



CONSUMER ATTITUDE AND PURCHASE INTENTION TOWARDS ORGANIC APPAREL WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

This paper aims to make a comprehensive review of consumer attitude and purchaser decision towards organic apparel products. Research studies concerned with factors having impact on consumer attitude and purchase intention towards organic apparel. These factors include different Age groups, Gender, Monthly Income, Health Consciousness, Consumer Knowledge, Environmental Concern and Personal Norms. The knowledge, attitudes and behaviour of consumers towards sustainability and ecological fashion were explored through a survey of 87 participants and data were analysed using ANOVA and linear regression model. The attitude of participants towards sustainability was found to be positive. In addition, the knowledge level of participants was determined to be above the average in terms of ecological fashion. Their attitudes towards ecological fashion were also positive. Yet, this positive attitude does always reflect positively on purchase intention. The results of this study provide a better understanding of the different factors that can influence consumer attitudes and purchase intention towards eco fashion and corresponding products, and thus will facilitate the implementation of relevant company strategies.

KEYWORDS: consumer behaviour, Textile products, Consumer attitude, fashion.

INTRODUCTION

Textile market is one of the most vital markets in the world. Empathetic factors influencing consumer behaviour is one of the practices used in contemporary marketing of textile products. This method could be employed to create a textile company strategy attracting and advertising for target consumer. Consumer orientation marketing is a contemporary marketing technique based on consumer needs and wants. This technique aims at producing items and goods that people willing to buy. In other words, consumer demand is the focus of this marketing practice. One of the approaches applied in this technique is called consumer-driven approach. In which consumer needs are the driving force of all marketing decisions. Consumer needs include the nature, condition and characteristics of the product itself. Manufacturers and sellers of textile products might lose consumers as they are not aware of their needs and not finally understanding their wants and preferences.

The continued viability of textile industry is based on the capability of manufacturers, advertisers, and retailers to predict, develop, and communicate styles of clothing and other textile products that conform to the desires of the consuming public. Researchers have been long studying consumer behaviour and retort for textile products. It was found important for researchers to carry out an inclusive review for these research studies in order to identify and limit the key factors affecting consumer attitude. This study will focus on target customers' evaluative criteria for various textile and garment items. This would be useful for researchers in the textile and apparel area in order to focus their forthcoming studies and investigations on the factors might affect purchasers' decision and not studied yet. Practically, this will be an informative research for textile, apparel and fashion designers, manufacturers and advertisers in order to put into consideration features could affect their product characteristics. In this



research two main areas will be discussed, namely; market and consumer dominated variables.

REVIEW OF LITERATURE

Ayman and kaya in 2014 showed that consumer attitude towards branded fashion apparel is affected by gender. 83% of the participants were found significantly buying branded apparel products (60% women/40% would like to purchase and wear branded clothing more than men. They indicated that men are highly influenced by social/cultural factors. However females are affected by marketing communication efforts such as television, advertising, magazines, catalogues and celebrities, and by both personal selling and direct marketing.

Giovannini et al. in 2015 studied generation Y consumption of luxury fashion in United States. There were found positive relationship between consumers' self-esteem and brand conscious leading to strong motivation towards purchasing strongly connected brands with them. This would build consumer brand loyalty and support purchase intention to luxury fashion products. As they prefer buying brand name supporting their view with their peers. Moreover, they chose brands reflecting their self-image. These findings indicated that it is important to understand generation Y "new comers" to luxury fashion market in the light of their personality and consumption motivations. Luxury fashion brands should build brand consciousness reflecting young generation of consumers.

Health Consciousness

Consumers incline towards wearing organic cotton apparel due to the health benefits of organic products, despite of that rare literature available on the consumption of conventional cotton fabric which has traces of the pesticide residues which may be harmful. (Hustvedt & Dickson, 2009). A study conducted in Korean consumers show more anxieties with their health because their health is seriously vulnerable by their environmental pollution, which also found that pollution is produced by agricultural chemicals. For instance, they are considering that current rates allergies and diseases are due to agricultural chemicals. Although, Korean consumers become more health conscious with the development of their economy which has given them financial resources to perform this behaviour. So, this trend may lead the positive consumer attitudes towards the purchase of organic cotton apparel.

