contribute more significantly and develop my knowledge of e-commerce operations.

3.3 Future Focus and Recommendations for Improvement

In light of my internship experience, I intend to concentrate on a few areas in my future role. To develop more effective marketing plans, I want to increase my proficiency in digital marketing, especially by improving my knowledge of data analytics and social media management tools. To build a well-rounded marketing skill set, I also want to learn more about e-commerce operations, such as inventory management and consumer behavior analytics, and expand my knowledge of SEO. I also intend to learn the fundamentals of data science in order to adjust to the always-changing market. This will help me to better assess trends and make data-driven judgments.

For Mac-Sourcing I recommend giving interns more access to operational tools for Mac Sourcing, including the content management system (CMS) or simple analytics dashboards, in order to enhance their practical experience. Frequent feedback sessions would assist interns in developing their abilities and learning how to match their work with the objectives of the organization. Additionally, allowing interns to take charge of small tasks would help them become more confident and enable them to make a significant contribution to the team's success. Last but not least, including interns in cross-departmental meetings may improve their overall educational experience and increase their comprehension of the business's operations.

Chapter Four: Personal Development Plan

4.1 Personal Development Plan

My current professional goal is to enroll in a reputable university overseas and obtain a Master's degree in digital marketing. My desire to learn more about the innovations, tactics, and trends in digital marketing that are reshaping the sector internationally is what motivated me to make this choice. I will get the chance to network with peers and industry professionals while studying abroad, which will provide me insight into a variety of marketing strategies. During my studies, I want to focus on topics like social media strategy, SEO, content marketing, and digital advertising. This will enable me to have a thorough grasp of how digital marketing can propel company expansion.

I plan on studying the fundamentals of data science, such as mathematics statistics, Excel, SQL, BI tools, and mathematics, in addition to my master's. Learning how to use these technologies will help me better utilize consumer data, improve marketing efforts, and make more strategic, well-informed decisions as data-driven marketing becomes more and more important. I think my mix of data science and digital marketing will provide me a competitive advantage in the ever-changing work market.

Long term, I want to improve my skills in evaluating complicated data and using it to inform digital marketing tactics; therefore, I'm thinking of getting a second Master's degree in data science. I want to work in data-driven marketing or digital analytics, assisting companies in using data to improve their marketing campaigns and business results. I have a background in digital marketing and a strong understanding of data science.

4.2 Technical and Interpersonal Skills Development

My goal is to increase my technical abilities in data analytics technologies like Google Analytics, Advance Excel, Power BI, and Python and SQL. With the use of these technologies, I will be able to better understand customer behavior, enhance my marketing tactics, and evaluate data to assess the effectiveness of campaigns. In order to maintain my competitive edge in the field of digital marketing, I also intend to improve my knowledge of SEO and content management systems (CMS).

In terms of interpersonal connections, I understand the value of effective communication and teamwork. Effective communication with customers, clients, and team members is essential in digital marketing. In order to tackle marketing difficulties with creative and data-driven solutions, I also want to improve my problem-solving abilities. Additionally, as I aim to assume greater responsibility in future jobs, developing my leadership and project management skills will be crucial.

I will be ready to take on demanding responsibilities in digital marketing if I continue to improve these technical and people skills, which will make me not just productive in my current position but also able to adjust to changes in the field in the future.

Part B

Executive Summary

The research explores methods for informing Bangladeshi customers about the fashion industry's effects on the environment, emphasizing the promotion of sustainable consumer behavior. Bangladesh's fashion sector contributes significantly to the country's economy, but buyers tend to ignore its negative environmental effects, which include waste, pollution, and resource depletion. Even though sustainable fashion is becoming more and more popular worldwide, Bangladeshi consumers are still mostly ignorant of the environmental effects of their consumption and disposal patterns. The study addresses the knowledge gap by exploring the level of consumer awareness and identifying the most effective ways to educate Bangladeshi consumers about sustainable fashion within the country's unique cultural, social, and economic context.

In order to explore consumer awareness, preferred learning styles, and obstacles to sustainable fashion choices, the study uses a descriptive research approach and gathers data using structured questionnaires. The survey had 35 urban respondents in total. The results show that a sizable percentage of respondents knew very little or nothing about how the fashion business affected the environment. With participants expressing interest in fact-based information, success stories from sustainable firms, and figures regarding environmental impacts, the survey finds that news articles, blogs, and social media are the most popular ways to learn about the topic.

The main issues noted include disadvantaged belief in sustainability promises, limited availability of eco-friendly items, and ignorance about sustainable solutions. According to the research, using digital platforms, holding workshops and seminars, and putting in place clear, reliable product labeling are the best ways to educate customers. It also emphasizes how crucial it is to make carbon emissions and textile waste the main environmental issues in awareness efforts. The study also highlights the necessity of using youth-centered educational initiatives to reach younger audiences, who show the least knowledge.

