

Factors influencing Consumer Purchase Behaviour for Sustainable Organic Apparel Product

Prachi Mishra¹, Dr. G. Devakumar²

¹Ph. D Scholar, Faculty of Management and Commerce, Ramaiah University of Applied Sciences, University House, Gnanagangothri Campus, New BEL Rd, M S R Nagar, Bengaluru- 560054, India

²Head - Innovation and Entrepreneurship Development Research Centre and HOD for MBA in Marketing Management, Faculty of Management and Commerce, Ramaiah University of Applied Sciences, Bengaluru- 560054, India

¹prachimis@gmail.com, ²devakumar.ms.mc@msruas.ac.in

Article Info

Volume 83

Page Number: 5059 - 5073

Publication Issue:

March - April 2020

Abstract

India is one of the largest producers of textile globally. Domestic textile industry contributes to 2 percent to the nation's GDP and is estimated to touch US\$ 223 billion by 2021. However, apparel industry is the second largest polluter worldwide. With increasing demand for sustainable business practices, organic clothing has emerged as a viable alternative solution for retailers. Hence, this study is aimed at providing in-depth understanding into organic apparel market scenario in India. Conceptual framework was proposed and non-probability purposive sampling was deployed followed by semi structured questionnaire survey with 33 organic clothing retailers. Content analysis was carried out using NVivo software tool. Findings indicated that determinants such as knowledge, price, advertisement, perceived value and consumer profile have significant impact on organic apparel purchase behaviour. Recommendations were made to spread awareness on organic cloth benefits, price point and promotion through consumer education on eco-friendly apparel via effective communication measures

Article History

Article Received: 24 July 2019

Revised: 12 September 2019

Accepted: 15 February 2020

Publication: 27 March 2020

Keywords; Sustainable Organic Apparel Business, Retailers, Determinants, Consumer Purchase Behaviour

I. INTRODUCTION

With increase in consumer demands, industries are bound to manufacture more product and maintain sufficient stocks. In the process, natural resources suffer. To address this issue, mankind has felt the need to adopt sustainable consumption which includes buying and usage of product with minimal adverse impact to atmosphere and assurance of resource availability for upcoming generations (Gillaspy 2019). It is important to note here that sustainable development refers to growth which addresses the current requirements in the absence of any adjustment in the ability of coming up generations to cater to their necessities (WCED 1987, p.43) Hence, the emergence of organic

industry which initially started with organic food products (Choudhary, 2018) and later spread to organic apparel products for the betterment of surrounding and individuals. Procurement of clothing through fair process has turned out to be major subject in fashion trade which has emerged with growing demand for merchandize manufactured in worker-friendly conditions (Goworek, 2011). Sustainability in clothing is one step towards sweatshop-free worker's state without hurting the surrounding and adopting biodegradable and organic cotton fibres (Joergens, 2006).

Many fashion retailers are putting effort to position themselves as "caring for the planet" by adopting sustainability in their supply chain (Doval et al.

2013). Though fashion industry is trying to bring sustainability in textile business by introducing organic apparel, consumers have showcased differences in outlook towards sustainable consumption (Delieva and Eom, 2019). In general customers have interest in eco-friendly clothing, still when it comes to final buying of product, they have been unwilling to make actual purchase. Also, very few researches have explored consumer purchase behaviour for organic product from retailer's perspective (Popa and Dabija, 2019). In addition, consumers who are concerned on environmental impact related to fashion products like clothing are not actively engaging in supporting environmentally friendly features of such products (Saha et al. 2019). Hence, the author of this work has felt the need to explore key determinants impacting purchase behaviour for organic apparel product to foster sustainable consumption pattern, applying organic apparel retailer's perspective.

1.1 Objectives

Unlike quantitative research which tries to gauge something, the qualitative study aims to gather in-depth understanding on specific process (Palavic 2017). Taking into account the difficulty involved in purchase decisions related to buying clothes and the potential of qualitative research in understanding the "why" of specific purchase behaviour (Patton, 2002), qualitative technique was assumed suitable for current study. The aim was to identify and examine the alignment between critical determinants to purchase behaviour of organic apparel from previous literature review research gaps and outcome of present study. Semi structured interview was carried out with experts in the area of organic apparel domain who are well connected with current market trends.

Therefore, the main objectives of this qualitative research were:

i) To identify determinants impacting purchase behaviour for organic apparel based on literature review study (secondary data) and propose

conceptual framework.

ii) To analyse key determinants to consumer purchase behaviour for organic apparel from organic cloth retailer perspective through semi-structured survey.

iii) To develop consumer purchase behaviour model for organic apparel based on key determinants and sub determinants from content analysis of primary data.

II. LITERATURE REVIEW AND RESEARCH GAP

Detailed literature review has been carried out towards understanding consumer purchase behavior for organic apparel products.

