

Exploring the Demographic Differences of Factors Contributing Towards Organic Clothing Consumption in Haryana

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Abstract

The current study investigates the factors contribution towards Organic clothing Consumption. A total of eight factors have been found which are named as **Trust in organic Labels, Organic Clothing Knowledge, Past Behaviour, Health Consciousness, Environmental Attitude, Price Perception, Environmental Concern and Subjective Norms respectively**. Further, differences in these factors were studied on the basis of Gender, Age and Income and the results of Independent sample t test revealed that significant differences were found across gender with respect to Organic Clothing Knowledge, Past Behaviour, Health Consciousness and Price perception. Male has high Organic Clothing Knowledge, consider past behavior and high price perception in contrast to females. On the other hand Female are more conscious about health while purchasing Organic clothing as compared to males. The results of One way ANOVA revealed that there were significant difference between three factors named as Trust in organic Labels, Environment Concern and Subjective Norms. It was found that people of Age 35-44 years have trust in organic labels, Environment concern is more in the persons having age above 35 years and subjective norms are significant for respondents having age between 18-24 years. there found significant difference between Organic Clothing Knowledge, Past Behaviour, Price perception, Environmental Concern and Subjective norms. It is found that Organic Clothing Knowledge is more in the respondents having income more than 12 lakhs, Past Behaviour matters for the respondents having moderate income i.e. 12 to 18 Lakhs, Price perception and subjective norms are important for the respondents having income less than 6 lakh rupees. People having income more than 12 lakh rupees are more concerned about the Environment while purchasing Organic Clothes. Therefore, companies producing organic clothes shall take care to these factors to promote the organic clothing consumption.

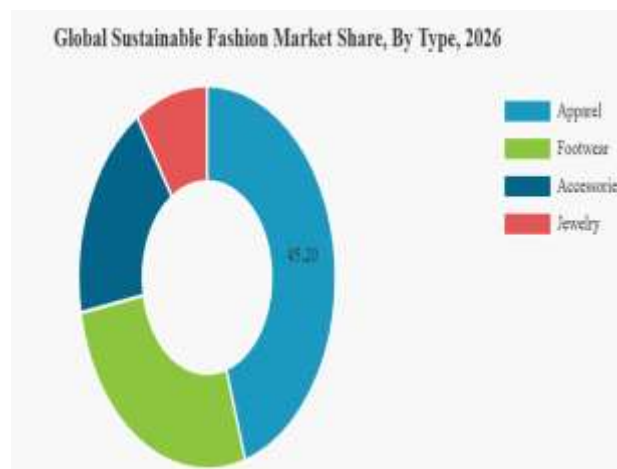
Keywords: Organic Clothing, Sustainability, Purchase behavior, Environment

Introduction

The global fashion industry is slowly adopting sustainable methods due to the rise in consumer awareness and the growing demand for eco-friendly products. Today's society is based on many unsustainable consumption practices such as pollution, greenhouse gas emissions, global warming, etc. It is now a worldwide problem (Mahmoud, 2018). One of the industrial sectors that pollute the environment is the textile and apparel industry (Taljaard et al., 2018).

The growth of organic cotton apparel in the fashion industry could have profound impacts on environmental and textile pollution and create new opportunities for environmentally friendly apparel. Younger generations are adapting to Eco-conscious fashion styles. These trends support the progress of the global sustainable fashion industry by highlighting the production of sustainable and quality products. The market is divided into four segments: jewelry, accessories, footwear and clothing.

In 2024, the clothing industry represented the largest share of the global sustainable fashion market. The product is purchased more often and has a high consumption volume compared to its competitors. In addition, social media companies and Influencers often pay attention to sustainable clothing, which improves their profile and can allow segmental development. Footwear was the second largest category in 2024 in terms of market share.



Source: <https://www.fortunebusinessinsights.com>

Thus, the research on organic products and its environmental impacts has always been important however, the purchasing patterns of consumers in less-developed countries are less attention.

Literature Review

With the global sustainability trend, consumer perception of eco-friendly clothing has been widely studied. This literature review synthesizes key findings associated with consumer attitudes, behavior and the wider implications of sustainability

Gam, H. J. et al. (2010) also examined that mothers' intention to buy children's products made of organic cotton (OCC). The study determined that mothers' environmental concerns significantly influence their engagement in OCC, which has a significant impact on mothers' propensity to purchase OCC. (Hustvedt, G.; Dickson, M.A (2009), research shown that consumers are motivated by their conviction that buying organic clothing provides benefits. It is clear that it illustrates how organic cotton clothing encourages organic farming; it is another way to highlight the benefits of buying organic cotton clothes for the environment. To increase their market share, fashion stores in many developed countries focus on organic apparel products (Abrar et al., 2018). Organic clothing was a profitable business for many well known merchants and companies. Companies like Wal-Mart, Nike, H&M and C&A have offered 100 % of organic materials (Maloney, J. et al. 2014).

