

# Factors Influencing Consumer Preference for Purchase Intention of Organic Apparel Products – A Structured Review

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## Abstract

The aim of this paper was to identify factors influencing green consumer purchase behaviour for organic apparel products in India. Based on the scholarly journals from national and international publications, the research gap was recognized. And scholar has found factors such as Green Trust, Green Motive, Green Perceived Value and Green Attitude having strong influential capabilities on purchasing preferences for organic apparel products. It was also noticed that various generation cohorts as Gen X, Gen Y and Gen Z exhibit uniqueness in their consumption pattern for such products. In addition, consumer's transition towards organic clothing is on rise in India recently due to increase in environmental, health and social hazards associated with conventional apparel products. Conceptual framework for green consumer purchase behaviour has been developed based on above identified factors by researcher. The findings of such work will aid retailers, marketers and research community alike in gaining better insight into green consumers mindset and leverage alignment of promotional strategies towards organic clothing market growth in India.

## Keywords:

Green Trust, Green Motive, Green Perceived Value, Green Attitude, Organic Apparel Products.

## Introduction

Textile sector is known to generate poisonous substances during production of fabrics, adding harmful gases to surrounding and producing tons of textile waste contaminating water (Kant, Chopra & Sisodia, 2017). Still, Indian clothing industry is estimated to progress significantly (Khawani & Khatwani, 2017) despite growing ecological and social issues encountered in this sector (Koszevska, 2011). Growing consumer awareness on same has resulted in encouraging textile sector to produce environment and people caring apparel products off late. Hess Natur (German based company) explored organic cotton usage in early 1970s and set sustainable quality in the apparel industry which has slowly entered primary market leaving niche market (Hansen & Schaltegger, 2013). Later came other organic

apparel products made from organic bamboo fibre having antibacterial properties which avoids chemicals (Manish, Patra & Thakur, 2012), organic wool (Bernard, Hustvedt & Carroll, 2013), organic linen obtained through reaping flax crop to get fibres (Uygur, 2017) and others as organic hemp, organic silk etc. Companies like Lavos (2018) have innovated bamboo performance technology line and medical health care fabrics. They use organic cotton and bamboo mixed with splendex to make soft, light, durable leisure wears. They are providing comfortable sports clothing, fostering environment conservation and providing value for money to customers. Some of the properties of such fabrics include absorption of moisture as sweat from body and so as to feel dry all the time, odour free bamboo blended organic cotton apparel, bamboo's anti-microbial and bacterio static bio-agent keeping cloth free from bad smells, ultra violet safeguarding factor, four direction fabric stretch, being bio degradable. Organic textile advantages also include pollution prevention, cost-value of organic fibres, usage of natural pesticides etc. (Uygur, 2017). Hence organic apparel has been the strong interest area for the scholar. Products having negligible negative impact on surrounding are called environment friendly, green, recycled, organic etc. interchangeably. At present 83% of customers across all generations cohorts exhibit some portion of green characteristics. Green consumers are initial takers and representatives who impact purchasing behavior (Ottman, 2017). Accordingly, scholar will be exploring Gen X, Gen Y and Gen Z consumers in future work in progression to current review work.

The emphasis on consuming green products is gaining importance in India. But there are limited research works in this area for Indian population (Manchiraju, Sadachar & Khare, 2017). As per a study (Sadachar et al. 2016) on sustainable clothing, environmentalism had very significant favourable influence on environment responsible clothing purchase conduct. Scholar has an urge to recognise and focus on green consumers for organic apparel products. As per scholar, comprehension on their environmentally friendly perspective and factors influencing their purchasing preferences is prerequisite to formulate framework for green consumer purchase behaviour. Accordingly, this review is done.

Objectives of this study are to i) Analyse the consumer characteristics and causes in transition towards "green" attribute or organic concept of apparel products from conventional apparel products. ii) Identify the critical green factors influencing preference for purchase intention for organic apparel product iii) Develop green consumer purchase behaviour framework for organic apparel product. To address mentioned objectives, the flow of this article includes background of the study, methodology, result, proposed factors and framework for future research work.

## BACKGROUND OF THE STUDY

### Current Market Scenario of Organic Apparel in India

Though environmental concern has become a main socio-economic concern currently, despite of increase in green consumerism, it is yet at initial stage to influence firms and society alike (Sandhu et al. 2010). According to study done by Garg & Hada (2014), slow fashion is need of hour. The emphasis on consuming green products is gaining importance in India. But there is limited research work in this area for Indian population (Manchiraju et al. 2017). Market demand for organic products is increasing due to consumers heightened sensitivity towards "process" involved in production of organic products. Organic market is slowly shifting to mainstream from niche market. With more consumer willing to spend for environment friendly products, study on their behaviour is gaining momentum globally. Increasing number of health-related issues as skin diseases and internal infections have caused doubt in the mindset of consumers towards conventional methods of production processes. So, the need to examine and understand consumer purchase behaviour in detail for organic products came up in this research. More so, for developing country as India, where business to consumer market is still in initial phase and need to be explored. This has impacted many industries as textile industry which is innately not sustainable. Organic products are cultivated under a farming structure in the absence of chemicals and harmful insecticides with surrounding and society concern perspective.