2.1 Organic apparel purchase behaviour

Social value linked to knowledge, age groups significant (Saha et al. 2019). Social values under perceived value to be explored. Information linked to surrounding impact green buying behaviour. (Shao and Ünal, 2019). Usage of symbolic attributes, trade-offs between sustainability attributes and other conventional product attributes under knowledge. Most of the consumers have limited knowledge on green packaging and display readiness to pay more for green products. Convenience, ability to reuse and safeguarding attribute important (Hao et al., 2019). Impact of information on environment policy changes under knowledge. Pricing, quality were important for sustainable apparel purchase in a study by Nilssen et al. (2019). As per a study by Mahoney (2018), attitude and subjective norm is significant purchase behaviour to be explored. As per a study by Sung and Woo (2019), Lifestyle of health and sustainability (LOHAS) is significant in influencing all variables of perceived value. He suggested price and quality variable under green perceived value to be explored. Past green behaviour is significant (Khare and Sadachar, 2018). Pricing and style, design, brands variable, fashion consciousness, creativity and variety awareness for organic apparel purchase to be studied in future. Pro-environmental

attitude behaviour gap reflected toward slow consumption (Cavender and Lee, 2018). Sustainability awareness under knowledge to examine. Health consciousness, consumer knowledge, environmental concern and personal norms positively linked to consumer attitude. (Abrar et al. 2018). Eco-friendly attitude under advertisement to be explored. Attitude, online shopping, self-transcendence value significantly impacts on sustainable clothing buying conduct (Jacob et al. 2018). Trust under advertisement to be explored. Social media is significant for Gen Z and peer influence is important for Gen Y (Wang 2017). Fashion involvement and self-image linking personal values to be studied further.

Social impact is significant for purchase of sustainable product (Ciasullo et al. 2017). Value for money, product quality, sustainable practices need to be explored under advertisement factor. Attitude, social norm, perceived efficacy of consumer, perceived availability significant (Sheng and Bobo, 2017). Knowledge factor and perceived benefit under perceived value to study. Colleague pressure and eco fashion buying readiness impact Gen Y. Social media important for Gen Z. (Wang, 2017). Social norm, fashion involvement, self-image, lifestyle choices under perceived value, peer pressure for youth segment to explore. Millennials display higher level of eco-fashion involvement and attitude are unique. Female and elderly consumer value eco fashion (Nap, 2017). Female consumers mainly visit organic stores (Mishra and Devakumar, 2020). Organic apparel and environmental involvement under consumer profile to examine. Consumers expectations significantly impact willingness to reward brand (Ciasullo et al. 2017). Companies competitive advantage via sustainable interventions and knowledge to explore. Attitude act as mediator between value and intention, individualistic behaviour importance in collectivist culture (Varshneya, Pandey and Das, 2017). Price perception under price, fashion consciousness under knowledge, resistance to change, impulse buying

under advertisement, culture under perceived value to study. Previous green behaviour significant (Khare and Varshneya, 2017). Eco-friendly attitude, lifestyle, green self-concept, past experience under perceived value, organic apparel and environmental involvement under advertisement to examine. Greater the knowledge level, higher the readiness to purchase organic cotton clothes (Oh and Abraham, 2016). Reasonable price under price factor, facts on beneficial aspects of organic clothes and its production sustainability, environmental advantages and laborer's engaged in organic cloth manufacturing under advertisement factor to be explored. Environmental values and subjective knowledge significant (Preuit, 2016). Objective knowledge under knowledge to be examined. Favorable buying intentions for ethical clothing and positive perspective significant (Pollari, 2016). Perceived value and actual behaviour to be explore. Values define buying behaviour and individual decisions varies, emotional resolutions impactful (Marsh et al., 2015) Sustainable textiles appeal as design under perceived value to study. Positive attitude is formed by environmental knowledge (Zheng and Chi, 2015). Eco-friendly attitude under perceived value to study. Application of TPB extended to green apparel purchase (Cowan and Kinley 2014). Current advertisement in media, emotional and brand appeal, social media under advertisement to explore. Product awareness, perceived consumer effectiveness, perceived personal relevance important (Kang et al. 2013), perceived value to explore. In a study on Scandinavian clothing and apparel company (SCAC) by Lueg et al. (2013), value of affordability and quality at lesser cost appeared significant and it was suggested to study value creating activities under perceived value.

Ellis (2012) found consumer's readiness to spend 25% premium price for organic t-shirts. Ethical consumerism under advertisement, eco-friendly attitude under knowledge to be explored further. Readiness to pay premium for organic t-

Shirt, categories of organic buyers, income consideration by marketers important (Ellis 2012). Price premium under-price to study. Knowledge on environment insignificant in purchase resolutions as per study by Momberget. al. (2012). Task specific knowledge like sustainable product features knowledge under knowledge to be examined further. Carlsson and Vikner (2011) found favourable attitude toward fair-trade labels, concern for workers and environmental pollution. Product supply and add on values under perceived value to explore. Buyers today are reluctant to pay premium price for organic cotton products as found by Gam et al. 2010, who also suggested on educating customers on environmental impact related to cloth purchase which could add to their knowledge. Fabric quality is mostly sought today and eco-friendly attitude, search for eco-friendly and re-processed organic product favourably impacts organic clothing participation. Demographic factor, ethics and cultural impact under consumer profile, perceived value for animal welfare, and understanding on blended organic cotton under knowledge was recommended to be explored.

Important link was noticed among environment friendly product purchase conduct and readiness to spend more for organic cotton merchandize (Lin, 2010). Consumer profile, product attributes, accountability, stock availability under perceived value, eco-literacy under knowledge and readiness to spend under price to be studied. Product features like colour, style, fit is significant (Bray, 2009). Perceived ethical attribute under perceived value to be studied. Advanced knowledge on eco-friendly products important (Sampson, 2009). Types of advertisement under advertisement to be examined. Buyers favouring local produce, organic component, organic farming, having organic identity and dedicated to surrounding purchase organic products (Hustvedt and Dickson 2009). Perceived benefits under perceived value, organic cultivation process and health benefits under knowledge, organic identity under consumer profile to be explored.

