

Reaping Positive Transformation Through Sustainability Initiatives: A Study on Bangladesh Ready-Made Garments Industry

Md. Sahriar Jahan^{1*} & Md. Mizanur Rahman²

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ABSTRACT

Purpose: This study explores how sustainability initiatives have contributed to positive transformation in Bangladesh's ready-made garment (RMG) sector.

Methodology: A quantitative research design was adopted, focusing on four key dimensions: environmental, social, economic, and company-level sustainability. Data were collected from 150 respondents through questionnaires and in-depth interviews.

Findings: The findings reveal a strong positive relationship between sustainability measures and the RMG industry's development. Regression analysis shows that environmental, economic, social, and company-level sustainability explain 52.8%, 72.9%, 72.1%, and 78.7% of the variance in RMG sector performance, respectively. This finding highlights significant benefits such as reduced environmental impact, improved labor conditions, and financial gains. A Prescriptive analysis offers practical insights guiding the sector towards integrated sustainability, which enhances long-term resilience amid global challenges and evolving consumer expectations.

Originality/Value: This research highlights the dynamics of sustainability in Bangladesh's RMG industry and provides valuable empirical insights.

Practical Implications: The study holds both social and practical significance. It contributes empirical evidence to the existing academic literature on sustainability and industrial development, particularly within emerging economies. It also provides actionable insights for industry stakeholders and policymakers, encouraging greater adoption of sustainable practices to secure competitive advantages.

Limitations: This study is subject to limitations, including a relatively small sample size and reliance on self-reported data, which may introduce bias and limit generalizability. Additionally, it doesn't fully explore external influences such as international regulations or the enforcement of domestic policies.

1. Introduction

Over the last three decades, Bangladesh has been making important contributions to the worldwide market (Berg, 2011). After 1971, Bangladesh's economy depended heavily on jute, but difficulties caused this once-thriving industry to fail (Berg, 2011). The ready-made garments sector leads the economy after

* Corresponding Author

1. Business Administration Discipline, Khulna University, Khulna. Email: shahriar.shovon5587@gmail.com, ORCID Id: <https://orcid.org/0009-0007-6220-9511>

2. Business Administration Discipline, Khulna University, Khulna, Email: mizanurku@gmail.com

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the drop in foreign earnings in the jute market (Hasan M. M., 2017). Bangladesh's apparel sector is driven by globalization through a sustainable business environment (Asaduzzaman, 2022). In 1978, Reaz Garments developed the sector's foreign earning: US\$69 thousand (Bhattacharay, 2002). Two decades later, in 2002, foreign revenues reached US\$4.5 million; the government of the 1980s permitted the duty-free import of clothes machines (Barai, 2020). Introducing a program of incentives to counter the export-driven positive initiatives could promote widespread implementation (Barai, 2020). Bangladesh held the second rank in terms of the overall amount of ready-made clothing exported to international markets (Muhammad, 2011). At 84.5% of its entire revenue, the RMG business holds the top spot as a source of export revenues (Barai, 2020). This massive industry employs almost four million people, 60% of them are women (Asaduzzaman, 2022). Low-paid labor, raw commodities, trade groups, agents, and buying houses were the main sources of wealth in this industry (Farhana, 2015). Receiving remittances, this industry is also producing a large number of jobs, the most of which go to poor and illiterate women (Adnan, 2015). The ready-made clothing business is expanding rapidly, sustainability is ultimately impacted by the exploitation of natural resources in this process of development (Salam M. S., 2019).

1.1 Sustainable Initiatives in Ready-Made Garments

Bangladesh's labor-intensive sector suffers corruption and administrative challenges that impede its full potential, notwithstanding the country's cost advantage (Carlson, 2018). It's time to face these obstacles and make the decision to ensure Bangladesh's garment sector grows quickly (Mohibullah, 2018). Due to unfortunate events that have occurred, Bangladesh's ready-made garments industry has ups and downs over the past ten years (Barua, 2017). Since customers from the EU region are becoming conscious of sustainability initiatives, it has become a problematic issue for Bangladesh's ready-made garments industry (Islam, 2019).

1.2 Impact of Sustainable Initiatives in Ready-Made Garments

This study investigates the various factors that contribute to sudden instability and their impact on the sector's sustainable development, with a focus on key indicators such as environmental, social, economic factors, market access, brand reputation, supply chain transparency, community development, and policy and regulatory considerations (Geniaux, 2009). Collaboration is essential for the success of the industry, coordinated action is needed for stabilization.

1.3 Objective of the Study

The study is conducted considering the objective of:

- Analyze sustainability impact on Bangladesh's RMG industry through economic, environmental, social dimensions.

2. Literature Review & Conceptual Framework

2.1 Overview of Export Growth of RMG sector in Bangladesh.

Bangladesh is a small country and an emerging economy based on the ready-made garments industry in Southeast Asia (Adnan, 2015). The governments prompt policy assistance and cost-effective labor force which is main reason of phenomenal performance, which has experienced an average annual growth rate of 20% (Berg, 2011). Between 1996 and 2005, foreign revenues from the textile and apparel business climbed to 3.7 million USD, and at that time, the most developed sector was predicted to have prosperous prospects (Haider, 2007). 75% of RMG items fall into the shirt, T-shirt, sweater, and jeans categories. According to (Haider, 2007), 80% of garment exports travel to the USA and the EU, with the EU receiving 59% of all exports (BGMEA, n.d.). This accomplishment was beneficial since, during the 2016 to 2023 Fiscal Years, the EU extended its assistance in quota/duty-free imports from Bangladesh (Akhter, 2023), and the RMG export market's export rose significantly (figure 1.).