### Organic Apparel

Apparel is basic requirement of human beings and apparel industry provides goods to meet this demand (Hansen & Schaltegger 2013). Organic Apparel refers to clothing which are made from natural fabric devoid of chemicals and harmless to skin (Khare & Varshneya, 2017). Possibly such production happens locally and has slight or nil adverse impact on environment and contains benefits for human body compared to conventional apparel products. Organic cultivation refers to a manufacturing process wholly or majorly devoid of artificially mixed pesticide, fertilizer, growth regulatory and livestock feed additives (Sondhi & Vani, 2007). It utilises eco-labelling and recycles material. Organic apparel uses organic fibre, organic cotton, blended organic cotton, organic bamboo fibre, organic wool, organic linen, organic hemp and organic silk. Eco and social labelling are used to detail and emphasize on green or organic attributes of the organic product.

As per findings from study by Saicheua, Cooper & Knox (2012), sustainable clothing consumers have limited knowledge on Global Organic Textile Standard and Textile logos shown in fig 1.

**Fig. 1 Sustainable clothing and its labelling (Source: Saicheua et al. 2012)**

### Consumer Purchase Behaviour

According to Priest, Carter & Statt (2013), consumer behaviour refers to the intellectual and emotion centric activities that individuals involve into while choosing, buying, utilising and disposal of product and service that leads to satisfying basic needs and wants. Consumers in

general belong to various generational cohorts as Gen X, Gen Y and Gen Z, which is a unique group of people who share birth year, age, location and significant happenings in life (Handricks, 2012). Various generation groups are exclusive in terms of their values, attitude and preferences (Parment, 2017). This in turn will impact their purchasing trends as explained in Table 1.

**Table 1. The Three Generations in India**

Generations	Gen X	Gen Y	Gen Z
<b>Birth years</b>	Between 1960 to 1980	Between 1980 to 1995	Between 1995 to 2012
<b>Age Group</b>	38 years to 58 years	23 years to 38 years	6 years to 23 years
<b>Purchase behaviour</b>	Involvement in retail shopping, importance to customer service and quality, brand loyalty and trust in retailers.	Focus on product selection and spending earned income.	Importance to advertisement and product variety.

**Source:** Srinivasan (2012); Singh (2014); Ordun (2015)

### Consumer Behaviour Models

Consumer behaviour has been interpreted in marketing concepts with the help of varied models where consumer seeks information. As per a study by East, Singh & Wright (2016), there are three consumer models such as: Cognitive, Reinforcement and Habit related model. Nicosia Model of the consumer decision making stages comprises of customer attitude formation, information seeking, evaluation, purchase action and customer review post product utilization. The Engel-Blackwell-Miniard model of customer behaviour includes decision formation stages which are influenced by personal attributes like motive, values, social impact and situation-based effects. The conventional five steps model explains that a customer moves through 5 stages - need identification, information

search, evaluating options, buying decision and post purchase behaviour. The theory of planned behaviour explains consumer behaviour for green marketing domain (Chowdhary & Samuel, 2014).

### METHODOLOGY

To cater the objectives, existing research work was reviewed in order to comprehend the basic factors influencing consumer purchase intention for organic apparel products. Research work on various organic products inclusive of organic apparel products have been referred herewith. Literature review was done from Scopus index journals from 2009 till 2018 recent months. Keywords used were-organic apparel products, green consumer, green attitude etc. Articles were referred from Google Scholar, Pro Quest, EBSCO and various University database. Through cautious

steps, we finalised 32 key sample research works to be part of this review using similar selection parameters as in past reviews. And as per concurrence among co-authors the factors and variables influencing consumer purchase behaviour in the context of organic apparel products have been identified.

Literature survey on significant works related to factors influencing consumer purchase behaviour for organic products in the context of organic apparel product is detailed in Table 2.

