



# GREEN APPAREL BUYING BEHAVIOR AMONG FEMALES OF LUCKNOW CITY

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**Abstract:** The environmental challenge has gained some traction, and manufacturers have begun to seek alternative options for creating quality raw materials and practicing sustainable and eco - friendly procedures. Over time, the public began to connect sustainability with the term green. The study was conducted to know the awareness of sustainable clothing and green apparel buying behavior of the working women of the Lucknow city with the help of semi-structured questionnaire. The findings reveal that the majority of the respondents are aware about organic apparel and most of them start using organic apparel from last one year as some of them believe that non- green apparel can cause health problems. Respondents are agree that they mostly seen green colored labels and tags on the fabric and they carefully read the instructions given on the labels and tags attached with the apparel before purchasing it. Most of the respondents said that they came to know about organic apparel from news or articles and some of them are purchase it to follow the latest trends of using green apparel. Majority of the respondents are agree that they purchase green apparel but they also said that the green apparel are costly, less available, vintage look and are limited to elite class only.

**Keywords:** Green apparel, organic apparel, sustainable clothing, buying behavior.

## Introduction

In terms of environmental pollution, the textile sector, which includes the fashion industry, is second only to the oil sector worldwide. The textile business, which is a consumer-driven sector, manufactures clothing on a vast scale all around the world. Since synthetic or non-biodegradable textiles do not break down like natural textiles like cotton, silk, jute, or linen, they constitute a harm to the environment. Large amounts of water and heat energy are also used during the dyeing process.

Modernization and automation of textile technology have increased the consumption of water and energy significantly while carrying out jobs like textile finishing, where chemical effluents are discharged into the environment without being treated. The creation and use of textiles have exacerbated pollution, water scarcities, the use of fossil fuels, the depletion of natural resources, and climate change. The result of the globalization of the textile industry's processes is environmental damage. Producing sustainable and environmentally friendly goods and practices is necessary to advance sustainable development (Siddiqui, Mamta, & Rani, 2015).

Environmental problem has gained momentum and the manufacturers have started thinking about alternate lines to produce better raw materials and adopt those practices which are sustainable and environment friendly. In the textile supply chain of apparel manufacturing, right from the fibre stage to the fabric stage, there is a need to innovate technology and methods which can reduce the wastage of natural resources, water and energy. Consequently, the terms recycle, up-cycle, reuse, and reduce are now popularized. All of these terms relate to the topic of sustainable practices. The concept of sustainability gained popularity in the 1990s. Over time, the public began to connect sustainability with the term green. Green is currently used interchangeably for eco-friendly, environmentally friendly goods and techniques. Organic is also encompassed under the green umbrella.

A worldwide shift towards consumption of organic products is being witnessed. Also, a shift from Fast Fashion to Slow Fashion has deaccelerated the rate at which apparel hoarding had been going on for years. Overloaded closets of females, overstocked with apparel but still little or no choices to dress up for occasions owing to the demand for little or no repetition can well explain the phenomena of hoarding.

Over the past few years, consumers have constantly been interested in green products. This interest is expected to grow at a faster rate in the coming years as well. The environmental consciousness has influenced marketers to offer greener alternatives to consumers. Consumers generally have taken significant attention of global warming and have supported a green life style.

Green apparel refers to clothing manufactured using environment-friendly processes and natural fibres (Cho et al., 2015; Henninger et al., 2016). Green brands are the ones that offer environmentally sustainable items. These brands have a lower impact on the environment and educate consumers about the advantages of eco-friendly products. They have a positive aura regarding them and are preferred by consumers because of their environmental benefits.

Eco friendly clothing, also known as Organic clothing can be explained as clothing made from any fabric material grown by using organic practices without any use of pesticides, chemicals or artificial additives and which can be recycled and are biodegradable (Siddiqui et al., 2015). Organic apparel is an important part of the sustainable garment classification. Several studies around the world have proposed that there is a growing awareness of green consumerism. International designers and brands like Stella McCartney, Gucci, Linda Loudermilk, Dizm Eyewear and Suzanne Lee have been working with biodegradable materials (Carpenter, 2005).