Sree, and R. Kavitha. 2023. Impact of Demographic Variables like Age, Sex and Wealth on Buying Decisions in Fashion Industry. That's because fast fashion is in and it's popular, it's cheap and it can

keep up with trends. But new research shows consumer behaviour is driven more by social identity and mental health, not age or wealth. The study highlights the need for tailored approaches and advanced segmentation of the market for successful customer targeting.

Objectives:

1. To explore the factors contributing towards Organic Clothing consumption in Haryana
2. To study the demographic (Gender, Age, Income) differences regarding contributing towards Organic Clothing consumption in Haryana

Research Methodology

The current study's research design is exploratory in nature because its primary goal is to explore the factors contributing towards customers' organic clothing consumption. Further it is a cross-sectional study as data is gathered from subset of the population in Haryana at a specific point of time to analyze the factors contributing towards organic clothing consumption among customers of Haryana.

The population of the study includes all organic clothing customers in Haryana. Haryana state is divided into six divisions for administrative purposes which are Ambala, Faridabad, Gurgaon, Hisar, Rohtak and Karnal which comprised of 22 districts. The current study takes up a sample size of 367 respondents of Haryana. Further these 367 respondents were asked about their familiarity towards organic clothing and 21 respondents came out to be not at all familiar with organic clothing. Therefore, final analysis is being carried out on 346 respondents who are aware of organic clothing.

Data is gathered utilizing the primary data technique by distributing the questionnaire to the target respondents in both offline and online modes. For attaining the aforementioned objectives, a well-structured questionnaire will be prepared by adapting the scale of different constructs used in the past literature. Apart from demographics various statements regarding factors contribution towards organic clothing consumption were asked from the respondents and each statement is placed on a 5-point Likert scale with "1 = strongly disagree, to 5 = strongly agree".

Results and Discussions

Objective 1: To explore the factors contributing towards Organic Clothing consumption in Haryana

Exploratory factor analysis was used to extract the variables in order to accomplish this goal.

Using a large number of variables and statements, exploratory factor analysis is a data reduction approach that helps identify a few significant, manageable factors. Before using the test, the suitability of the sample data for the use of exploratory factor analysis is examined; this process is often referred to as determining the factorability of the data.

The following are the outcomes of the same:

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.842
Bartlett's Test of Sphericity	Approx. Chi-Square	7694.264
	Df	741
	Sig.	.000

First of all sample adequacy needs to be checked as it is the essential condition for running Exploratory Factor Analysis. So, from the above table it is clear that Kaiser-Meyer-Olkin Measure of Sampling Adequacy of our data set is .842, which is above 0.60. Bartlett's Test of Sphericity takes the null hypothesis that there is no significant relationship between the variables or statements under study. Here, null hypothesis is rejected as p value is less than 0.05. Therefore; it can be concluded that variables/statements have some relationship between themselves and eligible to enter into further analysis. So, it is clear that sample size and all the variables/statements are adequate to run the Exploratory Factor analysis. Principle Components analysis method was used to run the Exploratory factor analysis. Factors are extracted on the basis of eigen values. The number of factors to be retained are the ones with eigen values >1. The communality value of each statement was found to be greater than 0.50.

The SPSS results, or factor loadings for different assertions, are shown in Table 1. The correlation between a variable and a factor that has been extracted from the data is called a factor loading.