**Table 2. Summary of Critical Literature Review**

Sr. No.	Title, Author & Year	Country	Method	Research Findings	Factors
1	Enhancing Green Loyalty towards Apparel Retail Stores: A Cross-Generational Analysis on an Emerging Market Dabija (2018)	Romania	Survey, Cronbach's Alpha, Kaiser Meyer, Ohlkin, Bartlett's Sphericity, Fit Indices, Structural Equation Modelling	<p>a. Priority for apparel shops where buyer will do repeat buying, refer friends, again come relies on scope to which these retailers will be doing environmental caring activities and look for green planning, same applicable for loyalty of buyers too.</p> <p>b. Buyers frequently visit stores which provide green or organic material clothes.</p> <p>c. Companies seeking environmentally friendly regulations are sought after by buyers of all generation group, which appeals more for Gen Y and Z compared to previous generations.</p>	Environmental protection strategy, Environmental responsibility, Loyalty towards green oriented retail stores
2	How the Interplay Between Consumer Motivations and Values Influences Organic Food Identity and Behavior Hansen (2018)	Denmark	Survey, Structural Equation Modelling, Confirmatory Factor Analysis, Linear Regression, Segmentation Analysis.	<p>a. Health awareness has favourable impact on organic eat recognition, especially for buyers with high level of conservation.</p> <p>b. Organic eat identity was not proved to be mediating link among individual motives and organic eatable conduct.</p> <p>c. Organic food involvement has higher favourable effect on organic eat recognition and self enhancement and was positively linked to intentional food conduct.</p>	Environmental, Health, Social consciousness, Personal values., Organic food identity, Intentional organic food behaviour
3	Trust to Go Green: An Exploration of Consumer Intentions for Eco-friendly Convenience Food. Ricci Banterle, &Stranieri (2018)	Italy	Interview, Questionnaire, Confirmatory Factor Analysis, Structural Equation Modelling.	<p>a. The trust grade was more for food manufacturing and retail stores. Consumer's trust favourably impacts purchase of eco-friendly products and unfavourably effect agricultural practices followed.</p> <p>b. Female group was on higher confidence grade for all stakeholders in food context in comparison to male group.</p> <p>c. Buyers who buy more minimally processed vegetables have higher degree of belief in such product Intention to purchase has very important favourable link with perspective towards such products.</p>	Institutional trust, Attitude, Perceived availability, Food shopping habits, Concern, Intention to buy



4	Purchase Intention Survey of Millennials Towards Online Fashion Stores. Sethi , Kaur &Wadera (2018)	India	Questionnaire, Reliability and Validity Test, Exploratory Factor Analysis.	Product options and online appraisal by others impacted buying of fashion articles online.	Online reviews, Product Variety, Purchase intention
5	Impact of Social Influence and Green Consumption Values on Purchase Intention of Organic Clothing: A Study on Collectivist Developing Economy. Varshneya et al. (2017)	India	Questionnaire, Descriptive Statistics, Cronbach's Alpha, Average Variance Extracted, Structural Equation Modelling, Confirmatory Factor Analysis, RMSEA	<p><b>a.</b> Huge differentiation on green buying conduct in EU nations, not relying on economic growth importantly. Subjective standard most important. Personal standards and interplay of knowledge and confidence in green items critically drivers.</p> <p><b>b.</b> All cultural dimension was not critical Price was negatively related to green purchase.</p>	Social Influence, Attitude, Green Consumption, Purchase intention for organic clothing
6	What about Sustainability? An Empirical Analysis of Consumers' Purchasing Behavior in Fashion ContextCiasullo ,Maione , Torre &Triosi (2017)	Salerno	Questionnaire, Multiple Linear Regression.	<p><b>a.</b> Buyers assumption and group suppositions becomes prominent in purchase conduct.</p> <p><b>b.</b> Buyers are ready to spend up to twenty percent more for sustainability article.</p>	Perceived ethical importance of fashion brand sustainability, Expectation about fashion brand sustainability, Social influence on fashion brand sustainability, Willingness to reward a sustainable fashion brand.
7	Will the Consistent Organic Food Consumer Step Forward? An Empirical Analysis Juhl, Fenger&Thogers en (2017)	Danish	Markov, Structural and Measurement Models, Regression.	<p><b>a.</b> Being healthy, surrounding safety is seeked.</p> <p><b>b.</b> Supply and high rate compared to traditional product key hurdle.</p> <p><b>c.</b> Readiness to spend differs among individuals.</p> <p><b>d.</b> Belief in organic eatables.</p> <p><b>e.</b> If region participate in product tag conviction increases.</p> <p><b>f.</b> Inclination to purchase organic foodstuffs for twelve product classification advances over given time lines.</p> <p><b>g.</b> Regularity in purchasing organic items displayed transcending to more organic products overtime.</p>	Adoption pattern, Customer segment movement, Behavioural costs

