



RESEARCH ARTICLE

UNVEILING CONSUMER CLOTHING CHOICES: EXPLORING THE ROLE OF DEMOGRAPHIC INFLUENCES ON CLOTHING PURCHASES

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ABSTRACT

The fashion industry plays a significant role in shaping emotional well-being, intertwined with the broader impact of globalization. Amidst this transformative era, the fashion sector faces profound changes, notably propelled by the emergence of fast fashion. This phenomenon redefines success by offering consumers extensive clothing options at affordable prices and facilitating frequent wardrobe updates. This study, employing a sample size of 100 respondents selected through the snowball technique, examines the influence of demographic segmentation on the rationale for clothing purchases. By delving into demographic factors such as age, gender, and income, it aims to unravel the complexities of consumer behavior within the dynamic fashion landscape. Understanding the intricate interplay between demographic characteristics and consumer preferences is pivotal for effective market segmentation, empowering corporations to tailor their strategies and offerings to meet diverse customer needs. This research highlights that there is no significant impact of age and income on the reason for buying clothes.

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INTRODUCTION

The fashion industry stands as a cornerstone of global culture, influencing not only how we present ourselves but also our emotional well-being and societal trends. In recent decades, the rapid pace of globalization has profoundly transformed this sector, with significant implications for consumer behavior and market dynamics. Based on McKinsey's examination of fashion projections, the worldwide sector anticipates a modest growth rate ranging between 2 and 4 percent in 2024, although this may vary at regional and national levels. Similar to previous trends, the luxury market is projected to contribute the largest portion of overall economic gains. Nonetheless, businesses within this segment are likely to face difficulties amidst challenging economic conditions. The sector is projected to experience a worldwide growth rate of 3 to 5 percent, a decrease from the 5 to 7 percent seen in 2023, as consumers adjust their spending following a surge post-pandemic. This underscores its substantial economic importance and broad influence on individuals globally. Amidst this globalization movement, one of the most notable shifts has been the rise of fast fashion, characterized by its ability to provide consumers with a vast array of clothing choices at affordable prices..

Fast fashion has redefined success in the industry, offering accessibility and affordability to a diverse consumer base. Statista's research predicts that the fashion market will witness substantial growth, with revenues projected to soar to around US\$770.90 billion by 2024 and potentially reach US\$1,183.00 billion by 2029, boasting an annual growth rate of 8.94%. The number of users is expected to surge to 2.8 billion by 2029, with user penetration rising from 33.3% in 2024 to an estimated 37.8% by 2029. The average revenue per user (ARPU) is forecasted to be approximately US\$369.20. This phenomenon has enabled consumers to continuously update their wardrobes, contributing to a culture of rapid consumption and disposability. However, alongside its convenience, fast fashion has sparked debates surrounding sustainability, ethical production practices, and its impact on both the environment and labor rights. Over recent decades, both the manufacturing and use of clothing have seen a steady rise, driven by factors such as the rapid expansion of the population, rising worldwide incomes, and improved living conditions (Shirvanimoghaddam *et al.*, 2020). Style encompasses our entire way of life, including our attire, diet, leisure activities, and method of spending time with others. Therefore, fashion plays a crucial role in our daily lives, or what is known as our

"lifestyle." The political, social, and cultural climate of a society are reflected in its fashion. This visual representation is available for us to see in our daily lives, at museums, in books and other publications, and even when we watch it in a theater. These visual components were recognized by ancient civilizations in the clothing worn by kings, priests, and soldiers to carry out their religious, political, or military duties. To 'belong' to a community, people kept adorning their clothes and the emblems connected to their respective professions. But starting in the 20th century, society began to open up, and clothing became more widely worn, reflecting both the social class of the wearer and their environment. The mass media, fashion icons, and post-industrial production systems all had a significant influence on how cultures lived in this century.