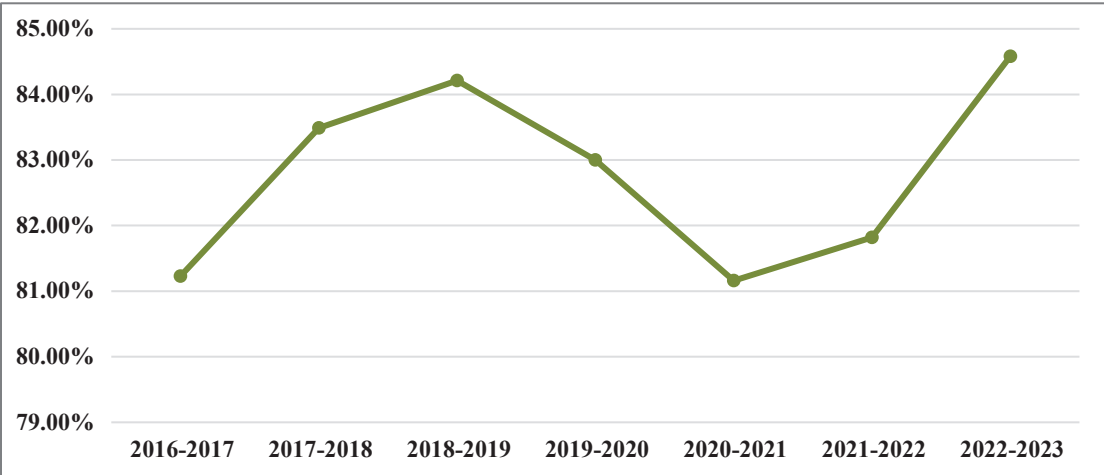


Figure 1. Bangladesh Ready-made Garments

Source: Annual Report of EPB, 2023.

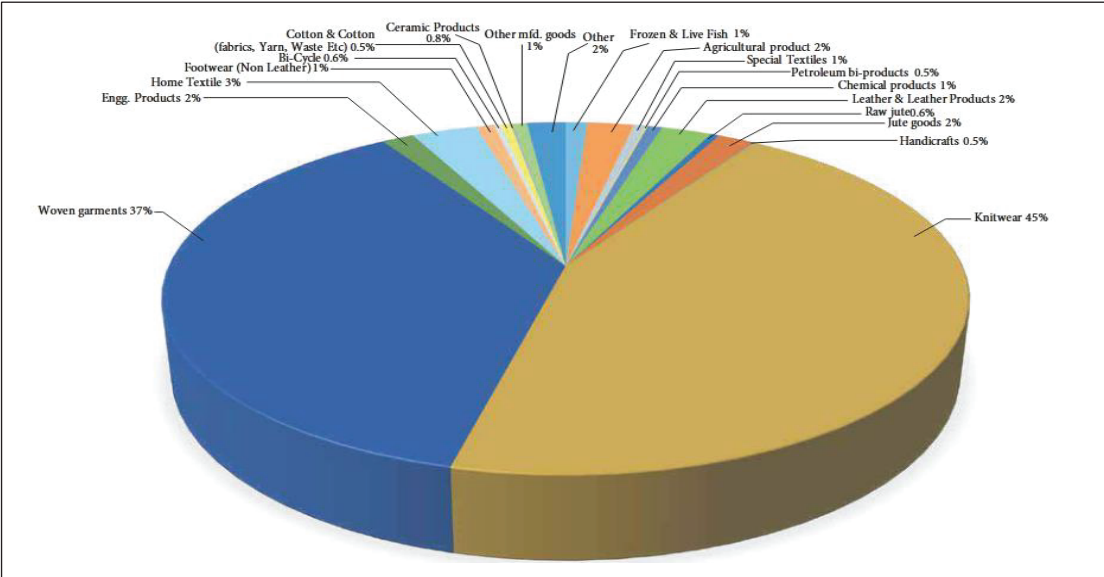


Figure 2. Bangladesh Export by Major Product

Source: Annual Report of EPB, 2023.

As per the The Bangladesh Export Promotion Bureau's (EPB, n.d.) most recent information woven and knitwear growth rate increased 7.18% and 10.40% respectively and stood the country's first foreign earnings sector with 83.49 million USD in 2022-2023 (Figure 2).

2.2 Sustainability Initiatives

Rapid growth in the garment industry affects sustainability through resource exploitation (Salam M. S., 2019). Maintaining global growth became challenging after the 2005 multi-fiber agreement termination in Bangladesh (Akhter, 2023). Sustainability is the practice of continuing present progress in order to reap long-term advantages (Ahmed N. , 2009). Development is challenging, and ensuring sustainable development is even more challenging (Mohibullah, 2018). Maximize advantages to ensure sustainable growth successfully (Islam M, 2021).

2.2.1 Environmental Sustainability Initiatives

Environmental sustainability initiatives aim to preserve resources for future generations (Akhter, 2023). Environmental initiatives desire to balance human activity, protecting and supporting the natural world's durability (Salam M. , 2018). Initiatives for environmental sustainability are concentrated on protecting natural resources, biodiversity, and ecosystems (Assembly, 2015). Initiatives support the use of renewable energy sources and the effective use of energy (Islam M, 2021). To reduce impact, valued waste reduction, recycling, and sustainable transportation initiatives were implemented (Ahmed N. , 2009). Resource consumption and pollution are decreased by using sustainable manufacturing and production techniques (Haider, 2007). These programs aim to educate people about environmental concerns and increase awareness of them (Islam M. R., 2016).

2.2.2 Economical Sustainability Initiatives

The goal of these programs is to build a robust and sustainable economy that will benefit both the present and the next generation (Haider, 2007). Initiatives seek to advance fair access to economic opportunities and lessen income inequality (Akhter, 2023). Ethical behavior and long-term profitability are given priority in sustainable enterprises and sectors (Kumar, 2015). In order to increase productivity, efforts are undertaken to promote innovation and technological improvement (Adnan, 2015). Fair trade and ethical supply chain management are given priority in sustainable trade and commerce practices (Akerujjaman, 2013).