Usage of value linked label as animal welfare feature is significant (Hustvedt et al. 2008). Perceived benefits as animal right protection under perceived value to be explored.

2.2 Theories

2.2.1 Theory of Environmentally Significant Behavior (TESB):

It facilitated recognition of hurdles to environment friendly apparel purchase resolution and planning promotional measures for pro environmental conduct (Polianskaia 2018). Social context dimension needs to be studied further.

2.2.2 Generational Theory:

It highlights critical variation across generations in their outlook associated with retailer's eco protection strategy, influencing their loyalty towards purchase of sustainable clothing (Dabija 2018). Brand image, satisfaction and loyalty under advertisement to be studied.

2.2.3 Grounded Theory:

Using this theory, Wiederhold and Martinez (2018) found that sustainable apparel purchase confronts barriers like price, availability, knowledge, consuming habits, image and passivity. Online fashion advertisement in social media under advertisement and environmental knowledge to be examined further.

2.2.4 Decision Tree Model:

(Song and Kim, 2018) used decision tree model and found quality, uniqueness, concern and nature association significant factors towards purchase of green apparel. Effective communication under advertisement, and fair trade, and animal welfare under knowledge to be part of future studies.

2.2.5 Theory of Planned Behavior (TPB) Model:

Khare and Varshneya (2017) in their finding stated that past environment caring conduct impacted positively Indian youngster's green clothing buying

behavior and relied on TPB model. Eco-friendly perspective under knowledge and social group impact, fashion product involvement, green self-concept, lifestyle under advertisement to be studied further. Findings from study done by Chang and Watchravesringkan (2018) favored TPB for sustainable clothing purchase behavior. Perception on store access and money presence, monitored belief system and sustainable purchase behavior. Actual behavior, actual money availability and sustainable clothing shop, understanding of sustainable apparel under knowledge factor to be explored.

Han (2018) referred TPB to explain perceived behavioral control and descriptive norms as strong predictors influencing purchase intention for organic cotton apparel. Psychographic variables under advertisement to be studied further.

Cowan and Kinley (2014) relied on TPB and added novel dimension of readiness to spend more for eco-friendly apparel products. Further study to explore content and regularity of advertisement, various advertisement appeal under advertisement.

2.2.6 Value Belief Norm Theory

This theory along with TPB was relied upon by Becker-Liefhold (2018), detailing differences in consumer intention for collaborative fashion consumption.

2.3 Conceptual Framework Proposition:

Based on above literature review and research gaps, the author discovered several determinants may be most critical that could impact PBOA and hence proposed that:

1. Knowledge is significantly and positively associated with PBOA
2. Price is significantly and positively associated with PBOA
3. Advertisement is significantly and positively associated with PBOA
4. Perceived Value is significantly and

positively associated with PBOA

5. Consumer profile is significantly and positively associated with PBOA

Proposed conceptual framework has been detailed in Figure 1 where knowledge, price, advertisement and perceived value appears critical towards purchase of organic apparel products:

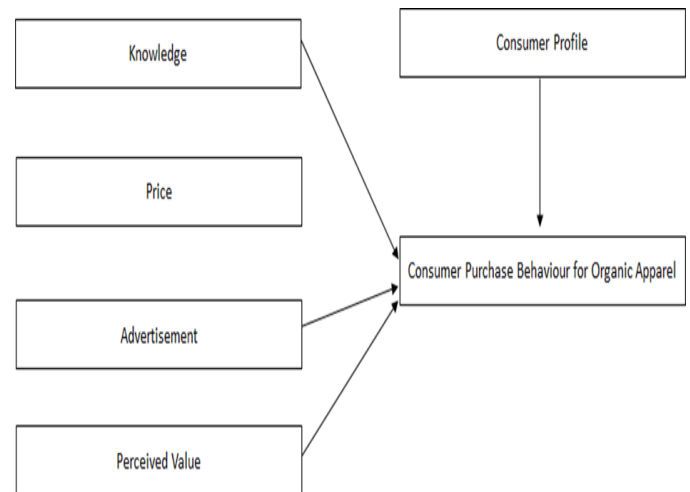


Figure No. 1. Proposed Conceptual Framework

III. METHODOLOGY

3.1 Method Selection

The author has chosen qualitative research to compare how previous literature works relates to real life scenario (Palalic, 2017). Also, qualitative research falls into interpretation model (Dana and Dumez, 2015) suitable for current study. The researcher wanted to verify how industry experts perceive and interpret proposed factors for purchase of organic apparel product and how far it related to existing literature work.

3.2 Sampling, Respondents Selection and Data Collection

Qualitative research consists of application of explanatory and realistic approach to its field (Aspers and Corte, 2019). Qualitative investigation concentrates in detail on comparatively smaller sample size purposefully (Patton 2002). This study is based on qualitative approach where thirty-three semi – structured informant interviews were carried

out with experts in the area of organic apparel. To select the respondents, a non-probability purposive sampling approach was followed (Harris, Roby and Dibb, 2016). The researcher explored retailers who were mainly into organic cloth product selling business. When contacted only thirty-three out of sixty-six qualified for interview, expressed willingness to participate in this study. The researcher has fixed date and time for the interview. The length of the interview was between 30-60 minutes. Interview location was retailer premise. But 32 out of 33 retailers agreed for written records. Hence researcher recorded their views manually in writing and one was audio recorded. Followed by experts' characteristics the interview topic aided in understanding key determinants impacting sustainable consumption of organic clothing. Once the interviews were recorded in writing and validated by interviewees, it was uploaded in NVivo project. Later codification activity for all interview content was carried out. Overall coding activity was revalidated by supervisor (i.e. any coded segment potential to be coded in another subcategory). Content analysis technique using NVivo software was implemented.