The rate of product life cycles has gotten excessively short due to the rapid speed of manufacture, use, and disposal. It becomes necessary to adopt greener behaviors and accept and demand greener goods, especially when it comes to clothing. It is challenging for customers to act as responsible planet citizens due to the lack of greener choices. For improved fashion supply chain management, which would encourage the purchase of green garments, the operations in the apparel sector should comply to ethical trade and labor standards.

Changes in government norms, growing media interest, and changing consumer preferences have provided a significant impetus to the environmentconscious movement. Consequently, several international and domestic apparel brands have recently commenced the transition towards green production. The research indicated the importance of environment and awareness of sustainable clothing and buying behavior of green apparel.

The main objective of the study is to explore the awareness of sustainable clothing and apparel buying behavior among females of Lucknow city.

## **Materials and methods:**

The research is exploratory in nature. A semi- structured questionnaire is used to explore the awareness of sustainable clothing and apparel buying behavior among females which consists of 3 sections-

Demographic profile and apparel buying behavior, the awareness of respondents towards sustainable clothing, green apparel buying behavior. Thus the findings of the study is not only rely on the awareness of sustainable clothing but also on the green apparel buying behavior of the respondents selected in the Lucknow city of Uttar Pradesh. Purposive sample of thirty respondents were selected which includes only women, who are working in service sector. For this present study highly educated group of consumers were selected, but still most of the consumers were not completely aware about the complete concept of the sustainable clothing and eco-friendly or green clothing.

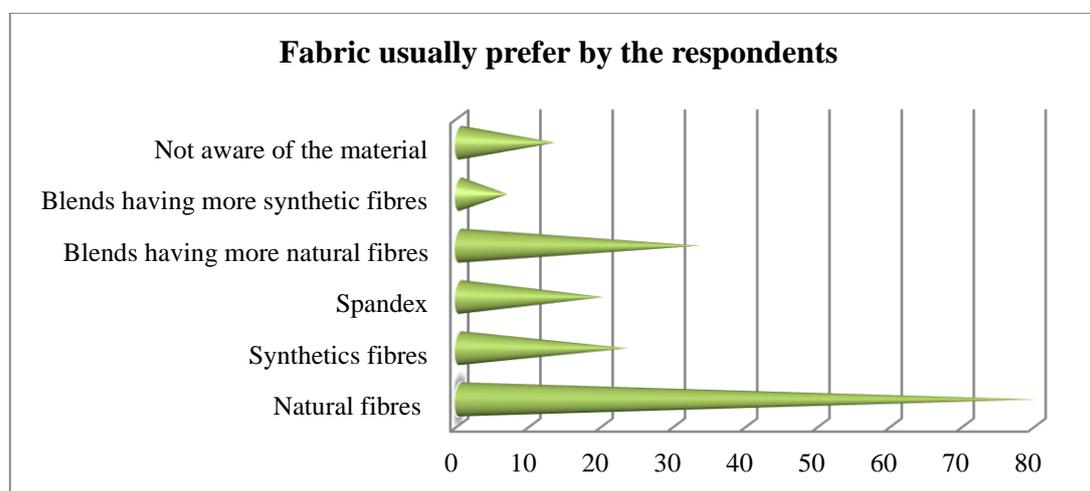
## Results and discussions:

### Demographic profile of the respondents

30 respondents of Lucknow city were selected among them majority of the respondents are of age group 26-30 years followed by the age group 18-25 years. The larger portion of the sample was single (86.7%), and remaining (10%) were married and (3.3%) were separated. The samples comprised of 50% graduates followed by 36.7% postgraduates and 10% doctorate. Only 3.3% respondents were educated up to matric level. The largest equally percentage of sample were (36.7%) being students and of private sector (36.7%) followed by the self- employed respondents (16.7%). Majority of the respondents were having annual income is up to 7 lakh rupees.