8	Health and cosmetics: Investigating consumers' values for buying organic personal care products. Ghazali, Mutum & Nguyen (2017)	Malaysia	Questionnaire, Harman's Single Factor Test, Measurement and Structural Model, Bootstrapping, Composite Reliability, Average Variance Extracted.	<p>a. Association between perceived value and attitude on rebuying of organic PCP was favourable.</p> <p>b. More product knowledge will lead to higher favourable attitude towards rebuying product.</p> <p>c. Community value insignificant in estimating attitude.</p> <p>d. Personal values insignificant on rebuying readiness.</p> <p>e. Attitude was majorly significant.</p>	Health Value, Safety Value, Social Value, Hedonic Value, Environmental Value, Product Knowledge, Subjective Norms, Perceived Behavioural Control, Attitude Towards Repurchasing organic personal care products, Intention to repurchase organic personal care products
9	The ecological conscious consumer behaviour: are the activists different? Brochado, Teiga & Brochado (2017)	Portugal	Questionnaire, Measurement Model.	<p>a. Psychographic variables are more appropriate in describing various grades of environmental awareness conduct.</p> <p>b. Protestor was novel variable added here.</p>	Activism, Environmental Knowledge (EK), Environmental Consciousness (EC), Perceived Consumer Effectiveness (PCE)
10	We're all in this together! Examining the effect of peer pressure on eco-fashion consumption between Generation Z and Generation Y Wang (2017) Master Thesis Portuguese Catholic University	Portugal	Online Survey, Experimental Conditions, Stimuli Development, Manipulation Checks.	<p>a. Colleague forcefulness impact generation Y mainly when eco fashion buying readiness exist.</p> <p>b. Social media is most important determinant for Gen Z purchase conduct.</p>	Fashion Type, Purchase Intention, Social Media Type, Peer Pressure, Generation Type
11	Purchasing behaviour for environmentally sustainable products: A conceptual framework and empirical study Kumar, Manrai & Manrai (2017)	India	Questionnaire Survey, Structural Equation Modelling (SEM), Measurement Model	<p>a. Attitude related to environmentally friendly product mediates link among environmental knowledge and buying intention which is moderated through environmental knowledge.</p> <p>b. Purchase intention was not significantly impacted by subjective norm.</p>	Environmental knowledge, Attitude, Subjective Norm, Purchase Intention, Purchase Behavior

12	Green Awareness: Consumer Intention towards Green Consumerism in India Saha (2017) Tomas Bata University, Doctoral Thesis	India	Questionnaire, Face to Face Interview, Descriptive Analysis (Reliability test, Z-normal Distribution Test, etc.)	<p>a.Social values of consumers are favourably co-related with green products knowledge.</p> <p>b.Environmental concern indicated no relation and the age group parameter appeared significant.</p> <p>c.Knowledge on green products does not ensure having understanding on environmental safety.</p> <p>d.Both young and old age groups displayed similar green awareness.</p>	Social Values, Environmental awareness and Environmental knowledge, Age group, Consumer's awareness towards green products
13	Consumers' Attitudes towards Organic Products and Sustainable Development: A Case Study of Romania Oroian et al. (2017)	Romania	Questionnaire, Descriptive Analysis, Exploratory Factor Analysis, Principle Component Analysis (Varimax Rotation Method), Cluster Analysis, ANOVA	<p>a.Buyers assume organic eatables nutritious, natural, non -GMO, and deprived of synthetic chemicals. Content offered by labels on product appeared significant.</p> <p>b. The significant availability of vitamins and minerals in organic foodstuff appeared as important as flavour. Natural and maintainable consuming of organic was also important. Gaining calories by eating organic foodstuffs is not thought to be true. Sweets were least savoured among organic foodstuff. Social factor appeared inconsistent and taken away from study later.</p>	Natural and sustainable consumption, Extrinsic Attributes, Health, Sensory Appeal, Weight concern, Social Statue
14	Purchasing organic products: role of social context and consumer innovativeness Peersaud & Schillo (2017)	Canada	Online Survey, Structural Equation Modelling	<p>a.Social identity obtained from having friendly approach to environment, favourably impact buying intention for buyer (innovators and late adapters). Social impact has direct relationship with late adapters.</p> <p>b.Buying and consuming organic products gets impacted by variation 15 among generational grouping with youth leading the market.</p>	Social Identity, Social Influence, Perceived Value, Purchase Intention, Consumer Innovativeness
15	Antecedents to organic cotton clothing purchase behaviour: study on Indian youth. Khare & Varshneya (2017)	India	Telephonic Survey, Face to Face Interview, Confirmatory Factor Analysis, Fit Indices, Root Mean Square Error of Approximation (RMSEA), Structural Equation Analysis, Chi-Square ( $\chi^2$ )	<p>a.Previous environment concern exposure is favourably related to buying green clothing.</p> <p>b.Colleague impact and understanding on green buying unfavourably associated with green clothing buying conduct.</p> <p>c.Young people's previous experience with other organic products will impact future chances to purchase organic products.</p>	Past experience, Peer Influence, Green Knowledge, Green Purchase Behaviour