3.3 Interview type and description of interview questions

Generally, the major technique deployed in qualitative data gathering for better comprehension of given topic is interview method (Cooper and Schinder 2010). A researcher can select from unstructured questions that are not in proper order, semi-structured questions with limited particular set of questions or structured questionnaire. In general, qualitative research considers unstructured or semi-structured questionnaire. In this study, questions have been framed for retailer characteristics and determinants impacting purchase behaviour. Interview questions were designed as both semi-structured and in-depth.

3.4 Data Validity

The researcher attempted to obtain all relevant data needed for the study for validity purpose. The readiness of informant to be part of this study and researcher's friendly approach during interview aided in maintaining validity of data (Louise and Alison 1994).

3.5 Content analysis

For better understanding related to specific issue, context or to discover particular results and why they occur, qualitative data study is adopted (Cooper and Schinder 2010). It is even referred to as interpretative research. Following Cooper and Schinder 2010, researcher will investigate consumer purchase behaviour trend basis identified factors (in proposed conceptual framework). The author wants to validate whether theory and practical facts aligns with each other. NVivo software has been used for content analysis.

IV. QUALITATIVE DATA ANALYSIS AND RESULTS

4.1 Respondents Characteristics

Amongst 33 respondents, seventeen were males (51.5%) and sixteen (48.5%) females. Twenty five participants were in middle and senior management roles, five in junior management roles in addition to one director, one owner and one cofounder. Regarding their educational qualification, ten (30.3%) were post graduate, 17 (51.5%) graduate, three (9.0%) diploma and 3 (9.0%) pre-university college (PUC) holders. Six companies were exclusive organic clothing stores and 27 were operating from retail outlets/branches. All companies were into selling of organic clothing products and fit into the study parameters. Four of them were in the age group 55-73 years, one in 43-54 years, twenty-seven in 24-42 years and one in up to 23 years age.

4.2 Word Cloud Analysis

To list the most frequent factors and variables

NVivo software formulating consumer behaviour model for organic apparel products.

Below description elaborates on themes and subthemes in detail based on in-depth interview content recorded and later validated by respondents on presented questions. Participants stated their opinions from individual experiences and individual observations. The researcher selected major remarks for each determinant that appeared meaningful for study purpose.

4.3.1 Knowledge

4.3.1.1 Knowledge Requirement:

“Most people lack awareness about benefits, adverse impact on environment and seriousness of organic cloth products. Education is less in Indian consumers on organic cloth. Customers have not much knowledge on organic clothes, unaware on production involved and product details. Still more people need to know organic concept. Some consumers don't know why they need to know organic. Customer lack environmental awareness” - states retailers. As per study by Shao and Unal (2019) information related to environment plays a key role towards eco-friendly purchase behaviour. Similarly, as per the study by Cavender and Lee (2018), awareness on environmental issues motivates eco-friendly clothing. “Today's customer search for information on organic product. Customer need explanation where, how, who, source, certification etc. for final purchase. Organic cloth is unknown to majority of buyers. People are unaware on organic cloth presence in market” said retailers. Yang et al., 2014 found that higher the level of information on organic product more favourable attitude towards purchase of green products. Information linked to surrounding impact green buying behaviour. (Shao and Unal 2019).

4.3.1.2 Existing knowledge:

“Most people are aware that organic food is available but organic clothing learning is missing as

they don't know what it is. People understand cotton and organic cotton. They don't have insight on natural dye and its colour fading nature. Consumers don't have interest in knowing about production process for organic clothes at all. Though people know they hardly act in their purchase for environment and society. Knowledge organic apparel is negligible among Indian consumers. People using cotton sarees, go for organic sarees easily. People have basic understanding on ordinary cotton, not organic cotton and they are unwilling to hear any explanation. People don't understand organic concept. Urban market still not educated” - said retailers. Similar results were found earlier (Wiederhold and Martinez, 2018) where it was concluded that sustainable apparel purchase confronts hurdles as consumer knowledge, consuming practices and non-participation.

4.3.2 Advertisement

4.3.2.1 Promotional measures

Organic cloth needs to be promoted in similar way as other organic products like CSR, local club activities, exhibitions. Social media hype is important as all are using smart phone” as per retailers. Similar findings were found by Wang (2017), who concluded social media is most significant factor for younger generations purchase behaviour for eco-fashion apparels. Wiederhold and Martinez (2018) also suggested to explore online fashion in social media under advertisement. TV advertisement by manufacturers on how organic product is produced and its benefits in long term and Conducting activities in social clubs locally will help. Display board matters” - explained retailers. (Song and Kim, 2018) found effective communication under advertisement is important. Organic cloth exhibitions will help marketing of organic clothes” stated retailers. Cowan and Kinley (2014) suggested that possibly regular advertisement in media and its content will impact environmentally friendly apparel purchase intentions.