Table 2:: Factor Loadings of the Statements

	Component/ Factor								Reliability	Validity
	1	2	3	4	5	6	7	8		
TOL1. I trust the labels clothing that clothing is organic	.838								0.887	0.681097
TOL2. Organic labeling increase my confidence in organic product	.837									
TOL3. I believe certified organic clothing is genuinely environment friendly	.826									
TOL4. I trust brand that provide transparent information about organic clothing	.819									
TOL5. Organic clothing labels provide accurate information about the product.	.806									
OCK3. I can identify organic clothing labels or certification.		.860							0.876	0.571622
OCK2. I am aware and familiar with the production of clothing.		.790								
OCK1. I totally understand that organic clothing means		.777								
OCK5. I understand the benefits of organic clothing		.715								
OCK4. I know the difference between organic and conventional clothing		.616								

PB2. I have purchased organic clothing in the past			.768						0.870	0.515363
PB3. I have bought organic clothing more than once.			.717							
PB5. My past experience with organic clothing has been satisfactory			.708							
PB1. I have purchased organic clothing in the past			.700							
PB4. I regularly purchase organic clothing whenever available			.694							
HC2. I prefer clothing made without harmful chemicals				.836					0.936	0.619893
HC3. I avoid clothing that may contains harmful chemicals				.824						
HC1. I believe organic clothing is safer for me				.780						
HC4. Wearing organic clothing contributes to my personal well-being				.755						
HC5. I consider health while purchasing clothing				.737						
EA2. I have a positive attitudes towards organic clothing					.785				0.853	0.573863
EA1. Buying organic clothing is a good way to protect the environment					.755					
EA5. organic clothing is a responsible purchasing choice					.754					
EA3. organic clothing contributes to sustainable living					.750					
EA4. I believe consumers should support eco-friendly like organic clothing					.743					
	Component/ Factor								Reliability	Validity
	1	2	3	4	5	6	7	8		
PP4. High price discourage me from purchasing organic clothing						.838			0.844	0.571371
PP5. Organic clothing provides value for the money I spend						.832				

PP3. I am willing to pay more for organic clothing if it offer better quality						.760				
PP2. Organic clothing is generally more expensive than conventional clothing						.678				
PP1. I consider price before buying organic clothing						.652				
EC4:I feel responsible to reduce environmental pollution through my purchase.							.836		0.819	0.537082
EC1:I am concerned about the environmental impact of the clothing Industry.							.757			
EC2:Protecting the environment is important to me when purchasing clothes.							.700			
EC3: I prefer products that are less harmful to the environment.							.683			
EC5: Environmental issues influence my clothing purchase decision.							.676			
SN1. People encourage me to buy organic clothing								.813	.843	0.585037
SN3. People influence my decision to buy organic clothing								.794		
SN4. I feel social pressure to choose sustainable clothing								.738		
SN2. My family supports/appreciates my decision to purchase organic clothing.								.710		
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.										
a. Rotation converged in 7 iterations.										

Here a total of eight factors have been extracted which are named **Trust in organic Lables, Organic Clothing Knowledge, Past Behaviour, Health Consciousness, Environmental Attitude, Price Perception, Environmental Concern and Subjective Norms respectively**, and these factors are meet the reliability (greater than 0.70) and Validity thresholds (greater than 0.50).
Objective 2: To study the demographic (Gender, Age, Income) differences regarding contributing towards Organic Clothing consumption in Haryana

To accomplish this goal, eight factors which are extracted from Exploratory Factor Analysis are compared across Gender, Age and income Categories. Independent sample t test (gender) and One Way Anova (Age and Income) was applied to achieve the results.

Impact of Gender on various factors of Organic Clothing Consumption

Independent sample t test was applied to achieve the following Results:

Table 3: Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Trust in organic Lables	Male	164	.0763415	.91391763	.07136498
	Female	182	-.0687912	1.06951204	.07927751
Organic Clothing Knowledge	Male	164	-.0953411	1.05235920	.08217545
	Female	182	.0859118	.94503640	.07005076
Past Behaviour	Male	164	.1273146	.94775975	.07400760
	Female	182	-.1147230	1.03403902	.07664807
Health Consciousness	Male	164	-.0734354	1.05142424	.08210244
	Female	182	.0661726	.94933328	.07036926
Environmental Attitude	Male	164	.0041795	.94971308	.07416013
	Female	182	-.0037662	1.04584392	.07752311
Price Perception	Male	164	.1006797	1.04018256	.08122461
	Female	182	-.0907224	.95615761	.07087512
Environmental Concern	Male	164	.0367324	.92376755	.07213413
	Female	182	-.0330995	1.06549044	.07897941
Subjective Norms	Male	164	-.0152328	1.05986643	.08276166
	Female	182	.0137263	.94555373	.07008911

It is clear from the table 3 that there appears differences in the all eight factors on the basis of Gender. Independent t test is applied to find out whether these differences are significant or not.