By offering insights into consumer preferences and the efficacy of different instructional tactics, the research makes an important contribution to the promotion of sustainable practices within Bangladesh's fashion sector. It provides actionable advice on how fashion businesses, lawmakers, and non-governmental organizations can raise consumer awareness, sway consumer behavior, and encourage a move toward more environmentally friendly fashion choices. In the end, this study lays the groundwork for further investigation and action to develop a more ecologically conscious fashion sector in Bangladesh.

Chapter One: Introduction

1.1 Research Title

“Sustainable Fashion-Ware: A Study on Consumers’ Awareness”

1.2 Background Of the Study

The fashion industry is an important part of Bangladesh's culture and economy and contributes significantly to the nation's economic development. However, there are significant environmental effects associated with these achievements, such as pollution, waste production, and resource abuse. The demand for ready-made clothes throughout the world contributes to the excessive use of resources, waste, and pollution in the clothing business, which results in activities including the use of dangerous chemicals, the discharge of untreated wastewater, and the buildup of textile waste. The nation's ecosystems suffer as a result of these operations, particularly the Buriganga River, which has been heavily polluted by dyes and industrial waste from clothing companies (Karim, 2020). Although Bangladeshi consumers are growing more aware of fashion trends, they are still mostly unaware of the environmental effects of garment production, consumption, and disposal. Due to inadequate consumer education on the negative consequences of fast fashion and unsustainable methods, this knowledge gap continues to exist.

Although sustainable fashion has gained international recognition, little attention has been paid to Bangladesh's particular environmental problems and consumer attitudes. Bangladeshi consumers' lack of understanding of the link between fashion and environmental sustainability hinders the development of sustainable buying practices. This knowledge gap continues because consumers are not sufficiently educated on the negative impacts of fast fashion and unsustainable methods, despite research showing that increasing consumer awareness is crucial to encouraging eco-friendly behavior. Although Bangladeshi customers are becoming more interested in fashion trends and are somewhat aware of eco-friendly clothing, many still do not give environmental factors top priority when making purchases (Karim, 2020; Su & Watchravesringkan, 2023). This emphasizes how urgently targeted educational initiatives that are appropriate for the Bangladeshi setting are needed. This emphasizes how urgently targeted teaching initiatives that are adapted to the Bangladeshi environment are needed to promote sustainable habits.

Bangladesh's particular cultural, social, and economic context requires focused educational activities to address the lack of knowledge about the environmental effects of fashion in the nation. These elements are frequently ignored by global efforts; thus, it's critical to concentrate on strategies that work locally. According to research, views toward sustainable clothing may be improved by highlighting cultural values like harmony with the environment and utilizing social factors within Bangladesh's collectivist society (Su & Watchravesringkan, 2023). By investigating methods to raise consumer awareness and encourage

sustainable decision-making in the Bangladeshi fashion business, this study seeks to bridge the knowledge gap.

To promote informed consumer choices, lessen environmental impact, and propel industry-wide change toward sustainability, this gap must be filled. The results of the research will be used as a basis for creating effective awareness campaigns, influencing laws, and directing the fashion sector toward more environmentally friendly practices. This study will help create a more sustainable fashion sector in Bangladesh by examining successful consumer education strategies.

1.3 Problem Statement

Despite being essential to the country's economy, Bangladesh's fashion sector has severely impacted the environment because of waste, pollution, and unsustainable methods. Bangladeshi customers are still mostly unaware of the environmental effects of clothing manufacture and disposal, despite the worldwide movement toward sustainable fashion. This problem is made worse by a lack of recycling programs and consumer education, which impedes industry transformation and sustainable behavior. In order to promote responsible choices and reduce the fashion industry's environmental impact, this gap must be closed.

1.4 Research Question

Which teaching strategies are most effective in educating Bangladeshis about the environmental implications of fashion?

1.5 Research Objective

To identify the most effective strategies for educating Bangladeshi consumers about the environmental impacts of the fashion industry and promoting sustainable consumer behavior.

1.6 Potential Contribution or Significance of the Study

This study aims to contribute significantly to raising awareness and promoting sustainable practices within Bangladesh's fashion industry. The potential contributions of this research are outlined below:

- **Increased Consumer Awareness:** This study can close the knowledge gap about how fashion affects the environment by identifying efficient methods for teaching customers. Customers will be able to use this to make sustainable, well-informed decisions about their disposal and buying practices.
- **Encouragement of Sustainable Consumption:** Knowledgeable customers are more likely to embrace eco-friendly habits and lessen their dependency on rapid fashion, which helps cut down on waste and pollution in the fashion industry.
- **Advice for the Fashion Industry:** By providing insights into customer attitudes and preferences, the findings can assist firms in coordinating their activities with sustainability objectives. This might entail providing sustainable product lines, reducing waste, and implementing greener production methods.
- **Policy Development:** By using the study as a guide, environmental organizations and lawmakers may create focused awareness campaigns and implement laws related to recycling, waste management, and sustainable fashion industry practices.
- **Support for Corporate Social Responsibility (CSR):** By utilizing the research findings, the fashion industry could strengthen their CSR initiatives, showcasing their dedication to sustainability and attracting eco-aware customers.
- **Global Impact on Sustainable Fashion:** This study adds to the global conversation on sustainable fashion by tackling the particular difficulties faced by Bangladesh. It offers other emerging nations a template for striking a balance between environmental sustainability and economic prosperity.
- **Future Research Foundation:** The study establishes the framework for more academic research into sustainable fashion methods and consumer behavior in developing nations.

Chapter twp: Methodology

2.1 Type of Research

In order to research methods for informing Bangladeshi customers about the environmental effects of fashion, this study used a descriptive research technique. For methodically investigating elements like customer awareness, teaching tactics, and sustainable behavior, descriptive research was perfect.

2.2 Research Design

As part of a thorough quantitative research method, a structured questionnaire was used to gather the data for this study. The questionnaire was carefully designed to address a number of subjects that were crucial to the research, such as consumer awareness of how fashion affects the environment, modern sustainable fashion practices, opinions on the ecological footprint of the fashion industry, and the efficacy of different teaching methods. By using this approach, the study aimed to collect quantifiable and accurate data that would enable statistical analysis and the discovery of important trends and patterns. This methodical methodology made sure that trustworthy data was gathered to support insightful findings on consumer behavior and the possible effects of focused training programs on advancing sustainable fashion practices in Bangladesh.

2.3 Methods for Sampling, Data Collection, and Data Analysis

Sampling Method: 35 participants were chosen using convenience sampling, which focused on urban Bangladeshi fashion-interested consumers. Due to time and resource constraints, convenience sampling was suitable for this study since it allowed for easy access to consenting individuals.

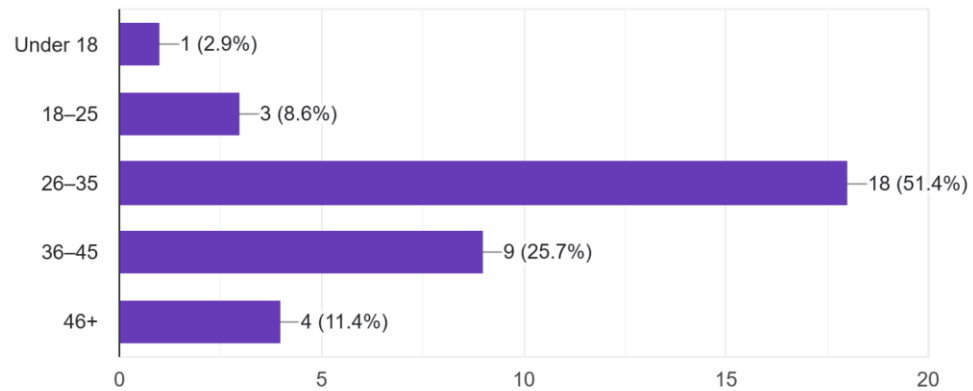
Data Collection: In order to ensure a wider audience and convenience of participation, a standardized survey questionnaire was used to gather data. It was disseminated both in person and online. Consumer knowledge, attitudes, and preferences about sustainable fashion were all included in the survey.

Data Analysis: The data was analyzed using descriptive statistical methods, including means and percentages. These techniques assisted in spotting patterns and trends, offering information on consumer awareness and the success of instructional tactics.

Chapter three : Findings & Discussion

1. Age Group

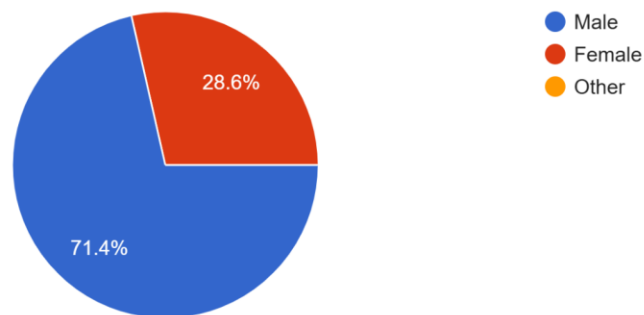
35 responses



In light of this bar chart, 51% of the 35 respondents were between the ages of 26 and 35, which was the greatest demographic. The 36–45 age group had the second-highest proportion, over 26%. In contrast, just 9% of people were between the ages of 18 and 25, while 11% of people were over 46.