4.3.2.2 Product description

“Product labels specifying organic content standard blended certificate, GOTS, Certified 100% organic, long term benefits, organic certification details to be captured in product packaging and communicated. Material content, weaver/producer specifications process in production in tags will help” said retailers. As per earlier work by Maniatis (2015), customers give importance to environmental advantages and green product reliability based on green labels and certifications and details of ingredients which impact green product buying behaviour.

4.3.2.3 Advertising needs

“People look for organic products in social media platform nowadays. Wearing organic cloth to be encouraged by marketing in print media like newspapers. Organic cotton is first step towards promotion of organic farming. As demand is growing, to scale saleability product category expansion is happening and advertisement is must. India is emerging market for organic cloth. We get regular customers who purchase both organic and non-organic. Marketing will increase organic product interest as they look satisfied with organic clothing post usage” said respondents. Similarly, Choudhary (2018) concluded that market for organic clothing has grown in previous several years and the trend of usage for organic apparel is slowly spreading in India. Also as suggested by Dabija (2018) the finding indicate advertising may encourage current satisfied organic cloth buyers to further buy more from organic apparel category while cloth shopping.

4.3.3 Perceived Value

4.3.3.1 Social cause

“People want to support organic farming, organic farmer community and carry social motive behind purchasing organic clothes. Customers want to support weaver’s livelihood and empower them by

purchasing organic cloth for gifting purpose or for their young kids. Social service orientation in buying such products. Buyer prefer locally produced products to support NGOs who are into organic production” commented retailers. Earlier author, Polianskaia (2018) have suggested on importance of social aspect impacting organic product purchase behaviour.

4.3.3.2 Product attribute

“Consumer appreciate attributes of organic cloth as outstanding quality and great fabric materials. Consumers like usage of natural and vegetable dyes, feel nice, devoid of pesticides though variety and colour limitations are discouraging. Values as materials comfort, durability variety is searched. Sustainable apparels appeal aa- visual, price, natural product. environment friendly, design searched. People prefer organic blended, smooth and soft organic fabric, like vegetable colours used, health benefits, seek utility, aesthetic sense, look is important” said participants. Earlier works supports these findings.

4.3.3.3 Market perspective

“Organic apparel is offered in specialised store. People prefer to buy instore so that they can feel (sense) the product, shop ambience and service matters. Also, it belongs to very niche market and considered as luxury product. Customers rely on authentic dealers.” said retailers. Similar conclusions were made by Choudhary (2018) stating organic wearables are mostly famous among high class society. The result is in line with Dabija (2018) who stated that customer priority for particular retail store relies on the store environment and dealer image developed over a period of time based on trust. “Customer practically find organic cloth unavailable easily, value bright colours in conventional clothes aa organic clothes comes with limited colour range. There is limited production of organic raw materials restricting stock” stated retailers. In the same way, Wiederhold and Martinez

(2018) discovered that eco-friendly apparel purchase faces hurdles as availability. "People prefer locally produced products" stated respondents. In a study Hustvedt and Dickson 2009, concluded that buyers displaying preference for local produce buy organic products. Mishra and Devakumar (2018) also found that green perceived value is significantly linked to purchase intention for organic apparel products.

4.3.4 Price

4.3.4.1 Positive outlook

"Charge is reasonable considering organic content of products and consumers are ready to spend more for such products, discount schemes may help" - said retailers. Previous authors found consumer readiness to pay more for organic products (Ellis 2012; Cowan and Kinley, 2014). As per study by Marian et al. (2014), though lowering price can facilitate repeat buying but due to heavy cost involved in production of organic products it may not be possible to adopt same at present by marketers. "Organic Buyers don't get much effected by rate" - said retailers. Similarly, in a study it was concluded willingness to pay premium for eco-friendly clothing (Carlsson and Vikner 2011) "Rich people are able to buy at higher rate" - says respondents. In same way, Popa and Dabija (2019) stated organic products pricing is barrier to consumers with low income "Limited production makes it costly. Growth is less for organic cotton hence production is less so charges are high. Also, it needs to satisfy all organic parameters hence it is expensive" said retailers. Previous works (Oh and Abraham, 2016) also concluded higher knowledge level creates willingness to purchase organic products

4.3.4.2 Negative outlook

Middle and lower class even if interested are unable to purchase organic apparel due to high price. For same reason it is not selling much as it's costly and price point ineffective. Those interested are unwilling to make more payment for organic

clothes. Price premium cannot be 100 or 200 percent above non-organic clothes, rates are challenge" - said retailers. Similar observation was stated by Choudhary (2018), as he stated that the price of organic apparel is twice the price quoted for normal cotton fabric. People look for affordable and not expensive wear. Pricing matters for most of the buyers. We can't offer discount on organic cloth as its costly. 60% buyers keep asking why rate so high and end up not purchasing. Customers compare price. Pricing is a concern and barrier. Middle class finds pricing for organic clothes as waste of money and go by lesser priced conventional cloths. Rate need to decrease to improve sales" said retailers. Similarly, Nilssen et al. (2019) in his work also concluded that for sustainable clothing purchase decision, pricing is important.