Table 4: Independent Samples Test

Factors		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig.
Trust in organic Lables	Equal variances assumed	3.241	.073	1.630	344	.104
	Equal variances not assumed			1.644	342.42	.101
Organic Clothing Knowledge	Equal variances assumed	.136	.712	-2.564	344	.011
	Equal variances not assumed			-2.565	340.95	.011
Past Behaviour	Equal variances assumed	2.909	.089	3.321	344	.001

	Equal variances not assumed			3.351	342.43	.001
Health Consciousness	Equal variances assumed	6.770	.010	-2.131	344	.034
	Equal variances not assumed			-2.110	316.44	.036
Environmental Attitude	Equal variances assumed	.677	.411	1.035	344	.301
	Equal variances not assumed			1.042	343.636	.298
Price Perception	Equal variances assumed	.003	.960	3.452	344	.001
	Equal variances not assumed			3.453	340.50	.001
Environmental Concern	Equal variances assumed	3.101	.079	1.458	344	.146
	Equal variances not assumed			1.474	340.35	.141
Subjective Norms	Equal variances assumed	.123	.726	.088	344	.930
	Equal variances not assumed			.088	340.06	.930

It is clear from the table 4 that significant differences are found across gender with respect to Organic Clothing Knowledge, Past Behaviour, Health Consciousness and Price perception. Male has high Organic Clothing Knowledge, consider past behavior and high price perception in contrast to females. However, women are more conscious about health while purchasing Organic clothing in contrast to men.

Impact of Age on various factors of Organic Clothing Consumption

One Way Anova was applied to achieve the following Results

Table 5: Descriptive according to Age

		N	Mean	Std. Deviation	Std. Error
Trust in organic Lables	18-24 years	142	.0784421	.95684432	.08029659
	25-34 Years	79	-.0906287	1.01118989	.11376775
	35-44 Years	69	.0385652	.90837713	.10935576
	45-54 years	36	-.0688155	1.29081639	.21513606
	55 years and above	20	-.2081373	1.00164055	.22397364
	Total	346	.0000000	1.00000000	.05376033
Organic Clothing Knowledge	18-24 years	142	-.1005488	.83542279	.07010712
	25-34 Years	79	.0131704	1.19924671	.13492580
	35-44 Years	69	.1935811	.88981134	.10712070
	45-54 years	36	-.2940764	1.27638804	.21273134
	55 years and above	20	.5233562	.75830538	.16956224
	Total	346	.0000000	1.00000000	.05376033
Past Behaviour	18-24 years	142	-.0313623	.86425744	.07252687

	25-34 Years	79	-.0656343	.97793411	.11002618
	35-44 Years	69	-.1077563	1.21251989	.14597024
	45-54 years	36	.3415091	.99630845	.16605141
	55 years and above	20	.2389710	1.11798008	.24998795
	Total	346	.0000000	1.00000000	.05376033
Health Consciousness	18-24 years	142	-.0942794	.99871820	.08381057
	25-34 Years	79	-.0065386	1.04764446	.11786921
	35-44 Years	69	-.0118318	.92897136	.11183501
	45-54 years	36	.2772905	1.14722233	.19120372
	55 years and above	20	.2369079	.68204560	.15251003
	Total	346	.0000000	1.00000000	.05376033
Environmental Attitude	18-24 years	142	-.0614463	.80350298	.06742847
	25-34 Years	79	-.1232931	1.33169043	.14982688
	35-44 Years	69	.1533942	.97556693	.11744446
	45-54 years	36	.2331550	.93705153	.15617526
	55 years and above	20	-.0256128	.88443065	.19776471
	Total	346	.0000000	1.00000000	.05376033
Price Perception	18-24 years	142	.1416084	.87193709	.07317133
	25-34 Years	79	-.0917864	1.23289270	.13871127
	35-44 Years	69	-.1276945	.98603812	.11870504
	45-54 years	36	-.0761235	.96775108	.16129185
	55 years and above	20	-.0652950	.90069989	.20140262
	Total	346	.0000000	1.00000000	.05376033
Environmental Concern	18-24 years	142	-.3395980	1.06398512	.08928765
	25-34 Years	79	.1747132	.99237448	.11165085
	35-44 Years	69	.2059234	.75201311	.09053174
	45-54 years	36	.2396530	.92325560	.15387593
	55 years and above	20	.5792178	.71756523	.16045246
	Total	346	.0000000	1.00000000	.05376033
Subjective Norms	18-24 years	142	.2250512	.77490351	.06502846
	25-34 Years	79	-.0149137	1.22147669	.13742686
	35-44 Years	69	-.1856227	1.03310461	.12437118
	45-54 years	36	-.2695309	1.10790672	.18465112
	55 years and above	20	-.4134002	.82073361	.18352161
	Total	346	.0000000	1.00000000	.05376033