2. Gender:

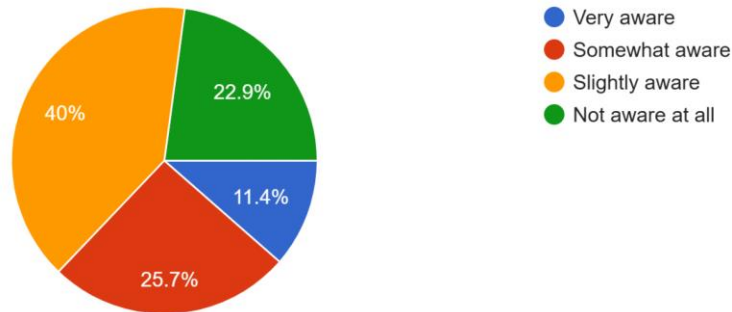
35 responses



Out of our 35 respondents, 71% were male, while the remaining 29% were female.

3. How aware are you of the environmental impact of the fashion industry?

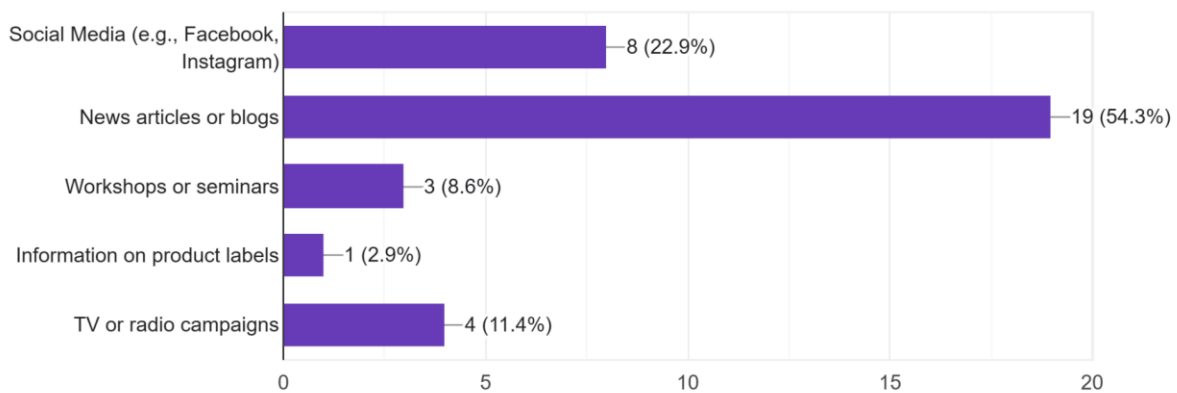
35 responses



Of the participants in the survey, about 26% were just somewhat aware of the fashion industry's effects on the environment, while 11% were very aware. 23% were completely unaware, while a greater percentage, 40%, were only slightly aware.

4. Where would you prefer to learn about the environmental impact of fashion?

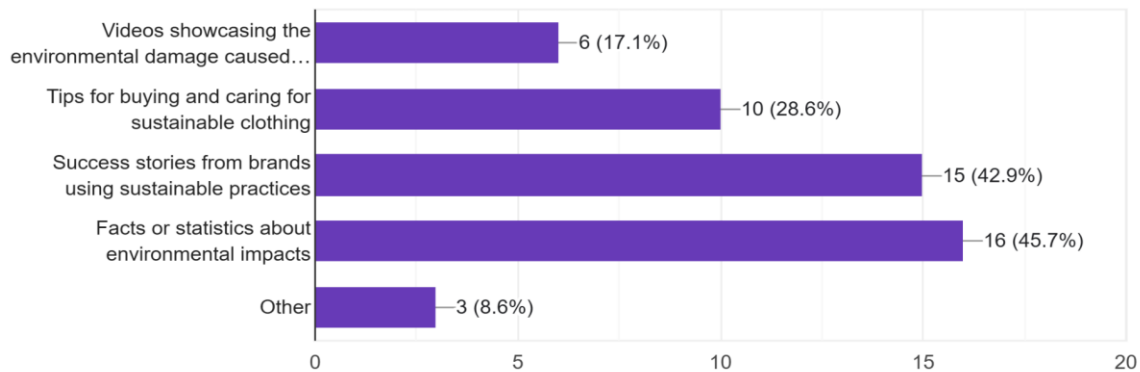
35 responses



When asked which source they preferred to use to learn about how fashion affects the environment, 54% of respondents said news articles or blogs, while 23% said social media. About 9% preferred workshops or seminars, while 11% chose radio or television campaigns. The least popular choice was information at the product level.