4.3.5 Consumer profile

Twenty-three respondents confirmed both male and female genders visiting their stores. Ten retailers agreed only female genders coming to stores. It shows females are more interested in purchase of organic clothing products as found in previous literature work. Maximum retailers (12 nos.) confirmed on 24-73 years age group visiting their stores. Nine retailers agreed on only 24-42 years age group visit (remaining voted numbers retailer wise were at minor count). Previous work confirms that female gender, Gen Y and old age consumers prioritise eco fashion. In terms of income, majority of respondents stated that upper middle- and upper-class consumers buy organic apparel products. Dabija (2018) also claimed lower income restricts purchase of organic clothes. In terms of social role respondents were of opinion that organic cloth buyers are mainly educated crowd, office goers mainly females (Gen Y age group), housewives and retired individuals. 31 out of 33 participants confirmed that buyer types are mixed i.e. buyers buy both organic and non-organic product and not organic product alone.

V. CONCLUSION

In this paper we have examined consumer purchase behaviour for organic apparel from the viewpoint of experts in the field. The purpose was to identify and analyse key determinants impacting consumer purchase behaviour for organic apparel. And to develop a consumer purchase behaviour model for organic clothing. The author has been successful in meeting set objectives.

VI. RECOMMENDATION

Awareness on organic need to be prioritised through appropriate promotional channels like social media and CSR activities especially in entrepreneurial organisations where corporate sustainability is lacking off late (Suriyankietkaew, 2019). Working on a middle price strategy appeared to be a feasible option for transition of societal paradigm in the direction of lasting sustainability. Perception on value for organic apparel is required to be realised through encouraging education on sustainability aspect and highlighting long term benefits of organic cloth product. Promotional campaigns need to be more focused on educated working class as they are the messengers to society through leading in organic product purchase. Overall, marketers need to actively participate in promoting sustainability practices and ensuring two-way dialogue with customers on sustainability practices in organic clothing segments.

VII. LIMITATION

Smaller sample size and qualitative method.

REFERENCES

- [1] Abrar, M., Baig, S.A., Bashir, M., Shabbir, R. and Ayub, M. (2018). 'Consumer attitude and purchase intention towards organic textile products', *Amazonia Investiga*, 7(17), pp. 472–485. Available at: <http://www.udla.edu.co/revistas/index.php/amazonia-investiga/article/view/File/1152/pdf>.
- [2] Aspers, P. and Corte, U. (2019) 'What is Qualitative in Qualitative Research', *International Journal of Social Research Methodology. Qualitative Sociology*, 18(1), pp. 139–160. doi: <https://doi.org/10.1007/s11133-019-9413-7>
- [3] Becker-Leifhold, C. V. (2018) 'The role of values in collaborative fashion consumption - A critical investigation through the lenses of the theory of planned behavior', *Journal of Cleaner Production. Elsevier B.V.*, 199(June), pp. 781–791. doi: 10.1016/j.jclepro. 2018.06.296.
- [4] Bray, J. (2009) 'Ethical dimensions in clothing purchase', *First Annual Ethics in Everyday Life Conference*, 17-19 March 2009, Salzburg., pp. 1–13. Available at: <http://eprints.Bourne.mouth.ac.uk/9618/>.
- [5] Carlsson, Josefin and Vikner, A. (2011). *Consumer Preferences for Eco - and Fair-Trade Clothes in Gothenburg – a Contingent Valuation Study*. University of Gothenburg.
- [6] Cavender, R. C., & Lee, M. (2018). Exploring the Influence of Sustainability Knowledge and Orientation to Slow Consumption on Fashion Leaders' Drivers of Fast Fashion Avoidance, 4(3), 90–101. <https://doi.org/10.11648/j.ajtab.20180403.12>
- [7] Chang, H. J., & Watchravesringkan, K. (Tu). (2018). Who are sustainably minded apparel shoppers? An investigation to the influencing factors of sustainable apparel consumption. *International Journal of Retail and Distribution Management*, 46(2), 148–162. <https://doi.org/10.1108/IJRDM-10-2016-0176>
- [8] Choudhary, A. S. (2018) 'Growing Market for Organic Clothing', *International Journal for Research in Applied Science and Engineering Technology*, 6(1), pp. 1992–1993. doi: 10.22214/ijraset.2018.1310.
- [9] Ciasullo, M. V., Maione, G., Torre, C., & Troisi, O. (2017). What about sustainability?