In today's world, the textile industry is flourishing and expanding high-speed technology according to changing trends. The main motto of the industry is to produce modern, stylish designs and clothes with various materials like fiber, yarn, fabrics, etc. In the global textile industry, China holds the position of being the largest exporter and producer of textiles worldwide. According to trade data from the World Bank, the top five export countries in terms of textiles are as follows: China leads with an estimated export value of USD \$263,353.18 million, accounting for approximately 33.69% of the export market share. Germany closely follows with a similar export value of USD \$263,353.18 million, contributing 33.69% to the exports sector. Italy ranks third with exports totaling USD \$36,662.55 million, representing a share of 4.69% in the export market. India follows closely behind, with exports valued at USD \$36,544.45 million, making up 4.67% of the export market. Vietnam rounds up the top five with exports amounting to USD \$31,779.09 million, contributing 4.06% to the overall exports. Additionally, in the global textile and clothing business segment, the United States stands out as the primary importing country, while Germany holds the position of the second-largest importer globally, followed by Japan, the United Kingdom, and China.

Textile Industry in India: The textile industry in India holds a significant historical legacy as one of the oldest sectors in the country. It encompasses a diverse range of products, including hand-spun and hand-woven textiles. The decentralized power looms, hosiery, and knitting sectors represent the largest components within the textile industry. The textile industry is unique when compared with other industries because of the ancient culture and traditions of the country. In India, the textile industry has adequate capacity to produce a wide variety of products according to different market segments within India and throughout the world.

The textile industry in India employs approximately 45 million workers, which includes 3.522 million handloom workers nationwide. Between April and December 2021, exports of all types of textile materials, excluding handmade carpets and jute manufacturing, reached a value of US\$29.8 billion. Projections suggest that the Indian textiles market will surpass US\$ 209 billion by the year 2029. As per Invest India, the Indian textile and apparel market was valued at roughly \$165 billion in 2022, with \$125 billion attributed to the domestic market and \$40 billion to exports. Projections suggest that the industry's market size will grow at a compound annual growth rate (CAGR) of 10%, reaching \$350 billion by 2030.

Consumerism: The prevailing perception among many individuals is that fashion is primarily about wearing trendy clothes or designs. However, the commonly accepted definition of fashion revolves around "a prevailing style of dress during a specific period or among a particular social group." There exists a widespread lack of awareness regarding various aspects of fashion. Modern fashion is significantly influenced by consumption and consumerism. The choices people make in terms of what they buy, their reasons for purchasing, preferences for product quality or brands, and shopping destinations all contribute to the social and environmental impact of the fashion industry. Consumerism can shape the fashion industry through the selection of products that individuals opt to purchase.

The fashion industry affects our emotional health, which makes it an important part of our lives. Fashion is about people and art before it becomes a tremendously profitable enterprise. But over the past few decades, the globalization movement has taken over the world. As a result, among the industries most impacted by the shift in the global economy is the fashion sector. Fast fashion is a new definition of success since it gives us access to a wide selection of clothes at lower prices and enables us to regularly update our wardrobes. Numerous businesses, like Zara, H&M, Nike, Adidas, and others, were early adopters of the fast fashion movement and grew richer by mass-producing inexpensive clothing and regularly releasing new styles that follow trends. As consumers, we are impressed by this new cloth arrival, and people consume more and more without thinking of its exiting cloth life cycle or other information related to the clothes, especially the drawbacks to the environment, economy, etc. Within this evolving landscape, understanding consumer behavior becomes paramount for businesses seeking to thrive in the competitive fashion market. Demographic segmentation stands out as a vital approach in this pursuit, providing valuable insights into the specific preferences and drivers of various consumer segments. Through analyzing demographic elements like age, gender, income, and geographic location, companies can customize their marketing tactics and merchandise selection to more effectively connect with their desired customer base. Keeping these points in mind, the researcher has chosen the area of the study to explore the influence of demographic segmentation on the rationale for clothing purchases, shedding light on the complex interplay between consumer demographics and the reason for buying clothes.

Objective of the study: The study aims to know the effect of demographic variables on reasons for buying clothes.