2.2.3 Social Sustainability Initiatives

Initiatives pertaining to social sustainability comprise tactics and activities meant to promote just, welcoming, and prosperous societies that put people's welfare first (Mia, 2019). These programs tackle a range of social issues and problems in an effort to improve everyone's quality of life (Ahmed N. , 2009). Initiatives pertaining to social sustainability foster community resilience and social cohesiveness (Haque S. A.-N., 2023). They work to eradicate all types of injustice and prejudice, including those based on socioeconomic class, race, and gender (Barua, 2017). To guarantee equitable possibilities, access to affordable housing, healthcare, and education is crucial (Geniaux, 2009). Social sustainability initiatives are strategies and actions aimed at fostering equitable, hospitable, and affluent communities that prioritize the well-being of its citizens (Ahmed F. G., 2014). Promoting cultural diversity, historical preservation, and arts and culture programs are necessary for social sustainability (Siddiky, 2021).

2.2.4 Company-Level Sustainability Initiatives

Sustainability programs at the company level combine socially and ecologically conscious practices into business plans and operations (Sarkar, 2020). Corporate social responsibility programs emphasize inclusiveness, diversity, and fair labor standards among employees (Islam M. H., 2020). Supply chain management and ethical sourcing are essential to maintaining ethical and sustainable corporate operations (Haque M. A., 2015). To satisfy customer requests, sustainable product design and ethical marketing techniques are standard components (Khondokar, 2022). To innovate and provide sustainable goods and services, businesses may spend money on research and development (Carlson, 2018). Effective cooperation among stakeholders, such as clients, staff, vendors, and financiers, is vital for the accomplishment of corporate sustainability programs (Adnan, 2015).

2.3 Impact of Sustainability Initiatives

Initiatives related to sustainability have an important role in raising productivity (Mohibullah, 2018). Taking this step has resulted in positive outcomes for people all across the world (Islam M, 2021). The RMG industry is the most competitive and effective sector for utilizing to do a sustainable assignment (Adnan, 2015). The industry understands the significance of these activities for both its own existence and its ability to compete in the global market (Akhter, 2023).

2.3.1 Environmental Impact

The RMG industry's initiatives to promote sustainability have had a significant positive environmental impact (Adnan, 2015). They include a decrease in the production of trash, the usage of hazardous chemicals, and the use of resources (Haider, 2007). Greenhouse gas emissions have decreased as a result of the adoption of sustainable methods, making the industry greener and more ecologically conscious (Selim, 2018). The industry has improved its overall environmental performance via the use of renewable energy sources and sustainable procurement of resources (Haider, 2007).

2.3.2 Social Impact

Sustainability measures have had a good effect on worker safety and well-being (Barua, 2017). Better working conditions and respect for workers' rights have been noted, which is important in a labor-intensive sector such as RMG (Haque M. A., 2015). The local communities that surround RMG companies enjoy better interactions because to sustainable practices (Islam M. H., 2020). Community development initiatives, for illustration, have improved the standard of living for locals (Bristi, 2020). Community development projects are a part of several sustainability efforts, and they may benefit the communities that surround RMG plants (Saha, 2021). These initiatives might focus on building infrastructure, providing healthcare, and education (Carlson, 2018). This might involve running initiatives that promote women's rights and wellbeing, offering childcare facilities, and giving women job chances in the RMG sector (Islam M. H., 2020).

2.3.3 Economic Impact

Increased marketability and competitiveness of Bangladeshi RMG goods in the international market could come from sustainability initiatives (Swazan, 2022). Growing numbers of customers and companies are looking for apparel that is made ethically and sustainably, which offers chances for companies who put sustainability first (Rahman M. H., 2017). They support long-term industry growth, job creation, profitability, market expansion, and cost reductions (Tareque, 2020). The economic advantages of sustainability contribute significantly to the nation's overall economic growth by improving the financial performance of specific RMG businesses (Muhammad, 2011).

2.3.4 Company- Level Impact

Businesses that prioritize sustainability may establish a favorable brand reputation, resulting in heightened consumer allegiance and confidence (Talapatra, 2018). This in turn, may help ensure the long-term prosperity of the company (Yasmin, 2020). The sector's dedication to sustainability coincides with global environmental and social norms, improving its standing throughout the world (Meyer, 2021). The RMG business has grown and diversified due to foreign investments driven by sustainability measures, boosting industry competitiveness and economic development (Islam M, 2021). Innovation in supply chain management, manufacturing techniques, and materials is frequently sparked by sustainability initiatives (Chowdhury, 2019). Consumers who care about the environment have become more interested in RMG firms that are devoted to sustainability, creating a burgeoning market sector (Meyer, 2021).

2.4 Conceptual Framework

The literature review highlights how unstable the sustainable growth of Bangladesh's ready-made garments sector is. The theoretical portion forms the conceptual framework shown in Figure 3 illustrates the factors influencing the sustainable growth of Bangladesh's ready-made garments sector. This framework posits several sustainability initiatives that scholars have separately investigated as independent variables impacting the overall sustainability of the RMG sectors. They are Environment sustainability initiatives (Alam, 2017), Economical sustainability initiatives (Islam M, 2021), Technology (Farhana, 2015) Social sustainability initiatives (Rahman M. S., 2015) Company-Level

sustainability initiatives (Rahman M. S., 2015). The study's framework illustrates the factors impacting Bangladesh's ready-made garment industry.