5. What type of content would make you more interested in sustainable fashion?

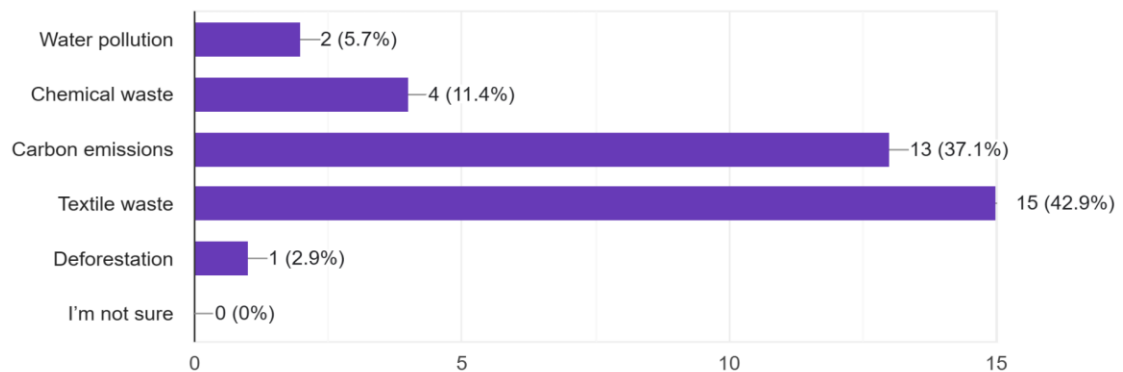
35 responses



17% of those surveyed preferred videos showcasing the environmental damage caused. In a similar vein, 29% of respondents wanted advice on how to choose and maintain eco-friendly apparel. 43% of respondents were drawn to success stories from companies that use sustainable methods, and 46% went to facts or statistics about environmental impact. Finally, 8.6% choose different kinds of content.

6. What do you think is the most pressing environmental issue caused by the fashion industry?

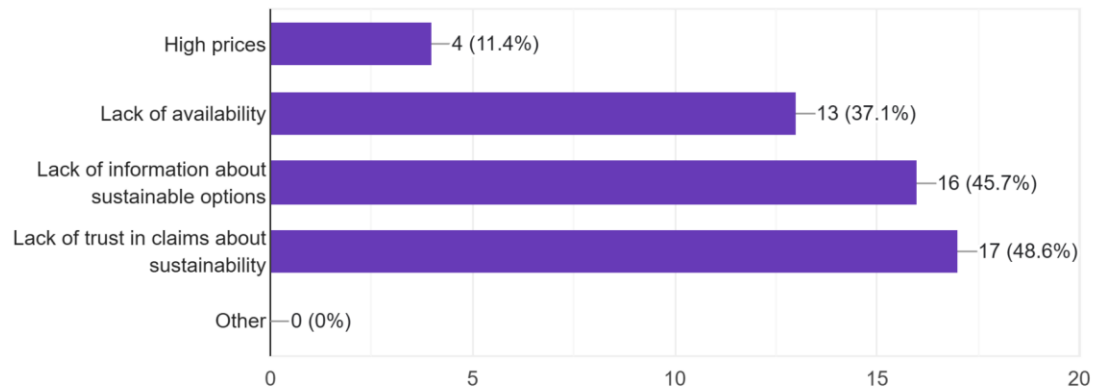
35 responses



Regarding the most pressing environmental problem brought on by the fashion sector, 43% of respondents said textile waste was the main issue, followed by carbon emissions (37%). Eleven percent of respondents highlighted chemical waste, but just six percent chose pollution of water.

7. What do you believe is the biggest barrier to purchasing sustainable clothing?

35 responses



46% of respondents mentioned a lack of information about sustainable options as the biggest barrier to purchasing sustainable clothing. Lack of availability claims (37%), and lack of trust in claims about sustainability were identified by 48% of respondents each. High prices were considered a barrier by 11%.

8. Which of the following educational strategies do you think would work best to raise awareness about sustainable fashion?

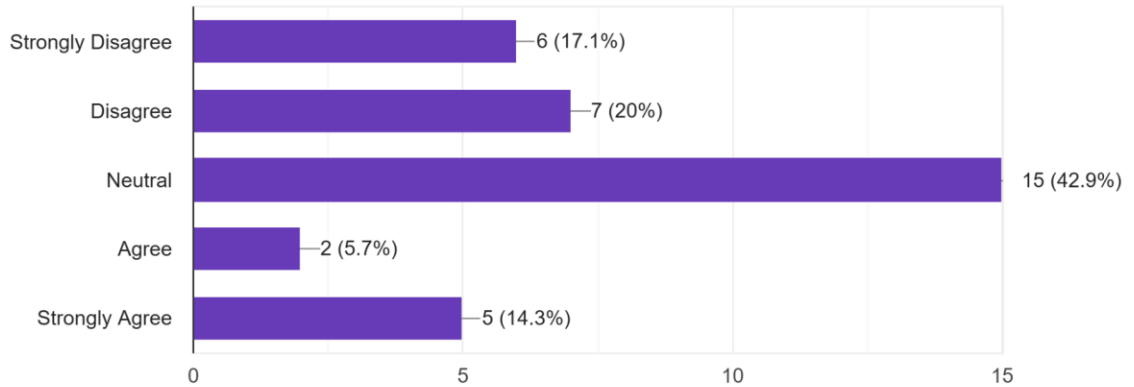
35 responses



17% of respondents favored influencer-led social media campaigns, while 20% supported awareness drives in schools and universities. 37% preferred free workshops or seminars for consumers, and 14% chose labels on products explaining their environmental impact. Lastly, 11% believed that partnerships between brands and NGOs for public campaigns would be effective.