- An empirical analysis of consumers' purchasing behavior in fashion context. Sustainability (Switzerland), 9(9), 1–18. <https://doi.org/10.3390/su9091617>
- [10] Cooper, D. R., & Schindler, P. S. (2010). Business research methods (11th ed.). Columbus, OH: McGraw Hill Education.
- [11] Cowan, K. and Kinley, T. (2014) 'Green spirit: Consumer empathies for green apparel', International Journal of Consumer Studies, 38(5), pp. 493–499. doi: 10.1111/ijcs.12125.
- [12] Dana, L. and Dumez, H. (2015) 'Qualitative research revisited: epistemology of a comprehensive approach Hervé Dumez', International journal of entrepreneurship and small business, 26(2), pp. 154–170.
- [13] Dabija, D.C. (2018) 'Enhancing green loyalty towards apparel retail stores: A cross-generational analysis on an emerging market', Journal of Open Innovation: Technology, Market, and Complexity. Journal of Open Innovation: Technology, Market, and Complexity, 4(1), p. 8. doi: 10.1186/s40852-018-0090-7.
- [14] Delieva, D. and Eom, H. J. (2019) 'Consumers' Attitude Toward Socially Responsible Consumerism in the Sustainable Fashion Market', Business and Management Studies, 5(1), pp. 59–67. doi: 10.11114/bms.v5i1.4173
- [15] Doval, J., Singh, E. P. and Batra, G. S. (2013) 'Review of Management', Review of Management Vol., 3(3), pp. 1–40. Available at: <http://mdrf.org.in/wp-content/uploads/2016/04/Review-of-Management-Vol.-3-No.-3-4-December-2013.pdf#page=5>.
- [16] Gam, H.J., Cao, H., Farr, C. and Kang, M. (2010) 'Quest for the eco-apparel market: A study of mothers' willingness to purchase organic cotton clothing for their children', International Journal of Consumer Studies, 34(6), pp. 648–656. doi: 10.1111/j.1470-6431.2010.00898.
- [17] Gillasp, R. (2019). Sustainable Consumption: Definition and Complexities Video with Lesson Transcript | Study.com. [online] Study.com. Available at: <https://study.com/academy/lesson/sustainable-consumption-definition-and-complexities.html>.
- [18] Goworek, H. (2011). Social and environmental sustainability in the clothing industry: A case study of a fair trade retailer. Social Responsibility Journal, 7(1), 74–86. <https://doi.org/10.1108/174711111111114558>
- [19] Han, T. I. (2018) 'Determinants of organic cotton apparel purchase: A comparison of young consumers in the U.S.A. and South Korea', Sustainability (Switzerland), 10(6). doi: 10.3390/su10062025.
- [20] Hao, Y., Liu, H., Chen, H., Sha, Y., Ji, H., & Fan, J. (2019). What affect consumers' willingness to pay for green packaging? Evidence from China. Resources, Conservation and Recycling, 141(October 2018), 21–29. <https://doi.org/10.1016/j.resconrec.2018.10.001>
- [21] Harris, F., Roby, H., & Dibb, S. (2016). Sustainable clothing: Challenges, barriers and interventions for encouraging more sustainable consumer behaviour. International Journal of Consumer Studies, 40(3), 309–318. <https://doi.org/10.1111/ijcs.12257>
- [22] Hustvedt G, Peterson HH, Chen YJ (2008) Labelling wool products for animal welfare and environmental impact. Int J Consum Stud 32:427–437. doi: 10.1111/j.1470-6431.2008.00705.
- [23] Hustvedt, G. and Dickson, M. A. (2009) 'Consumer likelihood of purchasing organic cotton apparel: Influence of attitudes and self-identity', Journal of Fashion Marketing and Management, 13(1), pp. 49–65. doi: 10.1108/13612020910939879.
- [24] Jacobs, K., Petersen, L., Hörisch, J. and Battenfeld, D. (2018). Green thinking but thoughtless buying? An empirical extension of the value-attitude-behaviour hierarchy in

- sustainable clothing. *Journal of Cleaner Production*, 203, pp.1155-1169.
- [25] Joan L. Ellis (2012) 'Insights into willingness to pay for organic cotton apparel', *Journal of Fashion Marketing and Management*, 16(4), pp. 571–586.
- [26] Joergens, C. (2006) 'Ethical fashion: Myth or future trend?', *Journal of Fashion Marketing and Management*, 10(3), pp. 360–371. doi: 10.1108/13612020610679321.
- [27] Kang, J., Liu, C. and Kim, S. H. (2013) 'Environmentally sustainable textile and apparel consumption: The role of consumer knowledge, perceived consumer effectiveness and perceived personal relevance', *International Journal of Consumer Studies*, 37(4), pp. 442–452. doi: 10.1111/ijcs.12013.
- [28] Khare, Arpita; Varshneya, G. (2008) 'Antecedents to organic cotton clothing purchase behaviour: study on Indian youth 1.', *Journal of Fashion Marketing and Management: An International Journal*, 5(1), pp. 120–132. doi: 10.1108/13612021211203041.
- [29] Khare, A., & Sadachar, A. (2018). Green apparel buying behaviour. *International Journal of Consumer Studies*, 41, 558–569. <https://doi.org/10.1111/ijcs.12367>
- [30] Louise BK, Alison W (1994) Collecting data using a semi-structured interview: a discussion paper. *J Adv Nurs* 19:328–335
- [31] Lin S H (2010) A case study in Hawaii: who will pay more for organic cotton? *Int J Consum Stud* 34:481–489. doi: 10.1111/j.1470-6431.2010.00899.
- [32] Lueg, R., Pedersen, M. M., & Clemmensen, S. N. (2013). The Role of Corporate Sustainability in a Low-Cost Business Model - A Case Study in the Scandinavian Fashion Industry. *Business Strategy and the Environment*, 24(5), 344–359. doi:10.1002/bse.1825
- [33] G, S. and Mahapatra, S. K. (2018) 'Thematic Analysis to Assess Indian Consumers Purchase Intention for Organic Apparel', *The Qualitative Report*, 23(8), pp. 1962–1982.
- [34] Mahoney, M. (2018) *FASHION BUSINESS SUSTAINABILITY 1 The Latest Fashion Trend: Water Sustainability and Social Ethics*. State University of New York at New Paltz. Available at: https://dspace.sunyconnect.suny.edu/bitstream/handle/1951/70314/Mahoney_Honors.pdf.
- [35] Marian, L., 2014. Organic” and other product attributes: consumer perceptions and buying behaviour regarding organic food products”. Aarhus Universiteit: Business and Social Sciences, Department of Business Administration.
- [36] Marsh P. Eckert C. Potter S (2015) (PDF) Consumer behaviour towards sustainability in fashion, ResearchGate. Available at: https://www.researchgate.net/publication/48989722_Consumer_behaviour_towards_sustainability_in_fashion.
- [37] Mishra, P., Devakumar, G. (2018). Factors Influencing Consumer Preference for Purchase Intention of Organic Apparel Products – A Structured Review, *PBRI*, 11(6), 130–146.
- [38] Mishra, P., Devakumar, G. (2020). Sustainable Practices in Organic Apparel Industry, *Test Engineering and Management*, Vol.11, pp. 2918-2929
- [39] Momberg D, Jacobs B, Sonnenberg N (2012) The role of environmental knowledge in young female consumers' evaluation and selection of apparel in South Africa. *Int J Consum Stud* 36:408–415. doi: 10.1111/j.1470-6431.2011.01061.
- [40] Nap J (2017) Consumers' Choices Towards Eco-Fashion. Erasmus University Rotterdam.
- [41] Oh, K. and Abraham, L. (2016) 'Effect of knowledge on decision making in the context of organic cotton clothing', *International Journal of Consumer Studies*, 40(1), pp. 66–74. doi: 10.1111/ijcs.12214.
- [42] Palalic, R. (2017) 'The phenomenon of