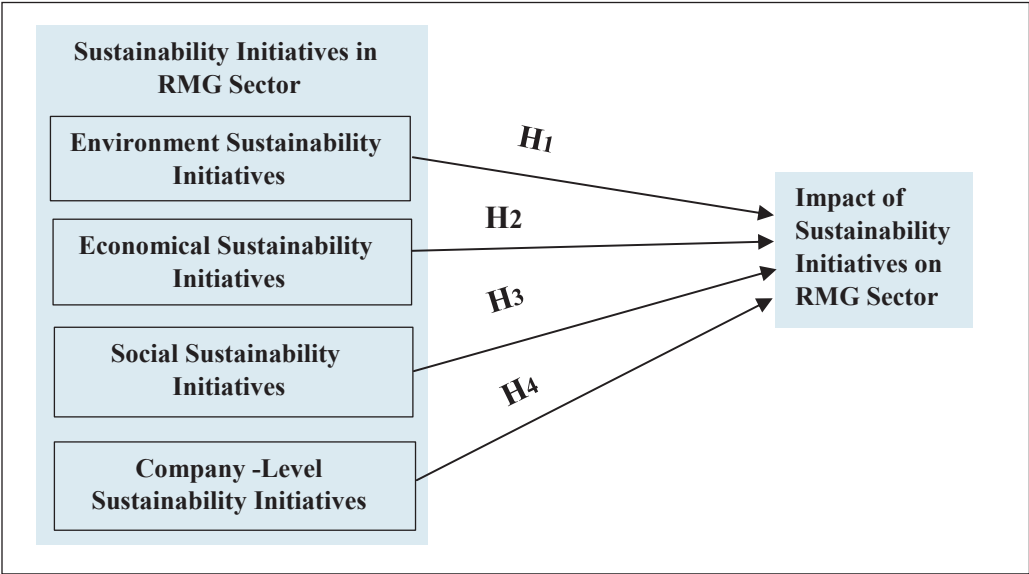


Figure 3. Model of the conceptual framework “sustainability initiatives”
Source: Developed by the authors.

2.5 Hypothesis to be tested

The independent variables "environment sustainability initiatives", “economic sustainability initiatives”, “social sustainability initiatives”, and “company-level sustainability initiatives”, which are the subject of this study, have a substantial impact on the dependent variable "Impact of Sustainability Initiatives on Productivity and Competitiveness in the RMG Sector”. According to the conceptual framework the following hypothesis has been developed.

- H₁** : Environment Sustainability initiatives has significant impact on RMG sector.
- H₂** : Economic Sustainability initiatives significantly affects the success of RMG sector.
- H₃** : Social Sustainability initiatives has significant impact on RMG sector.
- H₄** : Company-level Sustainability initiatives significantly affects the success of RMG sector.

3. Methodology

3.1 Research Methodology

The research takes an analytical stance, focusing on methods for gathering and evaluating data. The study utilizes quantitative research methods. Analysis of data is seen to be beneficial for research and theoretical frameworks.

3.2 Population and Sample

This study centers on the ready-made garment sector in Bangladesh, utilizing a sample of fifteen enterprises that were active in the economy during the fiscal year 2023. People working in the ready-made business make up the population; these workers are primarily between the ages of 18 and 35.

The purpose of the project is to collect data from different clothing industry stakeholders to aid Bangladesh's economic growth. From recent empirical studies in the Bangladesh RMG sector, it is known that similar sustainability frameworks (Ahmed, 2022) have adopted comparable sample sizes ranging between 120 and 200. Utilizing analytical approaches, the study selects 150 respondents at random from among professionals, business owners, and industry workers, following the standard rules of thumb requiring 10 to 15 observations as a predictor variable (Green, 1991). The correspondent list is given below:

Table 1. *The 15 RMG Company in Bangladesh*

No.	Company name
1	Youngone Group
2	HA-Meem Group
3	Modol Group
4	Dulal Brother's Group (DBL)
5	Pacific Jeans
6	Standard Group
7	Palmal Group
8	Beximco Apparels Limited
9	AKH Group
10	Asian & DAF
11	Mohammadi Group
12	Akij Textile Mills Ltd
13	Annata Group
14	Pakiza Group
15	Fakir Group

Source: textilebd.com, bdnews24.com on September 12, 2023.

3.3 Sampling Method

For this study, convenience sampling a non-probability technique was used. Data collection relies on participant availability and information. Using the most accessible sources for main and secondary data, the approach puts accessibility above random selection.

3.4 Data Collection Tools

The major data collecting technique was a questionnaire with five response possibilities on a Likert scale, based on stated hypotheses. In order to ensure thorough coverage of study components, responses were acquired using a variety of ways, including phone calls, in-person meetings, and other means.

3.5 Data Collection

The study collected primary data from business websites and garment companies through meetings. There were 150 respondents from Chittagong and Dhaka who answered the questionnaire, which addressed demographics, sustainability, and the consequences of the RMG business. Utilizing statistical methods for Likert scale replies and pie charts for demographics, the study included secondary data from reputable sources such as bank websites, BJGEA, BKMEA, BGMEA, BBS, EPB, and MOC.

3.6 Validity and reliability

Validity in research ensures that the study questions are in line with the intended results, the technique is suitable, and the sampling and data processing are done correctly (Leung, 2015). The study chose credible literature and used trustworthy techniques for collecting and analyzing data by using Google

Scholar. Used 1/3 of the total sample (50 respondents) for pilot testing by SPSS software, which indicates to remove the questionnaires biasness, validates reliability and ensures data consistency, stability, and repeatability. The high Cronbach alpha value of .958 exceeded the minimal criteria of .70 to .80.

3.7 Research Ethics

According to (Selltiz, 1976), research ethics need serious thought in every study undertaking. Respect for participants, compliance with rules, and open reporting are crucial. Prioritizing participant rights and well-being is crucial for researchers who uphold fairness, honesty, and responsible reporting. In order to uphold ethical standards in this study, participant privacy was protected, dishonesty was avoided, and confidentiality was guaranteed.