9. Educational campaigns can make me more conscious about the environmental impact of my fashion choices.

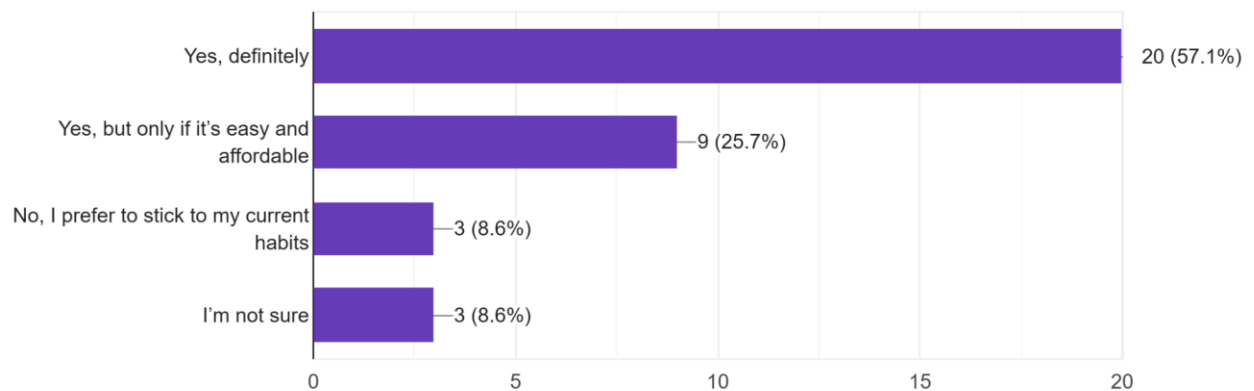
35 responses



20% of respondents disagreed with the idea that educational initiatives can increase their awareness of the environmental effect of their fashion choices, and 17% strongly disagreed. 14% strongly agreed, compared to 43% who were neutral. The statement was supported by the fewest respondents.

10. Would you be willing to change your fashion-buying habits if you were more informed about its environmental impact?

35 responses



26% of respondents indicated they would only alter their fashion-buying habits if it were easy and affordable, but 57% of respondents said they would definitely be prepared to do so if they were better informed about the environmental effect of fashion. Nine percent said they would rather continue with their existing routine, and nine percent said they weren't sure.

Key Findings from Research

- **Lower Awareness and Engagement Are Found in Younger Age Groups:** Younger respondents, especially those under 25, showed the lowest levels of understanding and involvement with sustainable fashion methods, according to the poll. In the 18–25 age range, just 9% of respondents demonstrated a high level of knowledge regarding the effects of fashion on the environment. Through youth-friendly educational initiatives including influencer-led social media content, campus drives, and interactive digital tools, this research points to a chance to reach younger audiences. Since the fashion business will be shaped by their decisions, it is imperative that this generation be educated.
- The study found that respondents were significantly ignorant about the negative effects the fashion industry has on the environment. 23% of participants knew nothing about the problem, and 40% knew very little. This reveals a significant knowledge gap on the damage that unsustainable fashion practices cause to the environment. These results highlight how urgent it is to create successful educational initiatives to close this knowledge gap and raise consumer awareness in Bangladesh, where this kind of information is frequently missing.
- **Preference for Learning News Articles and Blogs:** The majority of respondents (54%) said they would rather read news stories or blogs on how fashion affects the environment, while 23% said they would rather use social media. This shows the potential for using digital channels to improve awareness and education and implies that reaching and educating customers through informative information on online platforms is a beneficial strategy.
- **The Most Engaging Content Is Fact-Based and Success Story-Based:** People are interested in factual information and real-world examples from businesses implementing sustainable practices, as evidenced by the fact that respondents were most interested in facts and numbers (46%) and success stories from sustainable brands (43%). According to this research, consumers can be successfully attracted by educational materials that emphasize the negative effects of fashion on the environment and are supported by reliable data and case studies.
- The two main environmental concerns are textile waste and carbon emissions. The two most urgent environmental problems brought on by the fashion sector were found to be textile waste (43%), and carbon emissions (37%). These results highlight how crucial it is to concentrate instructional initiatives on these particular problems, as these are the ones that customers are most interested in and where the industry needs to improve.