- entrepreneurial leadership in gazelles and mice: a qualitative study from Bosnia and Herzegovina', *World Review of Entrepreneurship, Management and Sustainable Development*, 13(2/3), p. 211. doi: 10.1504/wremsd.2017.10003435.
- [43] Patton, M. Q. (2002) 'Two Decades of Developments in Qualitative Inquiry: A Personal, Experiential Perspective', *Qualitative Social Work*, 1(3), pp. 261–283. doi: 10.1177/1473325002001003636.
- [44] Polianskaia, A. (2018) Bridging the attitude-behaviour gap in sustainable fashion consumption. Helsinki Metropolia University of Applied Sciences.
- [45] Popa, I. D. and Dabija, D. C. (2019) 'Developing the Romanian organic market: A producer's perspective', *Sustainability (Switzerland)*, 11(2), pp. 1–15. doi: 10.3390/su11020467.
- [46] Pollari, M. (2016) Consumer's Purchase Intention of Ethical Fashion. University of Turku.
- [47] Preuit R (2016) fashion and sustainability: increasing knowledge about slow fashion through an educational module. Colorado State University Fort.
- [48] Saha, I., Bhandari, U. and Mathew, D. J. (2019) *Research into Design for a Connected World*. Springer Singapore. doi: 10.1007/978-981-13-5977-4.
- [49] Sampson, L. K. (2009) *Consumer Analysis of Purchasing Behavior for Green Apparel*. North Carolina State University.
- [50] Shao, J., & Ünal, E. (2019). What do consumers value more in green purchasing? Assessing the sustainability practices from demand side of business. *Journal of Cleaner Production*, 209, 1473–1483. <https://doi.org/10.1016/j.jclepro.2018.11.022>
- [51] Sheng, L. and Bobo, T. (2017) Antecedents of buying intention towards bio- cotton clothing A quantitative study among young business students at USBE. Umea School of Business and Economics.
- [52] Song, S. Y. and Kim, Y. K. (2018) 'A human-centered approach to green apparel advertising: Decision tree predictive modeling of consumer choice', *Sustainability (Switzerland)*, 10(10). doi: 10.3390/su10103688
- [53] Sung, J., & Woo, H. (2019). Investigating male consumers' lifestyle of health and sustainability (LOHAS) and perception toward slow fashion. *Journal of Retailing and Consumer Services*, 49, 120–128. doi:10.1016/j.jretconser.2019.03.018
- [54] Suriyankietkaew, S. S. (2019) 'Title : Sustainable leadership and entrepreneurship for corporate sustainability in small enterprises: an empirical analysis', *World Review of Entrepreneurship, Management and Sustainable Development*, 15(1), pp. 256–275. doi: 10.1504/WREMSD.2019.098463 World.
- [55] Varshneya, G., Pandey, S. K. and Das, G. (2017) 'Impact of Social Influence and Green Consumption Values on Purchase Intention of Organic Clothing: A Study on Collectivist Developing Economy', *Global Business Review*, 18(2), pp. 478–492. doi: 10.1177/0972150916668620.
- [56] Wang, N. (2017) We're all in this together! Examining the effect of peer pressure on eco-fashion consumption between Generation Z and Generation Y. Portuguese Catholic University. Available at: https://repositorio.ucp.pt/bitstream/10400.14/2752/1/152115086_Thesis_NanxiWang.pdf.
- [57] Wiederhold, M. and Martinez, L. F. (2018) 'Ethical consumer behaviour in Germany: The attitude-behaviour gap in the green apparel industry', *International Journal of Consumer Studies*, 42(4), pp. 419–429. doi: 10.1111/ijcs.12435.
- [58] WCED (1987) UN WCED 1987 Brundtland Report.pdf. Available at: <https://sswm.info/sites/default/files/> 5072

reference_ attachments/UN WCED 1987
Brundtland Report.pdf.

- [59] Zheng, Y. and Chi, T. (2015) 'Factors influencing purchase intention towards environmentally friendly apparel: An empirical study of US consumers', *International Journal of Fashion Design, Technology and Education*, 8(2), pp. 68–77. doi: 10.1080/17543266.2014.990059.