3.8 Data Analysis Techniques

Data analysis is the process of applying numerous strategies to convert unstructured data into relevant insights. Regression analysis is a common approach used to model relationships; inferential statistics are used to make conclusions; and descriptive statistics are used to summarize data. Charts, which shows pattern and trends, are example of visualization tools that help in effective decision making. Statistical analysis of questionnaire data was undertaken utilizing software, notably SPSS for variable formation and computations. For activities, including regression, correlation, reliability testing, and descriptive statistics, both SPSS and SmartPLS 4 were used to ensure correctness and model creation.

4. Analysis and Interpretation

Here in the chart among 150 respondents from which company that's give a short view of this data. In details are given below:

Table 2. *Correspondent's Company List with Correspondents' Number*

Company name	Respondents number	Company name	Respondents number
Youngone Group	12	AKH Group	13
HA-Meem Group	15	Assisan & DAF	15
Mondol Group	12	Mohammadi Group	4
Dulal Brothers Group	10	Akij Textile Mills LTD	5
Pacific Jeans	12	Ananta Group	3
Standard Group	14	Pakiza Group	6
Palmal Group	15	Fakir Group	4
Beximco Apparels LTD	10	Total	150

Source: By the author field survey from October 20, 2023 to October 29, 2023.

4.1 Designation

Table 3. *Correspondents' Designation*

Designation	Respondents number
Manager	38
Employee	47
Labor	65

Source: By the author field survey from October 20, 2023 to October 29, 2023.

Three types of designation group were used for the particular study and most of them fall between labors of designation group. 43.3% of the total 150 respondents were labor. The total 65 respondents out of 150

were labor. 31.3% belong to the employees group. The respondent's employees were 47 out of 150. Rest of the 38 respondents out of 150 were manager which is 25.3%.

4.2 Service time

Table 4. *Correspondents' Service Time*

Service time	Respondents number
1-5 years	33
6-10 years	77
Above 10 years	40

Source: By the author field survey from October 20, 2023 to October 29, 2023.

Three types of service time group were used for the particular study and most of them fall between 6-10 years group. 51.3% of the total 150 respondents have worked in company for 6-10 years. The total 77 respondents out of 150 were there. 26.7% belong to more than 10 years' service time. The respondent's employees were 40 out of 150. Rest of 33 respondents out of 150 were worked there in between 1 year to 5 years which is 22%.

4.3 Gender

Table 5. *Correspondents Service Time*

Gender	Respondents number
Male	60
Female	90

Source: By the author field survey from October 20, 2023 to October 29, 2023.

Here in the chart, among 150 respondents, females represented 60% of the respondents and males represented 40%. It describes that more than respondents are female in the RMG sector. The male were 60 respondents out of 150. Form this data it can be concluded that the female respondents are more attached to this ready-made sector groups.

4.4 Sustainability Initiatives in RMG sector

Sustainability involves maintaining progress for long-term benefits. Although the clothing sector benefited from quotas and GSP, guaranteeing sustainable development is a difficulty. It is yet unclear if Bangladesh can take advantage of these benefits, which would affect its export standing.

4.4.1 Environment Sustainable Initiatives

Table 6. *Environmental Sustainability Initiatives Statement*

Statement	Mean	Mode	Std. Deviation
a) Environmental sustainability initiatives well-being in the future.	4.19	4	.599
b) Companies' activities should give priority	4.18	4	.592
c) The quality of life is improved	4.09	4	.628
d) Incentives and assistance	4.09	4	.617
e) Environmental sustainability initiatives should be integrated into school curricula	4.05	4	.649
f) Global cooperation is necessary	4.01	4	.675
g) The potential for environmental sustainability initiatives to make a positive difference in the world.	4.03	4	.699

Source: By the author field survey from October 20, 2023 to October 29, 2023.

Data on seven statements pertaining to Environmental Sustainability efforts (Env.sus) are displayed in the descriptive analysis table. The mean, median, and standard deviations for each statement are supplied. The majority of respondents, as indicated by means ranging from 4.01 to 4.19, agree with the assertions in general. The low standard deviations reflect a steady trend of agreement among participants by indicating less variability in replies from the mean. According to the data, most respondents had a good view toward environmental sustainability measures, either by agreeing with the assertions or by remaining neutral.

4.4.2 Economical Sustainability Initiatives

Table 7. *Economical Sustainability Initiatives Statement*

Statement	Mean	Mode	Std. Deviation
a) Economic sustainability initiatives are essential for long-term economic growth and stability.	4.22	4	.810
b) Economic sustainability initiatives positively impact the prosperity and financial well-being of individuals and communities.	4.09	4	.780
c) Government policies and regulations should encourage businesses to invest in economic sustainability initiatives.	3.88	4	.827
d) I am more likely to support companies that prioritize economic sustainability and fair economic practices.	4.10	4	.817
e) Economic sustainability initiatives should be integrated into educational programs to foster financial literacy and responsibility.	3.90	4	.730
f) I am willing to make personal financial choices that align with economic sustainability, such as responsible consumption and savings.	4.10	4	.663
g) Global cooperation and partnerships are crucial for addressing economic challenges and promoting economic sustainability worldwide.	4.29	4	.671
h) Economic sustainability initiatives give me hope that we can create a more economically equitable and prosperous future for all.	4.16	4	.666

Source: By the author field survey from October 20, 2023 to October 29, 2023.

The descriptive analysis table for Economic Sustainability initiatives (Eco.sus) consists of eight statements. The mean, median, and standard deviations for each statement are supplied. The majority of respondents, as indicated by means ranging from 3.88 to 4.29, agree with the claims overall. The low standard deviations reflect a steady trend of agreement among participants by indicating less variability in replies from the mean. According to the data, most respondents had a good view toward economic sustainability activities, either by agreeing with assertions or by remaining neutral.