16	Determinants of Consumers' Green Purchase Behavior in a Developing Nation: Applying and Extending the Theory of Planned Behavior. Yadav & Pathak (2017)	India	Questionnaire Survey, Focus Group, Measurement Model (Confirmatory Factor Analysis), Structural Model.	<p>a.Perception on values was important. Belief construct significantly impacted respective next level construct (attitude, subjective norm and perceived behavioural control). Application and utility of Theory of planned behaviour variables supported in determining purchase intention and actual purchase for green products and inclusion of additional constructs (Belief, perceived value and willingness to pay).</p> <p>b.Willingness to pay was not having important influence on purchasing green products.</p> <p>c.Perceived behavioural control appeared to be major cause of green product buying intentions.</p> <p>d.Attitude construct was most critical</p>	Attitude, Subjective Norms, Perceived Behavioural Control, Perceived Value, Willingness to Pay Premium
17	Organic food purchase behaviour: The complex relationship between consumer's attitude and social norms Scalco (2016) PH. D Thesis, University of Verona	Verona	Agent Based Modelling (Virtual Simulation)	<p>a.Safeguarding surrounding main priority.</p> <p>b. Managing debris at present is difficult tagged with lower domestic involvements. Assumptions, not investigative outlook highlighted. Individual recognition and justice in buying sustainability-oriented products factors are mostly cited.</p> <p>c.The common norm hampers intention to buy organic products. Varied product arrangement can significantly affect the sales of organic food.</p> <p>d. Sales dependency on the throng of customers inside the store.</p>	Perspective, Individual values, Perceived conduct mastery
18	The effect of purchase situation on realized pro-environmental consumer behavior Grimme r, Kilburn & Miles (2016)	Australia	Survey, Descriptive and Reliability Analysis, Validity Test, Average Variance extracted (AVE) and Levene's Test of Homogeneity of Variance	<p>a.Buying condition was moderator between intention and actual conduct. Time period, pricing, readiness to go lengthy distance, stock available and convenience in buying impact this link.</p>	Intention, Purchase Situation, Implementation Intention (Plans), Pro-Environmental Consumer Behaviour
19	Theory of planned behavior approach to understand the green purchasing behavior in the EU: A cross-cultural study Liobikienė	European Union (EU)	Interview, Linear Regression Model, Hofstede's Cultural Dimension, Spearman's	<p>a.Variation in buying conduct in EU nations.</p> <p>b. Subjective norm and relationship among knowledge of green product and confidence derived studied and confidence appeared fairly significant.</p> <p>c.Subjective standards and interaction among knowledge and confidence</p>	Knowledge of Green Products, Confidence in Green Products, Subjective Norms, Perceived Behavioural Control, Green Purchase

	,Mandravickaite & Bernatoniene (2016)		Correlation Coefficient.	appeared utmost important.	Behaviour
20	Sustainability Labels on Food Products: Consumer Motivation, Understanding and Use Grunert ,Hieke&Wills (2014)	UK, France, Germany, Spain, Sweden, Poland	Online Survey, Descriptive Statistics	<p>a.Responder displayed interest in sustainability commonly Comprehending sustainability challenging though labels on fair trade, rainforest alliance, carbon footprint and animal welfare fairly understandable.</p> <p>b.Low usage (associated with motive and comprehension) noticed (on sustainability tags). Usage, motive, understanding is influenced by demography features, people values, nations.</p> <p>c. Sustainability linked to environmental interest and lesser for ethical interest by respondents. Female buyers more interested in sustainability, higher education impact sustainability interest. Among nations differences noticed in understanding of sustainability.</p>	Motivation (personal value, sustainability issues, important concerns), Usage of sustainability labels, Understanding (concept and labels of sustainability)
21	Perception and Motivation to Purchase Organic Products in Mediterranean Countries Nedra, Sharma &Dakhli (2015)	Malaysia	Questionnaire, Factor and Reliability Analysis, Cronbach's Alpha Score, Principle Component Analyses, Structural Equation Modelling, Maximum Likelihood Test	<p>a.Buying readiness, motive for fitness and surrounding are favourably related to buying conduct.</p> <p>b.Association among inclination and outlook on one hand and; perspective readiness and buying conduct on other side are insignificant.</p> <p>c.Assumption on attitude, health and surrounding apprehension and implication on conduct and readiness were positive.</p>	Perception, Health Concern, Environmental Concern, Attitude, Implication, Purchase intention, Purchase Behaviour
22	Consumer Attitude towards Organic Food Basha, Mason, Shamsudin, Hussain & Salem (2015)	India	Descriptive Statistics, Regression Analysis, ANOVA, T-Test,	a.Product standard, surrounding care, and way of living and subjective norms are significant motivational elements.	Environmental concern, Health Concern and Lifestyle, Product Quality, Subjective Norms, Attitude, Intention to Purchase
23	Effect of Knowledge on Decision Making in the Context of Organic Cotton Clothing	USA	Online Survey, Conjoint Design, Exploratory and Confirmatory Factor Analysis. One-Way Analysis of Variance (ANOVA)	<p>a. Average, high -level of knowledge holders displayed higher readiness to purchase organic apparel, show higher favourability on perspective.</p> <p>b.Subjective knowledge makes buyers more loyal</p>	Subjective Knowledge, Attitude, Price, Product attribute (label information)