### Apparel buying behavior

While considering the apparel buying behavior of the respondents that the fabric preferred by most of the respondents. As shown in fig. 1 that the respondents emphasized they are concerned about the material when it comes to the purchase of apparel, 80% of the respondents prefer natural fibers and mostly they look for the comfort, fabric and price of the apparel while purchasing their clothes. As fig 1 depicts that most of the respondents prefer natural fibers or its blends over synthetic fibers as it is more comfortable.



**Fig. 1 :** Concern of respondents towards material of apparels

### Awareness of sustainable clothing

As table reveals that most of the respondents are aware about the sustainable clothing whereas most of them thinks that they are environmental friendly. Most of the respondents prefer to buy organic apparel and they prefer Indian green apparel brands over foreign brands. Mostly respondents are agreed that they read the labels attached in fabrics and purchased the product based on the information.

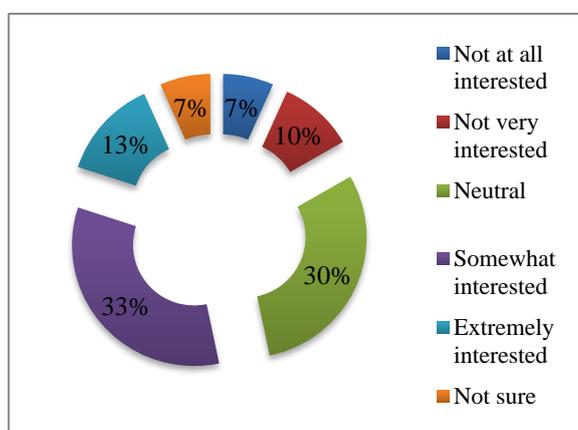
**Table 1: Percentage distribution of the respondents on the basis of their apparel buying behavior**

N= 30

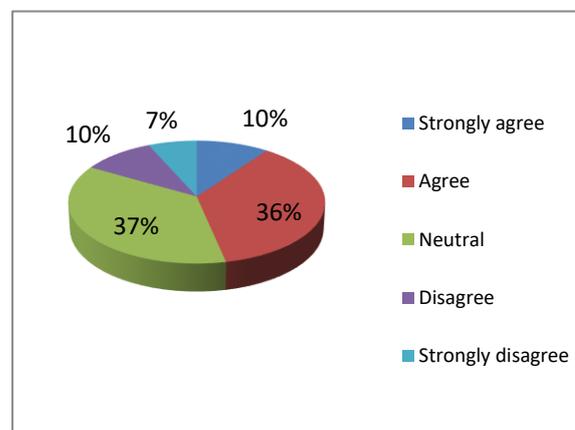
S. No.	Aspects	Respondents		
		Yes (%)	No (%)	Maybe (%)
1.	Particular about the fabric they buy	46.6	26.7	26.7
2.	Read the labels attached in fabrics	83.4	3.3	13.3
3.	Purchase product based on the information	63.3	6.7	30.0
4.	Environmental friendly	83.3	0	16.7
5.	Saw green colored tags and labels on green products	60.0	20.0	20.0
6.	Aware of organic /sustainable/ green apparel	70.0	10.0	20.0
7.	Non- green apparel causes health problem	36.7	20.0	43.3
8.	Prefer to buy organic apparel	70.0	3.3	26.7
9.	Prefer Indian brands over foreign brands	53.3	10.0	36.7
10.	Particular shop to buy organic apparels	13.3	66.7	20.0

### Green apparel buying behavior

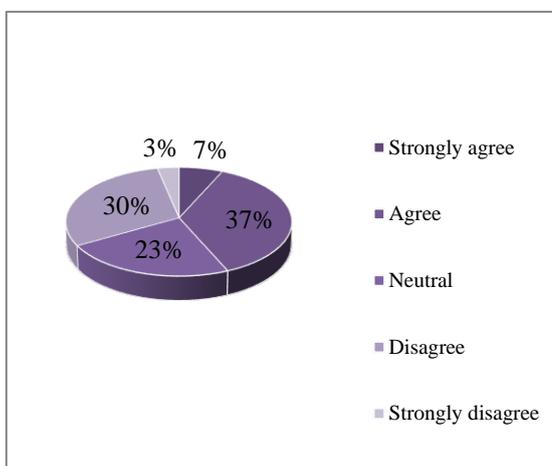
Majority of the respondents are aware about organic apparel and most of them start using organic apparel from last one year as some of them believe that non- green apparel can cause health problems. Most of the respondents are agree that they often saw green apparel at shopping places and most of them are tried the green apparel but never purchases them. Most of the respondents said that they came to know about organic apparel from news or articles and some of them are purchase it to follow the latest trends of using green apparel.