4.4.3 Social Sustainability Initiatives

Table 8. *Social Sustainability Initiatives Statement*

Statement	Mean	Mode	Std. Deviation
a) Social sustainability initiatives are important for building more inclusive and equitable communities.	4.04	4	.612
b) I believe businesses should actively engage in social sustainability initiatives, such as supporting local communities and social causes.	4.03	4	.655
c) Social sustainability initiatives in my community have positively impacted the well-being and quality of life of its residents.	3.94	4	.626
d) Government policies and regulations should promote and incentivize businesses to invest in social sustainability initiatives.	3.91	4	.644
e) Social sustainability initiatives should be incorporated into educational programs to raise awareness and cultivate empathy.	4.30	4	.610
f) I am willing to contribute my time or resources to support social sustainability initiatives in my community.	4.03	4	.601
g) Global collaboration and partnerships are vital to address social challenges and promote social sustainability on a global scale	4.03	4	.655
h) Social sustainability initiatives give me hope that we can create a more just and inclusive world for future generations.	4.33	4	.631

Source: By the author field survey from October 20, 2023 to October 29, 2023.

There are eight statements in the Social Sustainability Initiatives (Soc.sus) descriptive analysis table. The mean, median, and standard deviations for each statement are supplied. Overall, respondents generally agree with the claims, as evidenced in means ranging from 3.91 to 4.33. The low standard deviations reflect a steady trend of agreement among participants by indicating less variability in replies from the mean. The results indicate that most respondents had a good attitude towards social sustainability activities, as seen by their agreement or lack of opinion on the statements provided.

4.4.4 Company-Level Sustainability Initiatives

Table 9. *Company-Level Sustainability Initiatives Statement*

Statement	Mean	Mode	Std. Deviation
a) Company-level sustainability initiatives are important for the long-term success and reputation of businesses.	4.19	4	.692
b) I believe that companies should actively engage in sustainability initiatives, such as reducing their environmental footprint and promoting ethical practices.	3.99	4	.742
c) Companies that prioritize sustainability initiatives have a positive impact on the well-being of their employees and local communities.	3.99	4	1.036
d) Government policies and regulations should incentivize and support companies in implementing sustainability initiatives.	4.06	4	.697
e) Sustainability initiatives should be integrated into company culture and values to foster responsible business practices.	3.99	4	.714
f) Collaboration and partnerships between companies, governments, and organizations are vital for addressing global sustainability challenges.	4.14	4	.777
g) I believe that focusing on sustainability initiatives is a strategic choice that benefits the company's bottom line and the wider community.	3.99	4	.709
h) Company-level sustainability initiatives give me confidence that businesses can be responsible stewards of the environment and society.	3.89	4	.770

Source: By the author field survey from October 20, 2023 to October 29, 2023.

There are eight statements in the Company-Level Sustainability initiatives (CL.sus) descriptive analysis table. In general, respondents, whose averages ranged from 3.89 to 4.19 agreed with the claims. For the majority of the time, the low standard deviation points to less variation in responses from the mean and shows steady trends of agreement among participants. On the other hand, perceptions regarding the beneficial effects of sustainability measures on the well-being of employees and the community differ more than attitudes regarding CL.sus (3), which has larger variability in replies. Overall, the results show that respondents had a good view of company-level sustainability activities, with the majority of them agreeing with assertions or remaining neutral.

4.5 The Impact of Sustainability Initiatives

Initiatives related to sustainability have an important role in raising productivity. Taking this step has resulted in positive outcomes for people all across the world. The RMG industry is the most competitive and effective sector for utilizing to do a sustainable assignment. The industry understands the significance of these activities for both its own existence and its ability to compete in the global market.

4.5.1 Environmental Impact

Table 10. Impact of Environmental Sustainability Initiatives Statement

Statement	Mean	Mode	Std. Deviation
a) Environmental sustainability initiatives have a substantial positive impact on reducing pollution and conserving natural resources.	4.27	4	.672
b) I believe that businesses should be held accountable for their environmental impact and should actively engage in sustainability initiatives.	4.11	4	.619
c) Environmental sustainability initiatives are effective in promoting the well-being of our planet and future generations.	4.03	4	.689
d) Government policies and regulations play a crucial role in encouraging businesses to implement environmental sustainability initiatives.	4.17	4	.584
e) Companies that prioritize environmental sustainability are more likely to have a positive impact on their local ecosystems and communities.	4.13	4	.620
f) Environmental sustainability initiatives should be incorporated into educational programs to raise awareness and educate the public about environmental responsibility.	3.94	4	.678
g) Environmental sustainability initiatives give me hope that we can create a cleaner and more sustainable environment for future generations.	4.30	4	.702

Source: By the author field survey from October 20, 2023 to October 29, 2023.

There are seven statements in the descriptive analysis table for the Impact of Environmental Sustainability initiatives (Env.IMP). In general, respondents, whose averages ranged from 3.94 to 4.30 agreed with the claims. For the majority of the time, the low standard deviation points to less variation in responses from the mean and shows steady trends of agreement among participants.

The results indicate that most respondents had a positive perspective of the benefits of environmental sustainability measures, as evidenced by their agreement or lack of opinion on the statements provided.