Oh & Abraham  
(2015)Multivariate  
Analysis of  
Variance  
(MANOVA)

24	To buy or not to buy: The roles of self-identity, attitudes, perceived behavioural control and norms in organic consumerism Johe & Bhullar (2016)	Australia	Experimental Conditions, Mediation Analysis, Bivariate Correlation, ANOVA.	<p><b>a.</b>Organic identity associated with enhanced buying intention, influence on attitude and group values and is in identity harmony shift towards organic consumerism.</p> <p><b>b.</b>Insignificant link among demographic and variables.</p> <p><b>c.</b> 47% variability in consumer readiness to buy organic products.</p>	Self-identity, Attitudes, Perceived Behavioural Control, Norms
25	A Study on Consumer Behavior towards Organic Food Products in Pondicherry Sarumathi (2015) Pondicherry University, Doctoral Thesis	India	Questionnaire, Normality, Reliability Test, ANOVA, Chi-square, Regression, Structural Equation Modelling	<p><b>a.</b> Rare recognition of Indian organics and fair-trade logo.</p> <p><b>b.</b> Understanding low stock presence Literacy and profession related to readiness to spend for organic eats. Scarcely retailers deal with organic products locally.</p> <p><b>c.</b> Indians buy once a month mostly.</p>	Knowledge, Health consciousness, Trust, Perception, Attitude, Buying Behaviour, Willingness to Pay
26	Assessing the Organic Potential of Urban Indian Consumers Sondhi (2014)	India	Questionnaire, Factor, Cluster, Chi-square Analysis, ANOVA	<p><b>a.</b> City dwellers are environment, health and security alert.</p> <p><b>b.</b>Young ladies more flexible for organic options.</p> <p><b>c.</b>Barriers to organic buying was high price, sceptical certificates, irregular organic stock.</p> <p><b>d.</b>General Awareness on organic food.</p> <p><b>e.</b>Source on information on organic item was mainly newspaper, magazines.</p> <p><b>f.</b>Value for amount paid factor sought most.</p> <p><b>g.</b> Eatable and environment safety very significant.</p> <p><b>h.</b> Readiness to pay for improved safety and standard.</p>	Premium Health concern, Safety consciousness, Environmental consciousness, Urban attitude, Value for money
27	Green Spirit: Consumer Empathies for Green Apparel. International Journal of Consumer	US	Questionnaire (Correlation Analysis, ANOVA)	Environmental knowledge, care, perspective (related to belief), society related force, surrounding guilt(normative), previous conduct, convenience, readiness to spend (under perceived conduct monitoring) impact	Belief - environmental concern, environmental knowledge, environmental friendly attitude (EFA), Normative Influence Factors - Social Pressure to Act Green - Environmental Guilt, Perceived

Studies Cowan & Kinley (2014)				buying intentions	Behavioural Control Factors - Previous EFA Purchases, Perceived Convenience of EFA Options, Willingness to Pay More for EFA
28	Consumer Attitude and Purchase Intention towards Organic Food - a Quantitative Study of China Yang et al. (2014) Master Thesis Linnaeus University	China	Model Developed, Online Survey	<p>a.Favourable perspective towards organic foodstuffs.</p> <p>b.Organic eats are good for healthy life. Secure eats and nutritional eatables important.</p> <p>c.Higher level of information on organic eatables fosters favourable views. Concern on environment security and individual relevant value system. Favour for organic foodstuff increases chances of buying such products.</p>	Health consciousness, Consumer knowledge, Environmental concern, Personal norms, Subjective norms, Attitude, Purchase intention
29	Insights into Willingness to Pay for Organic Cotton Apparel. Ellis, McCracken&Skuz za (2012)	USA	Experimental Auction, Survey	<p>a.Readiness to spend 25% premium for organic t-shirt.</p> <p>b.Self-contribution or buying resolution by buyers led to unwillingness to spend more for organic t-shirts.</p> <p>c.Past exposure on buying organic eatable, perception on standards impacts readiness to spend.</p>	WTP (Willingness to pay),Purchase Behaviour, Product Attributes, Belief about organic clothing, Market knowledge
30	Quest for the Eco-Apparel Market: A Study of Mothers' Willingness to Purchase Organic Cotton Clothing for their Children Gam, Cao, Farr & Kang (2010)	US	Self Administered Survey, Actual Buying Scenario	<p>a. Organic clothing participation was favourably impacted by environment friendly attitude, search for environment friendly and re-processed organic product.</p> <p>b. Factual absence related to organic child clothing among buyers.</p> <p>c. Price major variable.</p> <p>d. Buying influenced by product attributes.</p>	Environmental - concerns, purchasing behaviour, (recycling behaviour)Involve ment with children's clothing and organic children's clothing, Willingness to purchase, Willingness to Pay, Purchasing behaviour for children's clothing (shopping frequency, spending)
31				a.Important link among environment friendly product purchase conduct and readiness to spend more for organic cotton products.	Environmental shopping attitudes, Environmental shopping