REVIEW OF LITERATURE

Chi *et al.* (2023) analyze how stimuli provided by fashion rental services have a more significant influence on consumers' perceived utilitarian and hedonic value compared to perceived performance, financial, and social risks. (Tryphena & Aram, 2023) explore consumer perceptions and behaviors regarding the purchase of sustainable or eco-friendly clothing. (Bläse *et al.*, 2024) emphasize the impact of Fear of Missing Out (FOMO) on driving fast fashion consumption and its adverse effects on brand credibility, with implications for sustainable fashion choices. (Zhang *et al.*, 2023) investigate and profile Generation Z consumers engaged in sustainable fashion consumption. (Ponnambalam *et al.*, 2023) identify and analyze barriers to implementing textile recycling in India, covering

various aspects of sustainability. (Dangelico *et al.*, 2022) examine factors influencing green consumer behavioral intentions in the clothing industry. (Papadopoulou *et al.*, 2022) assess customers' knowledge, attitudes, and behaviors toward sustainability issues in fast fashion contexts. Han *et al.* (2022) explore the positive relationship between consumer confidence and intentions to make green purchases. (Mandarić *et al.*, 2022) study consumer attitudes toward fashion brand sustainability and its impact on purchasing decisions. (Vladimirova, 2021) focuses on consumption corridors in fashion, highlighting the motivations behind voluntary reductions in apparel consumption. (Abrar *et al.*, 2021) investigate the motivations of Generation Y and Z consumers for purchasing green apparel. Blas Riesgo *et al.* (2023) identify segments of sustainable fashion consumers in Spain and analyze the drivers and barriers to sustainable fashion consumption. (Milne *et al.*, 2020) explore various perspectives on mindful consumption, including economic-based consumption, monitoring firm activities, and understanding the impact of consumption choices. (Yiğit, 2020) examines the role of hedonic shopping value and mood in the relationship between consumer mindfulness and impulse buying behavior. (Djafarova & Bowes, 2021) investigate stimuli evoking positive emotions in Generation Z females, leading to impulse purchases. (Paço *et al.*, 2021) study consumers' clothing disposal behaviors, motivations, and perceptions of second-hand apparel in the context of sustainable clothing purchases. Santos *et al.* (2020) conducted a study exploring a novel measure of consumption limitation derived from the Theory of Planned Behavior. The study highlighted the effectiveness of attitudes, subjective norms, and perceived control in predicting consumption patterns in relation to individual variations in greed, frugality, and materialism. (Rathinamoorthy, 2019) analyzed the knowledge on sustainability fashion. It provides the noted behavior of the consumer towards sustainable apparel brands, purchases, and utilization. (Khare, 2020). Explores how past environmental actions, the influence of environmentally conscious peers, and knowledge about eco-friendly clothing affect Indian consumers' assessment of the perceived advantages of green apparel. (Saha *et al.*, 2019) study analyzed the awareness of green fashion among young Indian consumers. All the previous existing studies were focused on sustainable consumption, which focused in general on all the products. Only a few studies covered TAF products. Nevertheless, there remains a gap that comprehensively explores the effect of demographic variables on the reason for buying clothes. The study assesses advancements and trends in research to provide insights for various stakeholders.

RESEARCH METHODOLOGY

The research is empirical in nature. The relationship between people and objects (clothes) is governed by various reasons that influence consumer purchase behavior. Remember that the purpose of the study is to find out how certain demographic factors affect clothing purchases. The necessary data is gathered for this purpose through primary data collected by using structured questionnaires. The questionnaire and its variables were developed with the assistance of prior literature. The questionnaire is divided into two sections: the first section includes demographic variables, and the second section includes a variety of questions pertaining to the reasons behind wearing more clothes.

The questions are posted in a Google form and are only available in English. A variety of publications, including books, magazines, newspapers, and news items, are used to gather secondary data. This study utilized a sample size of 100 respondents selected through the snowball technique.

RESULTS AND DISCUSSION

An attempt has been made to know the effect of demographic segmentation on fashion clothes; 100 respondents have been selected for the study through a mail survey. Keeping this in mind, percentage analysis, the chi-square test, and one-way ANOVA have been applied to attain the results. The table indicates that 83 percent of respondents are female. The largest demographic group, comprising 69 percent of respondents, falls within the 18–25 age bracket. Additionally, 65 percent of respondents are unmarried. A majority of 51 percent have attained either a diploma or graduate degree. Furthermore, 37 percent of respondents identify as students. In terms of income, the majority (67 percent) earn less than Rs. 25,000. Similarly, 67 percent of respondents come from nuclear families. Lastly, 47 percent of respondents reside in rural areas.