Environmental Concern

The environmental behaviour consists on consumer actions threatening the natural environment, it may be the utilization of the resources relevant to the environment. The addition of scepticism in the study measure the consumer intention toward the purchase of textile products

previously for American organic consumer (Hustvedt & Dickson, 2006). They found that scepticism is an insignificant predictor of purchase intention toward organic textile products. The consumers of organic cotton apparel known by social and processing claims that can be affected by a number of attitudes and beliefs. If this is framed as an environmental concern, then this concern of the environment can be an important psychographic variable. Environmental concern defined as "The possession of a concern for the eco-sphere itself or over the degradation of the eco-sphere created by human-being (Dunlap & Jones, 2002). Dunlap and Jones, define environmental concern as "Environmental concern refers to the degree to which people are aware of problems regarding the environment and support efforts to solve them or indicate a willingness to contribute personally to their solution". Environmental concern may be measured at the least specific or the most general levels, Concern for the environment can be measured at the most general (least specific) levels, where it looks like an ideology.

PERSONAL NORMS

Personal norms are beliefs of an individual that's behave in such a confident manner which might be correct or incorrect (Schwartz, 1973). Previous researches show that personal norms influence the consumer attitude more positively toward the selection of organic and inorganic textile products. also found that including self-identity along with the variables of the theory of planned behaviour and personal norm of perceived ethical obligation in their survey of ethical consumers slightly improved the ability of the model to predict the purchase intention of organic products. Following hypothesis was developed on the basis of literature review.

Consumer Attitude and Purchase Intention

According to the theory of planned behaviour the behavioural intention in considered as dependent variable and numerous items has been used previously for the measurement of that variable. (Shen et al., 2003). Studies on socially responsible consumer behaviour have strongly supported the positive association between attitude and purchase intention in various sectors, such as organic food green hotels (Han, 2014), and environmentally friendly apparel (Kang et al, 2013). The strong and positive association between attitude and purchase intention has also been supported by Korean consumers. A study by Wesleya, Lee, and Kim's discuss that green purchase behaviour of Korean consumers' was greatly influenced by the attitude toward the purchase (Wesleya et al, 2012). Attitude of consumer towards the purchase of a product is closely link to its perceived benefits of product



(Alhakami & Slovic, 1994). Consumers have favourable attitude for purchasing organic textile products which they perceived as beneficial for their health. Few studies suggested that the consumers concerns and belief about environment lead towards the purchase of more eco-friendly or organic textile products (Hustvedt & Dickson, 2009).

OBJECTIVE OF THE STUDY

- To study on customer attitude towards organic apparel.
- To study on purchase intention towards organic apparel.

HYPOTHESIS OF THE STUDY

H1: Gender will positively affect the customer attitude towards organic apparel

H2: Age will positively affect the customer attitude towards organic apparel

H3: Income will positively affect the customer attitude towards organic apparel

H4: Health Consciousness will positively affect their purchase intention towards organic apparel.

H5: Consumer Knowledge will positively affect their purchase intention towards organic apparel.

H6: Environmental Concern will positively affect their purchase intention towards organic apparel.

H7: Personal Norms will positively affect their purchase intention towards organic apparel.

RESEARCH METHODOLOGY

The study is Empirical in nature. The area of the study refers to Coimbatore city. The study used only primary data. The primary data was collected from 90 (approximately 87) respondents by structural questionnaire method. As the total population size was unknown, purposive sampling method was adopted, the primary data had been collected from those who are purchasing organic apparel and the questionnaire was collected from public places. Required other data was collected from the sources like various websites, various publications, journals and Reports. For analysing the data, the researcher has used linear regression model and ANOVA.