	A Case Study in Hawaii: Who Will Pay More for Organic Cotton? Lin (2010)	Hawaii	Face to Face Interview, Descriptive Statistics, T-Test and Chi-Square	<p>b. An exhaustive organic cotton buyer profile was created.</p> <p>c. Environmentally friendly attitude attribute can aid in-depth study on organic clothing products buyers.</p> <p>d. Eco-literacy was insignificant.</p> <ul style="list-style-type: none"> <li>Female gender was showing higher readiness to spend more for such products.</li> </ul>	behaviour, Eco-literacy knowledge, Reason for selecting cotton, Demographic
32	Consumer Likelihood of Purchasing Organic Cotton Apparel. Journal of Fashion Marketing and Management, Hustvedt & Dickson (2009)	US	Survey Conjoint, Cluster, Factor Analysis	<p>a. Percentage of buyers having favourable attitude towards organic and sustainability farming and preferred local purchase was 38%.</p> <p>b. Carrying powerful identity linking themselves to organic, surrounding care and committed citizens of society.</p> <p>c. Buyers were motivated with advantages of organic products.</p>	Environmental Attitude, Clothing Attitude, Consumer Self-identity, Self-centred Behavioural belief, Altruistic Behavioural Belief Benefit related outcome, Search Intention, Purchase Intention.

## Result and Discussions

As per literature findings from 22 International and 10 National research work, it was found that though there are numerous research work done on environment friendly organic food products, personal care products, research on other organic products as organic apparel is limited (Varshneya 2017). Restricted literature work exists on psychological determinants related to organic apparel consumers though sufficient study on organic food buyers have been observed (Hustvedt and Dickson 2009). With growing health related diseases like skin diseases which can be cured by organic clothing (Das 2010), there is a stronger need to study factors impacting purchasing trend for organic apparel which can be addressed by such apparel product. More so as there are lot of emerging companies trying to produce innovative organic clothing devoid of chemicals and having healing properties for health and surrounding in India as Ayurveda (Rangari et al. 2012), Lavos (2018) etc. With better understanding of consumer behavioural trends and promotional alignment, such products can be effectively sold for the benefit of society and environment upgradation over conventional clothing and hence scholar has chosen this review work to carry out analytical analysis on proposed framework in future study. Such research work can aid organic marketing community to establish their market stand. Review also indicated that generational cohorts need to be studied further as they exhibit variance in green behaviour - Gen X combines society, education and politics

while viewing environmental issues, Gen Y seek society caring employers and Gen Z displays tremendous sensitivity towards environmental causes (Ottman 2016). Consumers today are looking for specific product attributes like quality, comfort and durability. Though several authors have attempted to identify factors for consumer purchase intention of organic apparel product, the current study is an extension to identify factor influencing preference for purchase intention of organic apparel product in Indian context. The scholar has identified that Green Trust, Green Motive, Green Perceived Value and Green Attitude are prime factors influencing purchase intention for organic apparel product based on review of extant literature and research gaps. Also, other than organic cotton, other organic fibres as organic wool etc. need to be explored.

## Proposed Factors Influencing Purchase Intention for Organic Apparel Products

**Green Trust**—It refers to the willingness to relying on a particular object with foundation in the belief or supposition which is outcome of its trustworthiness, goodwill, and capability for environmental performance (Chen 2010).

**Green Motive** - Surrounding care is one factor out of few factors which is generally recognised as impacting resolution made related to buying of organic products. Specifically, for organic food, factors as health, animal well-being, security and quality is significant. As per study by Lockie et al (2002), the limit to which buyers are motivated

through concern at individual level related to individual safe being and pleasure, altruistic concern in connection with environmental and social health will have huge impact on progress of Organic market. Little rise in green motivation among organic consumers through health, natural ingredients, animal welfare, environment protection and mood variables were significant in green organic food purchase motives.

**Green Perceived Value** - It refers to common valuation given by related to benefits of product or service that has an advantage for the environment as individuals hope (Chen & Chang, 2012). Buyer's perceived value refers to his/her complete estimate of product usage which relies on the perceptions of what he is receiving and what he has given. Perceived ecological value or perceived green value has significant impact on perceived functional, economic, emotional, and social value for product usage (Koller & Zauner, 2011). As environmental condition has deteriorated and individuals are more aware on environmental issues, a theory of green perceived value is formed. Research by Rahardjo (2015) shows green perceived value has significant impact on green purchase intention.