Table 5: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Trust in organic Lables	Between Groups	2.662	4	.666	.663	.618
	Within Groups	342.338	341	1.004		

	Total	345.000	345			
Organic Clothing Knowledge	Between Groups	12.626	4	3.157	3.239	.013
	Within Groups	332.374	341	.975		
	Total	345.000	345			
Past Behaviour	Between Groups	6.622	4	1.655	1.668	.157
	Within Groups	338.378	341	.992		
	Total	345.000	345			
Health Consciousness	Between Groups	5.166	4	1.291	1.296	.271
	Within Groups	339.834	341	.997		
	Total	345.000	345			
Environmental Attitude	Between Groups	5.331	4	1.333	1.338	.255
	Within Groups	339.669	341	.996		
	Total	345.000	345			
Price Perception	Between Groups	4.932	4	1.233	1.236	.295
	Within Groups	340.068	341	.997		
	Total	345.000	345			
Environmental Concern	Between Groups	30.491	4	7.623	8.265	.000
	Within Groups	314.509	341	.922		
	Total	345.000	345			
Subjective Norms	Between Groups	15.620	4	3.905	4.043	.003
	Within Groups	329.380	341	.966		
	Total	345.000	345			

Table 6 makes it clear that there were significant differences between three factors named as Trust in organic Labels, Environment Concern and Subjective Norms. It was found that people of Age 35-44 years have trust in organic labels, Environment concern is more in the persons having age above 35 years and subjective norms are significant for respondents having age between 18-24 years.

Impact of Income on various factors of Organic Clothing Consumption

One Way Anova was applied to achieve the following Results

Table 7: Descriptive according to Income

		N	Mean	Std. Deviation	Std. Error
Trust in organic Lables	Rs 6,00,000 or Below	90	.1443413	.91976591	.09695184
	Rs. 6,00,001 -12,00,000	88	.0458886	.98067664	.10454048

		Rs, 12,00,001-18,00,000	104	-.0275832	.93713113	.09189327
		above Rs. 18,00,000	64	-.2212541	1.19728426	.14966053
		Total	346	.0000000	1.00000000	.05376033
Organic Knowledge	Clothing	Rs 6,00,000 or Below	90	-.1855262	.69284593	.07303237
		Rs. 6,00,001 -12,00,000	88	-.1546240	1.20259096	.12819663
		Rs, 12,00,001-18,00,000	104	.1949791	.89843787	.08809908
		above Rs. 18,00,000	64	.1566631	1.14495689	.14311961
		Total	346	.0000000	1.00000000	.05376033
Past Behaviour		Rs 6,00,000 or Below	90	.0105527	.80605812	.08496599
		Rs. 6,00,001 -12,00,000	88	.0218984	1.09855460	.11710631
		Rs, 12,00,001-18,00,000	104	.1742802	.74436999	.07299148
		above Rs. 18,00,000	64	-.3281554	1.35111136	.16888892
		Total	346	.0000000	1.00000000	.05376033
Health Consciousness		Rs 6,00,000 or Below	90	-.1924919	1.02720535	.10827695
		Rs. 6,00,001 -12,00,000	88	.0286835	1.01386950	.10807885
		Rs, 12,00,001-18,00,000	104	.0701907	.98772335	.09685424
		above Rs. 18,00,000	64	.1171920	.94597287	.11824661
		Total	346	.0000000	1.00000000	.05376033
Environmental Attitude		Rs 6,00,000 or Below	90	-.0300972	.77075210	.08124441
		Rs. 6,00,001 -12,00,000	88	-.0887809	1.17075042	.12480241
		Rs, 12,00,001-18,00,000	104	.0693264	1.11552078	.10938581
		above Rs. 18,00,000	64	.0517425	.82868700	.10358588
		Total	346	.0000000	1.00000000	.05376033
Price Perception		Rs 6,00,000 or Below	90	.1989725	.73140786	.07709716
		Rs. 6,00,001 -12,00,000	88	.1008902	1.21825442	.12986636
		Rs, 12,00,001-18,00,000	104	-.1782908	1.05508598	.10345969
		above Rs. 18,00,000	64	-.1288065	.84309919	.10538740
		Total	346	.0000000	1.00000000	.05376033
Environmental Concern		Rs 6,00,000 or Below	90	-.3759468	1.10397496	.11636918
		Rs. 6,00,001 -12,00,000	88	.0421663	1.03908728	.11076708
		Rs, 12,00,001-18,00,000	104	.1237830	.90313006	.08855919
		above Rs. 18,00,000	64	.2695491	.79146865	.09893358
		Total	346	.0000000	1.00000000	.05376033
Subjective Norms		Rs 6,00,000 or Below	90	.2003035	.79037526	.08331287
		Rs. 6,00,001 -12,00,000	88	.0955032	1.15529205	.12315455