4.5.2 Economic Impact

Table 11. *The impact of economic sustainability initiatives statement*

Statement	Mean	Mode	Std. Deviation
a) Economic sustainability initiatives have a significant positive impact on long-term economic growth and stability.	4.14	4	.656
b) Economic sustainability initiatives enhance the prosperity and financial well-being of individuals and communities.	4.14	4	.676
c) Government policies and regulations should incentivize and support companies in implementing economic sustainability initiatives.	4.31	4	.677
d) Companies that prioritize economic sustainability are more likely to positively impact financial security and economic resilience of local communities.	4.29	4	.661
e) Economic sustainability initiatives should be integrated into educational programs to foster financial literacy and responsibility.	4.07	4	.702
f) I believe that focusing on economic sustainability is a strategic choice that benefits both the company's bottom line and the broader community.	4.39	5	.703
g) Economic sustainability initiatives give me hope that we can create a more economically equitable and prosperous future for all.	4.25	4	.657

Source: By the author field survey from October 20, 2023 to October 29, 2023.

There are seven assertions in the Impact of Economic Sustainability Initiatives (Eco.IMP) descriptive analysis table. Overall, respondents largely agree with the claims, with means ranging from 4.07 to 4.39. For the majority of the time, the low standard deviation points to less variation in responses from the mean and shows steady trends of agreement among participants. The results indicate that most respondents had a good perspective of the benefits of economic sustainability programs, as evidenced by their agreement or lack of opinion on the statements given.

4.5.3 Social Impact

Table 12. *The Impact of Social Sustainability Initiatives Statement*

Statement	Mean	Mode	Std. Deviation
a) Social sustainability initiatives have a significant positive impact on creating more inclusive and equitable communities.	4.07	4	.739
b) Government policies and regulations should promote and incentivize businesses to invest in social sustainability initiatives.	4.45	5	.586
c) Companies that prioritize social sustainability are more likely to positively impact the welfare and social fabric of their local communities.	4.18	4	.769
d) I am willing to contribute my time or resources to support social sustainability initiatives, such as community, development and social projects.	4.19	4	.711
e) Global cooperation and partnerships are crucial for addressing social challenges and promoting social sustainability worldwide.	4.26	4	.596
f) I believe that focusing on social sustainability is essential for creating more just and inclusive societies.	4.21	4	.651
g) Social sustainability initiatives give me hope that we can build a more compassionate and socially responsible world for future generations.	4.03	4	.709

Source: By the author field survey from October 20, 2023 to October 29, 2023.

There are seven statements in the Impact of Social Sustainability initiatives (Soc.IMP) descriptive analysis table. Overall, respondents largely agree with the claims, with means ranging from 4.03 to 4.45. For the majority of the time, the low standard deviation points to less variation in responses from the mean and shows steady trends of agreement among participants. The results indicate that most respondents had a good perspective of the influence of social sustainability programs, as evidenced by their agreement or lack of opinion on the statements presented.

4.5.4 Company-Level Impact

Table 13. *The Impact of Company-Level Sustainability Initiatives*

Statement	Mean	Mode	Std. Deviation
a) Company-level sustainability initiatives positively contribute to the well-being of employees and their families.	4.25	5	.813
b) Companies that prioritize sustainability initiatives have a positive impact on their local communities and contribute to social well-being.	4.03	4	.806
c) Government policies and regulations should incentivize and support companies in implementing sustainability initiatives.	4.03	4	.709
d) I am more likely to support and purchase products or services from companies that are committed to sustainability and responsible business practices.	4.40	4	.591
e) Sustainability initiatives should be integrated into the core values and culture of companies to foster responsible business behavior.	4.25	4	.558
f) Collaboration and partnerships between companies, governments, and organizations are vital for addressing global sustainability challenges.	4.09	4	.675
g) I believe that focusing on sustainability initiatives is a strategic choice that benefits the company's reputation and the bottom line.	4.51	5	.599

Source: By the author field survey from October 20, 2023 to October 29, 2023.

There are seven statements in the Impact of Company-Level Sustainability Initiatives (CL.IMP) descriptive analysis table. Mean scores of respondents range from 4.03 to 4.51, indicating that they typically agree with the claims. For the majority of the time, the low standard deviation points to less variation in responses from the mean and shows steady trends of agreement among participants. According to the results, most respondents agreed with the statements provided or expressed no opinion at all, indicating that they had a good impression of the benefits of company-level sustainability activities.

4.6 Analysis of the Impact

For hypothesis testing the author needs two calculations to get result. Correlation refers to the direction of the relationship between variables and regression to analysis of the impact.

4.6.1 Correlation

Table 14. *Correlation*

Correlation		
Sustainability Initiatives in RMG sector	Impact of Sustainability Initiatives on RMG sector	
Environment Sustainable Initiatives	Pearson Correlation	0.528**
	Sig. (2-Tailed)	0.000
Economical Sustainable Initiatives	Pearson Correlation	0.667**
	Sig. (2-Tailed)	0.000
Social Sustainable Initiatives	Pearson Correlation	0.721**
	Sig. (2-Tailed)	0.000
Company-level Sustainable Initiatives	Pearson Correlation	0.787**
	Sig. (2-Tailed)	0.000
** Correlation is significant at the 0.01 level (2-tailed)		

Source: By the author.

The study finds a substantial positive connection between the impact of sustainability initiatives in the RMG industry and that industry itself. This suggests that the independent variable has a positive impact on the dependent variable. In this model study finds sustainable initiatives environment (.528), economical (.667), social (.721), and company-level (.787) relationships level of the dependent variable, which indicates a strong positive relationship.

4.6.2 Regression

Table 15. *Regression Table*

Regression						
	R Square	F	beta	Std. error	t	Sig
Env.sus						
Imp.RMG →	0.528	57.232	1.941	0.257	7.565	0.000
Eco.sus						
Imp.RMG →	0.729	118.465	1.624	0.149	10.884	0.000
Soc.sus						
Imp.RMG →	0.721	160.187	2.373	0.188	12.657	0.000
CL.sus						
Imp.RMG →	0.787	241.191	1.950	.126	15.530	0.000

Source: By the author.