- The biggest obstacle to making sustainable purchases is a lack of knowledge. Lack of knowledge about sustainable choices was the largest obstacle to buying sustainable apparel (46%), followed by availability issues (37%). This highlights the necessity of educational programs that give customers easily understandable information about sustainable fashion options so they may make wise decisions and close the knowledge gap.
- Workshops and Seminars Are Effective Teaching Resources: According to 37% of respondents, the best way to spread knowledge about sustainable fashion was through free workshops or seminars. This suggests that interactive, in-person learning opportunities are a very successful approach to teaching Bangladeshi customers about the environmental effects of fashion, providing a more direct and intimate means of interaction with the subject.
- With the right information, consumers are willing to alter their buying habits. Significantly, 57% of respondents said that if they knew more about the environmental effect of fashion, they would absolutely change the way they bought it. This result demonstrates the great potential of educational initiatives to affect customer behavior, which supports the study's goal. Furthermore, 26% of respondents said they would be open to altering their behavior if sustainable solutions were simple and reasonably priced, highlighting the significance of accessibility and cost in addition to education.
- Availability and Trust as Additional Barriers: The availability of sustainable apparel (37%) and faith in sustainability promises (37%) were both mentioned as significant obstacles, in addition to a lack of knowledge. This emphasizes how important it is for merchants and companies to communicate openly and guarantee that sustainable solutions are always available. Resolving doubt and promoting the adoption of sustainable products may be accomplished by establishing customer confidence through third-party certifications, believable narratives, and open methods.

Chapter Four: Recommendations

The results of this study make it clear that encouraging sustainable behavior requires informing and educating people on the effects that their fashion choices have on the environment. The following suggestions provide practical strategies that complement the goal of raising consumer awareness in Bangladesh:

1. **Make use of digital platforms for learning:** Digital channels should be given priority when it comes to information transmission since the majority of respondents (54%) prefer blogs and news articles, while 23% prefer social media. Companies and brands should spend money on interesting, eye-catching content, such as blogs, infographics, and short films, to inform customers about how fashion affects the environment. These initiatives' attractiveness and reach may be increased by partnerships with influencers and content producers, particularly with younger audiences.
2. **Create labeling systems that are trustworthy and transparent.** It's critical to address the 37% of respondents who stated that they don't believe sustainability claims. Consumer confidence may be increased by implementing uniform, clear labels that describe a product's environmental effect and are backed by third-party certifications. Consumers should be given access to these labels through educational efforts so they may make educated decisions.
3. **Organize engaging seminars and workshops:** These ought to be held at community centers, colleges, and schools, as 37% of respondents said they would prefer free workshops or seminars. Participants in these engaging workshops may learn about the environmental problems caused by rapid fashion as well as doable actions they can take to embrace sustainable methods. Demonstrations on how to take care of eco-friendly clothes and repurpose used clothing can also be included in workshops.
4. **Emphasize carbon emissions and textile waste in campaigns:** Since carbon emissions (37%) and textile waste (43%) were found to be the most urgent problems, they ought to be at the center of educational initiatives. The message may be made more accessible and powerful by including facts or figures, real-world examples, and success stories from companies addressing these problems.
5. **Target younger age groups with youth-centered programs:** Younger populations had the lowest levels of awareness, especially those under 25. This age group may be successfully engaged by collaborating with educational institutions to plan awareness campaigns, contests, and interactive events. Long-term awareness may also be ensured by integrating sustainable fashion concepts into school curricula.

6. **Make accessible and affordable sustainable fashion a reality:** Initiatives should concentrate on increasing access to sustainable fashion in order to overcome the 46% of respondents who cited a lack of awareness and the 37% who mentioned availability as obstacles. This entails encouraging regional sustainable businesses, helping craftspeople, and offering customers easily navigable directories or platforms where they may locate environmentally responsible options.
7. **Promote Facts and Success Stories:** Real-world examples are beneficial, as seen by respondents' preference for facts (46%) and success stories (43%). Showcasing national and international companies that have effectively implemented sustainable practices may motivate customers and show that change is possible. Campaigns may become more engaging and convincing by incorporating such stories with powerful data.

Chapter Five: Conclusion

This study concludes by highlighting the urgent need for focused consumer education in Bangladesh to increase knowledge of the negative environmental effects of the garment sector. Even while sustainable fashion is becoming more and more popular worldwide, Bangladeshi customers are still mostly ignorant about the environmental effects of the clothing they buy, especially when it comes to carbon emissions and textile waste. The study emphasizes how crucial it is to use workshops, digital platforms, and clear labeling methods in order to successfully engage customers, particularly younger ones. The study opens the door for significant changes toward environmentally friendly practices in Bangladesh's garment industry by emphasizing easily available, reasonably priced sustainable solutions and encouraging confidence in sustainability promises. This study provides an example for other developing countries in addition to adding to the local discussion on sustainable fashion.