	Rs, 12,00,001-18,00,000	104	-.1739680	.97627896	.09573203
	above Rs. 18,00,000	64	-.1302958	1.02712711	.12839089
	Total	346	.0000000	1.00000000	.05376033

Table 8: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Trust in organic Lables	Between Groups	5.273	3	1.758	1.769	.153
	Within Groups	339.727	342	.993		
	Total	345.000	345			
Organic Clothing Knowledge	Between Groups	10.726	3	3.575	3.658	.013
	Within Groups	334.274	342	.977		
	Total	345.000	345			
Past Behaviour	Between Groups	10.103	3	3.368	3.439	.017
	Within Groups	334.897	342	.979		
	Total	345.000	345			
Health Consciousness	Between Groups	4.799	3	1.600	1.608	.187
	Within Groups	340.201	342	.995		
	Total	345.000	345			
Environmental Attitude	Between Groups	1.446	3	.482	.480	.696
	Within Groups	343.554	342	1.005		
	Total	345.000	345			
Price Perception	Between Groups	8.827	3	2.942	2.993	.031
	Within Groups	336.173	342	.983		
	Total	345.000	345			
Environmental Concern	Between Groups	19.120	3	6.373	6.689	.000
	Within Groups	325.880	342	.953		
	Total	345.000	345			
Subjective Norms	Between Groups	8.648	3	2.883	2.931	.034
	Within Groups	336.352	342	.983		
	Total	345.000	345			

Table 8 makes it clear that there were significant differences between Organic Clothing Knowledge, Past Behaviour, Price perception, Environmental Concern and Subjective norms. It is found that Organic

Clothing Knowledge is more in the respondents having income more than 12 lakhs, Past Behaviour matters for the respondents having moderate income i.e. 12 to 18 Lakhs, Price perception and subjective norms are significant for the respondents having income less than 6 lakh rupees. People having income more than 12 lakh rupees are more concerned about the Environment while purchasing Organic Clothes.

Conclusion:

In the past, "organic clothing" and "sustainability" were associated with developed nations, but there is a growing trend towards sustainable clothing in emerging economies. According to a Global Lifestyle Monitor survey, 65% of consumers in China and India took sustainability into account when making clothing purchases, compared to 32% of consumers in developed nations (Lam 2017). The present study explores the factors contribution towards Organic clothing Consumption. A total of eight factors have been extracted which are named as **Trust in organic Lables, Organic Clothing Knowledge, Past Behaviour, Health Consciousness, Environmental Attitude, Price Perception, Environmental Concern and Subjective Norms respectively.**

Further, differences in these factors were studied on the basis of Gender, Age and Income. The results of Independent sample t test showed that significant differences were found across gender with respect to Organic Clothing Knowledge, Past Behaviour, Health Consciousness and Price perception. Male has high Organic Clothing Knowledge, consider past behavior and high price perception as compared to females. However, women are more conscious about health while purchasing Organic clothing as compared to men. Three variables differed significantly, according to the one-way ANOVA findings namely, Trust in organic Labels, Environment Concern and Subjective Norms. It was found that people of Age 35-44 years have trust in organic labels, Environment concern is more in the persons having age above 35 years and subjective norms are significant for respondents having age between 18-24 years. There was a notable distinction between Organic Clothing Knowledge, Past Behaviour, Price perception, Environmental Concern and Subjective norms. It is shown that respondents with incomes above 12 lakhs are better knowledgeable about organic clothing, Past Behaviour matters for the respondents having moderate income i.e. 12 to 18 Lakhs, Price perception and subjective norms are significant for the respondents having income less than 6 lakh rupees. People having income above 12 lakh rupees are more concerned about the Environment while purchasing Organic Clothes. Therefore, companies producing organic clothes shall take care to these factors in order to promote the organic clothing consumption.

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