- **R²:** 0.528 means that 52.8% of the Environment sustainable initiatives, 0.729 means that 72.9% of the Economical sustainable initiatives, 0.721 means that 72.1% of the Social sustainable initiatives, 0.787 means that 78.7% of the Company-level sustainable initiatives can be explained by the model. The R-square value of 0.528, 0.729, 0.721, 0.787 in the regression analysis indicates that the hypotheses are supported. This suggests that the industry's sustainability activities account for around 52.8% environment, 72.9% economical, 72.1% social and 78.7% company-level sustainable initiatives significantly effects on the RMG sector. The statistically significant, moderately strong positive effect association confirms the hypothesis (sig value = 0.000).
- **Sig. (p-value):** (p-value = .000) This shows that the overall regression model is highly statistically significant. This confirms that the sustainable initiatives variables have a statistically significant combined effect the success of ready-made garments industry in Bangladesh.

- B for Environment Sustainable Initiatives = 1.941, Sig. = 0.000. It indicates a one-unit increase in Environment Sustainable initiatives is associated with a 1.941 impact in RMG sector. This effect is statistically significant (p= 0.000).
- B for Economical Sustainable Initiatives = 1.624, Sig. = 0.000. It indicates a one-unit increase in Economical Sustainable initiatives is associated with a 1.624 affects the success of RMG sector. This effect is statistically significant (p= 0.000).
- B for Social Sustainable Initiatives = 2.373, Sig. = 0.000. It indicates a one-unit increase in Social Sustainable initiatives is associated with a 2.373 impact in RMG sector. This effect is statistically significant (p= 0.000).
- B for Company-Level Sustainable Initiatives = 1.950, Sig. = 0.000. It indicates a one-unit increase in Economical Sustainable initiatives is associated with a 1.950 affects the success of RMG sector. This effect is statistically significant (p= 0.000).

Therefore, Environment, Economic, Social, Company-Level sustainable initiatives are significant predictor’s impact of sustainable initiatives on RMG sector in Bangladesh in this model.

4.7 Hypotheses Summary

Table 16. Hypotheses Summary

H ₁	Environment Sustainability initiatives has significant impact on RMG sector.	Accepted
H ₂	Economic Sustainability initiatives significantly affects the success of RMG sector.	Accepted
H ₃	Social Sustainability initiatives has significant impact on RMG sector.	Accepted
H ₄	Company-level Sustainability initiatives significantly affects the success of RMG sector.	Accepted

Source: By the author.

5. Discussion

5.1 Key Factors Impact of Sustainability Initiatives on the RMG Sector

The goal of the current study is to provide trustworthy data and empirical information to the body of literature on sustainability efforts and their effects in the RMG industry. It is anticipated that the activities that have been identified would aid in the growth of the RMG industry in Bangladesh, with a focus on environmental, social, economic, and company-level factors.

5.1.1 Environmental Impact

Sustainability initiatives in RMG production have dramatically decreased environmental impact by implementing energy-efficient processes, cleaner technology, and ethical material procurement. A cleaner and more sustainable production process is the result of improved water and waste management systems. The cost of producing garments has become significantly less harmful to the environment as a result of the RMG sector's growing use of environmentally friendly materials and practices.

5.1.2 Economic Impact

Significant are the economic effects of sustainability initiatives. When RMG firms embrace sustainability practices, their brand image frequently improves, drawing in environmentally sensitive customers and opening up new markets for them to enter. In addition to the ethical benefits, sustainable practices like using less energy and water also save money, giving businesses a competitive edge.

Additionally, by promoting supply chain efficiency, these programs reduce manufacturing delays and raise overall productivity.

5.1.3 Social Impact

Significant societal advantages result from RMG sector sustainability measures. There have been initiatives put in place to provide fair pay, secure working conditions, and access to healthcare and education for workers and their families. These programs support gender equality and economic independence for women in the sector, which is in line with the goals of global development. Schools, hospitals, and other infrastructure projects are examples of community development initiatives that benefit local communities where the industry works as well as the workers in the sector.

5.1.4 Company-Level Impact

By implementing sustainable practices, RMG businesses may not only fulfill but significantly exceed legal requirements for labor standards, environmental laws, and worker safety. Adhering to these standards proactively safeguards the reputation of the sector, guarantees compliance, and lowers the possibility of legal problems and related expenses. The RMG business adapts to shifting consumer preferences in response to heightened consumer knowledge of environmental and social concerns, promoting long-term market sustainability.

6. Conclusion

6.1 Perspective Analysis of Sustainability Initiatives

This paper discusses company sustainability ideas that emphasize the environmental, social, and economic facets of sustainability. The case study of Bangladesh's ready-made garment industry is used to discuss unstable export growth and unsustainable expansion. Research emphasizes the impact of several elements on sustainable development by combining theoretical analysis, a survey of literature, and primary evidence. The prescriptive method, which makes customized recommendations, seeks to steer the sector toward moral and responsible behavior. It highlights the necessity of continuous improvement, technological integration, research, market diversification, and collaborative projects.

6.2 The Contribution of the Research

6.2.1 Theoretical Contribution

The study covers the lack of information about the things that prevent Bangladesh's ready-to-wear sector from growing sustainably. Past researchers talked about specific issues that keep the industry from achieving sustainability at its maximum level. The goal of this study is to present a thorough knowledge of how these variables interact to affect the RMG sector's overall sustainability efforts in Bangladesh.

6.2.2 Managerial Implications

The study's conclusions can aid managers in understanding the many elements affecting the ready-to-wear industry's sustainable growth. Managers will be motivated to improve and create a roadmap towards sustainable development by being aware of the importance of technology, R&D, market and product diversity, compliance, competition, and marketing strategy. Managers can plan the essential measures to achieve sustainable development if they learn about the obstacles that impede the garment industry's sustainable growth and development.

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