References

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2. Su, J., & Watchravesringkan, K. (2023). Sustainable Apparel: A Perspective from Bangladesh's Young Consumers. *Journal of Global Fashion Marketing*, 14(1), 1-18. Retrieved from https://libres.uncg.edu/ir/uncg/f/J_Su_Sustainable_2023.pdf
3. Sabet, N. M., & Anika, A. (2023). Bangladesh's fashion pollution: A wake-up call. *Asia News Network*. Retrieved from <https://asianews.network/bangladeshs-fashion-pollution-a-wake-up-call>

Appendix

Acceptance Letter

**MAC SOURCING**
f a s h i o n f l o w

REF: MAC/HR/INTERN/S&M-011/24

Date: 18 September 2024
Dhaka.

Mr. Nazrul Islam
92/Kha, Moneshwar Road, Zilgatala,
Dhanmondi, Dhaka-1209.

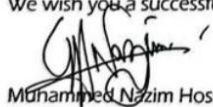
Appointment for "INTERNSHIP".

Reference your application dated: 02 September 2024 and subsequent interview, the management is pleased to inform you that in the post of "INTERNSHIP" for 03 (three) month at our company, sales & marketing department. With effect from 01 October 2024 and will continue until 31 December 2024 under the following terms and conditions:

1. **POSITION AND DURATION :**
 - The duration of the internship program will be fixed for 03 (three) month which mention above;
2. **RESPONSIBILITIES :** your responsibilities may include but are not limited to:
 - Assisting in tasks or projects;
 - Assisting the marketing team with market research, brand develop, team work, sales increase and digital marketing tasks;
 - Conducting research of market trends, supports to develop marketing strategies for local / international markets and analysis or data collection;
 - Collaborating with team members on initiatives;
 - Participating in team meeting for social media management and marketing campaigns, workshops or training sessions;
3. **REPORTING STRUCTURE :** During the internship, you will report directly to CHRO, who will guide and supervise your work. It is important to follow their guidance's and seek clarification when needed.
4. **COMPENSATION :** Please note that this internship is an unpaid position. However, we will provide you with necessary support, guidance, and a structured learning environment to enhance your skills and knowledge.
5. **CONFIDENTIALITY:** As an intern, you will handle confidential information. It is vital that you maintain strictly confidentiality during and after your internship.

You are, therefore, advised to report to our HR department along with this letter within 30 September 2024 (Working hour at 10:00AM to 06:00PM).

We wish you a successfully INTERNSHIP.


Muhammed Nazim Hossain
CHRO

The Intern

Copy to:

1. Sales & Marketing Department.
2. HR & Admin.
3. Files.



INTERNSHIP PROPOSAL FORM

Name:	Nazrul Islam
ID:	211011044
Department:	BBA
Supervisor's Name (Faculty):	Arzoo Ismail
Organization Name:	Mac Sourcing
Internship Title:	Sustainable Fashion-Ware: A Study on Consumers' Awareness

Student's signature & date

Supervisor's signature & date

Survey Questionnaire**1. Age Group**

Under 18

18–25

26–35

36–45

46+

2. Gender:

Male

Female

Other

3. How aware are you of the environmental impact of the fashion industry?

Very aware

Somewhat aware

Slightly aware

Not aware at all

4. Where would you prefer to learn about the environmental impact of fashion?

Social Media (e.g., Facebook, Instagram)

News articles or blogs

Workshops or seminars

Information on product labels

TV or radio campaigns

5. What type of content would make you more interested in sustainable fashion?

Videos showcasing the environmental damage caused by fast fashion

Tips for buying and caring for sustainable clothing

Success stories from brands using sustainable practices

Facts or statistics about environmental impacts

Other

6. What do you think is the most pressing environmental issue caused by the fashion industry?

Water pollution

Chemical waste

Carbon emissions

Textile waste

Deforestation

I'm not sure

7. What do you believe is the biggest barrier to purchasing sustainable clothing?

High prices

Lack of availability

Lack of information about sustainable options

Lack of trust in claims about sustainability

Other

8. Which of the following educational strategies do you think would work best to raise awareness about sustainable fashion?

Influencer-led social media campaigns

Awareness drives in schools and universities

Free workshops or seminars for consumers

Labels on products explaining their environmental impact

Partnerships between brands and NGOs for public campaigns

9. Educational campaigns can make me more conscious about the environmental impact of my fashion choices.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

10. Would you be willing to change your fashion-buying habits if you were more informed about its environmental impact?

Yes, definitely

Yes, but only if it's easy and affordable

No, I prefer to stick to my current habits

I'm not sure