Table 1
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.817 ^a	.667	.655	.478	.667	55.498	3	83	.000	1.584

a. Predictors: (Constant), Gender, Age, Income

b. Dependent Variable: Customer Attitude

Table gives result of regression model. It shows that the unadjusted multiple R for this data is .817, but that the adjusted multiple R is .655. The unadjusted

value of R² means that all subsets of predictor variables will have a value of multiple R that is smaller than .667

Table 2
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	37.969	3	12.656	55.498	.000 ^b
Residual	18.928	83	.228		
Total	56.897	86			

a. Dependent Variable: Customer Attitude

b. Predictors: (Constant), Gender, Age, Income

It can be seen from above table B, the next part of the output contains an analysis of variance (ANOVA) that tests whether the model is significantly better at predicting the outcome using the mean. Specifically, the F-ratio represents the ratio of the improvement in prediction of results from fitting the model. For the initial model the F-ratio is 55.498, which is highly significant ($p < 0.000$), it means that group of

predictors has positively influenced the Customer Attitude. The socio demographic variables such as Gender, Age and Monthly income have significantly influenced Customer Attitude.

**Table 3**
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	2.975	.203		14.684	.000	2.572	3.378		
1 Gender	-.107	.087	-.166	-1.224	.224	-.280	.067	.217	4.605
Age	.589	.083	.958	7.082	.000	.423	.754	.219	4.564
Income	-.237	.048	-.323	-4.970	.000	-.332	-.142	.951	1.052

a. Dependent Variable: attitude

Customer Attitude = 2.975-.107Gender+.589 Age-.237 Income

Table 4
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.700 ^a	.490	.465	.577	.490	19.720	4	82	.000	1.976

a. Predictors: (Constant), Health Consciousness, Consumer Knowledge, Environmental Concern, Personal Norms

b. Dependent Variable: purchase intention

Table gives result of regression model. It shows that the unadjusted multiple R for this data is .700, but that the adjusted multiple R is .465. The unadjusted

value of R² means that all subsets of predictor variables will have a value of multiple R that is smaller than .490

Table 5
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	26.285	4	6.571	19.720	.000 ^b
Residual	27.324	82	.333		
Total	53.609	86			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), Health Consciousness, Consumer Knowledge, Environmental Concern, Personal Norms

It can be seen from above table B, the next part of the output contains an analysis of variance (ANOVA) that tests whether the model is significantly better at predicting the outcome using the mean. Specifically, the F-ratio represents the ratio of the improvement in prediction of results from fitting the model. For the initial model the F-ratio is 19.720, which is highly

significant ($p < 0.000$), it means that group of predictors has positively influenced the purchase intention. The independent variables such as Health Consciousness, Consumer Knowledge, Environmental Concern, and Personal Norms have significantly influenced purchase intention towards Organic apparel.

**Table 6**
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	.829	.380		2.182	.032	.073	1.585		
Health Consciousness	.252	.059	.423	4.280	.000	.135	.369	.636	1.573
1 Consumer Knowledge	.346	.107	.555	3.234	.002	.133	.559	.211	4.748
Environmental Concern	.099	.102	.166	.970	.335	-.104	.302	.213	4.691
Personal Norms	.252	.058	.354	4.341	.000	.137	.368	.932	1.073

a. Dependent Variable: purchase intention

Purchase Intention = .829+.252Health Consciousness +.346 Consumer Knowledge +.099 Environmental Concern +.252Personal Norms

CONCLUSION

The customer attitude and purchase intention towards ecological fashion have been studied extensively. The results demonstrate that participants have a positive attitude towards sustainability approach. However, this positive attitude of participants necessarily reflects on their attitude towards organic apparel. Yet, examining the relationship closely between attitudes and purchase intention shows that participants who have positive attitudes towards Health Consciousness, Consumer Knowledge, Environmental Concern, Personal Norms and demographic profile (Age, Income, Gender). For variables related to consumer, there were found impact for consumer lifestyle in recognizing the symbolic meaning of textile products. Consumer was found with good intention of buying textile and apparel products made in sweatshop-free labour conditions and eco-friendly manufactured products. However, they need to be well guided for these products. The current study is considered stimulating for future research directions to academia and practitioners. It was found that designers, manufacturers, and sellers of textiles and apparel products should be up to date with target consumer behaviour, which is affected by several variables dependent on market and consumer.

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