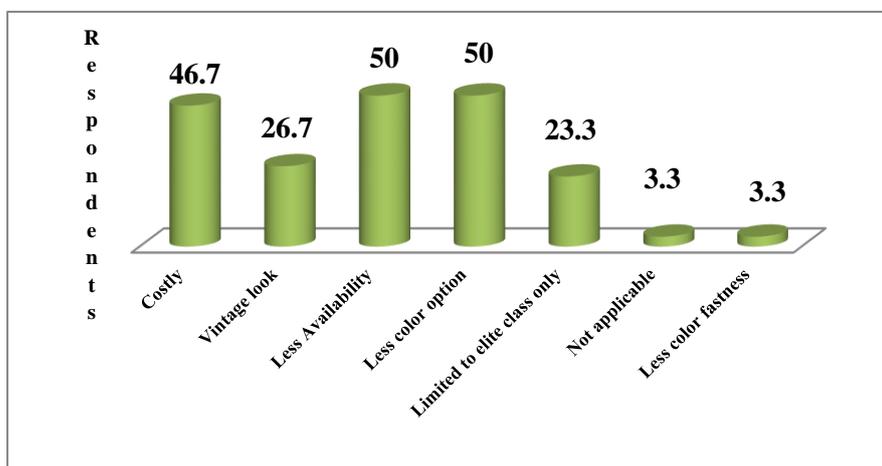
**Fig.2: Buying a garment with a Green Scale Informative Label**



**Fig. 3: Saw organic apparels in shopping places**



**Fig. 4 : often read articles and follow the latest trends**



**Fig. 5: Percentage distribution of the respondents on the basis of their perspective about green apparels**

As shown in fig. 2 only 33.3 % respondents were somewhat interested in buying a Garment with a Green Scale Informative Label attached to it, 13.3% respondents were extremely interested and 30% respondents were neutral. Most of the respondents are somewhat interested in buying a garment with a green scale informative label. The fig. 3 shows that 36% of the respondents agree that they saw the organic apparels in the stores, shops or online platforms from where they purchase their clothes while 37% gave the neutral responses regarding this.. As the fig. 4 shows that 36.7% of respondents are agreed upon that they read articles or news about organic apparel and followed the latest trends. Ads and social media platforms influenced the consumption behavior towards organic apparel. Fig. 5 reveals the perspective of the respondents about green apparels. Most of the respondents think that green apparels are costly (46.7%), less available (50%), having less color option (26.7%) and limited to elite class only (23.3%).

## Conclusion-

From the above results concluded that most of the respondents purchase apparel from online platforms rather than shops and only on some specific occasions according to their needs. While buying apparel they look for comfort, fit, unique style and price and they prefer natural fibers and its blends over synthetic fibers as they said that they are very particular about the fabric of the apparel. Maximum respondents prefer Indian green apparel brands over foreign brands. Respondents are agree that they mostly seen green colored labels and tags on the fabric and they carefully read the instructions given on the labels and tags attached with the apparel before purchasing it. Majority of the respondents are aware about organic apparel and most of them start using organic apparel from last one year as some of them believe that non- green apparel can cause health problems. Some of the respondents are agree that they often saw green apparel at shopping places they tried the green apparel but never purchases them. The concern of respondents for ecological conservation and comfort levels of respondents are the factors which equally motivates the respondents to use organic apparels followed by media influences and trends in the society. Most of the respondents have given perspectives that the green apparel are costly, less availability, having less color option and limited to elite class only. Since, youth women purchases more clothing brands as they are more conscious about latest fashions trends and styles, green apparel manufacturers should offers more apparel according to latest trends and styles having multiple color option at reasonable cost.

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