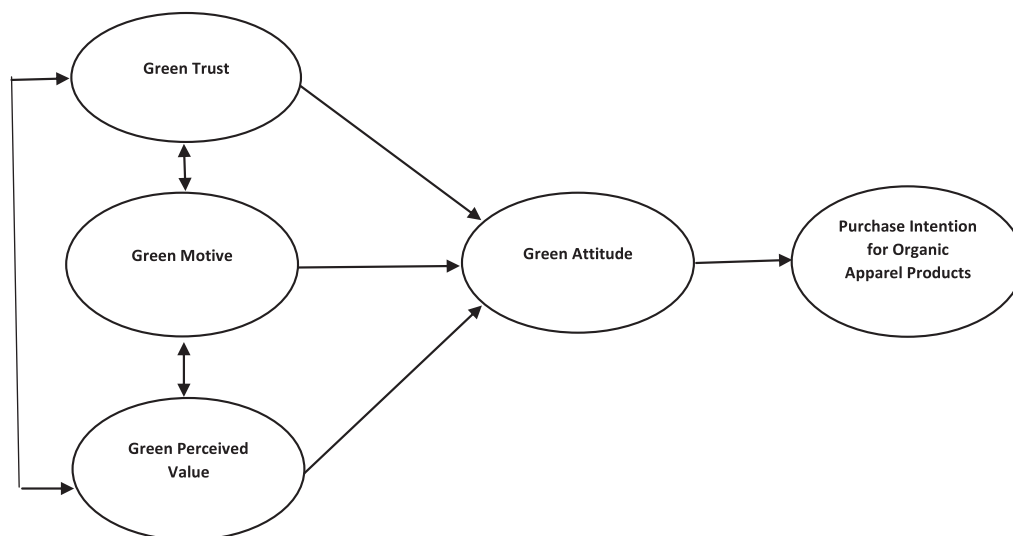
**Green Attitude** - Attitude refers to person's favourable /

unfavourable assessment of presentation of specific conduct as per Ajzen and Fishbein (1980). Favourable attitude related to green products is called green attitude. As per study by Untaru (2014) environmental Attitude or Green Attitude refers to psychological inclination which comes as expression through evaluation of natural environment attached to a certain level of approval or disapproval. Value system coming through what is being taught as predisposed characteristic, environmental attitude or green attitude puts an influence on consumer's response towards environment related items. As in India buyers are price sensitive, other advantages of product like safety, health, cost effectiveness need to be highlighted to maintain green attitude towards such products as per Yadav & Pathak (2017).

### Development of Conceptual Framework

Green (environmentally friendly) concept is gaining momentum especially in developing country as India. Hence study on green consumers is need of hour. The green psychological factors were identified based on research gap from extant literature review and the author has further taken to carry out her research work by way of developing a conceptual framework for green consumer purchase behaviour for organic apparel product as in fig. 1.

**Figure 2: Conceptual Framework for Green Consumer Purchase Behavior for Organic Apparel Products (Self-illustration)**



### Future Research Agenda

The scholar will be doing further analytical study on proposed factors detailed through green consumer behaviour framework and will be validating same using data analysis tools in the forthcoming research work. It is expected that findings from proposed work will help

marketers and retailers of organic apparel towards market growth and sustainability of such products.

### Conclusion

Based on literature review spanning last 10 years, this review shows that several factors as Green Trust, Green

Motive, Green Perceived Value and Green Attitude are most potential factors as identified by scholar to be further researched in future in order to know their impact on preference for purchase intention of organic apparel product in developing market as India. Different categories of organic apparel to be considered further as organic wool, blended organic cotton etc. This review also signals that demand for organic products other than organic food products as organic apparel products are on rise in developing countries in similar fashion as in developed countries. The review also indicated differences among generational cohorts which need to be addresses in future. Lack of knowledge, proper promotion, availability and absence of effective marketing strategies are hindrance for consumer adoption of such products. Hence further analytical research in this area can provide results which can aid marketers and industry alike to leverage market growth for organic apparel products.

Based on findings of proposed future research work marketers can recognise and capture emerging and potential consumer base for organic apparel products. The framework developed herewith will be tested and validated by scholar in future work through primary data analysis. It is expected that such analysis will provide outcome which will help to make recommendation for market growth of Organic Apparel Products in Indian context.

### Limitation

This work is a review paper based on literature survey. Future work will be carried out as extension of this paper by scholar using primary data collection. Such data will be analysed using data analysis tools.

### Acknowledgement

The author is thankful to Ramaiah University of Applied Sciences, Bengaluru for providing the opportunity to do this research work and their continuous support. The scholar is also indebted to Dr. G Devakumar of Ramaiah University of Applied Sciences for his valuable guidance and direction during the aforesaid research work.

### Conflict of interest

The author declares no conflict of interest.

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