The table reveals that the mean score towards wearing of to build confidence is 4.57, with a standard deviation 0.590. Moreover, the mean score is more than 4.0 towards clothes that make the respondents secure, clothes that make them happy, and wearing of cloth gives uniqueness. It is concluded that the respondents give their opinion towards agree. There is no deviation in their opinion on these 4 variables. The mean score is more than 3.0 towards the variables such as Feel better than what others have, I am more susceptible to advertising than I believe, wearing clothes makes me to compensate my deficiencies, I find myself happy when I buy more stuff, I find myself happy/satisfied when I buy more stuff, I think that I am stubborn in buying habits, limited offers and discounts rush me to buy more, I buy the clothes that will be scarce in the shop, and dress sense shapes my image. Only 2 variables have less than 3.0. Hence, it is concluded that out of 14 variables, 12 variables have a mean score more than 3.0. Hence, respondents agreed towards variables on the reason for buying clothes.

Association between Monthly Income and Purchasing of clothes per year

In order to know association between monthly income and the purchase of clothes per year, the Chi-square has been applied.

H₀: Monthly income and Purchasing of clothes per year are independent.

H₁: Monthly income and Purchasing of clothes per year are related.

The table shows that maximum 34.8 percent of respondents towards buying clothes 5 to 10 per year are below the Rs. 25,000 income categories, followed by 27.3 percent of respondents towards less than 5 per year in the same category of income group. Moreover, the chi-square value is 24.081 and p value is less than 0.05 at 5% significant level. Hence null hypothesis is rejected. Therefore, there is a highly significant association between monthly income and purchasing of clothes per year.

Table 1. Socio Economic profile of the respondents

Classification		Frequency	Percentage
Gender	Male	17	17.0
	Female	83	83.0
Age	Below 18	2	2.0
	18 - 25	69	69.0
	26 - 30	12	12.0
	31 - 35	4	4.0
	Above 35	13	13.0
Marital Status	Married	35	35.0
	Unmarried	65	65.0
Education	SSC	2	2.0
	HSC	5	5.0
	Diploma/Graduate	51	51.0
	Post Graduate/Professional	42	42.0
Occupation	Student	37	37.0
	Unemployed	5	5.0
	Private employee	33	33.0
	Govt employee	5	5.0
	Business/Entrepreneur	6	6.0
Monthly Income	House Wife	14	14.0
	Below Rs. 25,000	67	67.0
	Rs. 25,000 - Rs. 50,000	20	20.0
	Rs. 50,000 - Rs. 75,000	5	5.0
Type of Family	Above Rs. 75,000	8	8.0
	Nuclear	67	67.0
Area of Residence	Joint	33	33.0
	Rural	47	47.0
	Semi-urban	27	27.0
	Urban	26	26.0

Source: Primary data

Table 2. Descriptive Statistics (Reason for buying clothes)

Variables	N	Mean	Std. Deviation
Wearing of clothes build confidence	100	4.57	.590
I think it makes me secure	100	4.35	.672
I think it makes me happy	100	4.31	.734
Feel better than what others have	100	3.60	1.110
I am more susceptible to advertising than I believe	100	3.20	1.146
I feel that wearing of cloth gives uniqueness	100	4.07	.913
I am jealous of people who owns more	100	2.51	1.291
Wearing cloth makes me to compensate my deficiencies	100	3.19	1.089
I find myself happy/satisfied when I buy more stuff	100	3.79	1.113
I think that I am stubborn in buying habits	100	3.30	1.202
Limited offers and discounts rush me to buy more	100	3.21	1.175
I buy the clothes which will be scarce in shop	100	3.12	1.131
I purchase more clothes to avoid the boredom	100	2.78	1.219
Dress sense shapes my image	100	3.71	1.094

Source: Primary Data

Table 3. Monthly Income and Purchasing of clothes per year

Monthly Income	Purchasing of clothes per year					Total	Chi-Square Value	P-Value	Remarks
	Less than 5	5 to 10	10 to 15	15 to 20	More than 20				
Below Rs. 25,000	18	23	14	8	3	66	24.081	.020	Significant
	27.3%	34.8%	21.2%	12.1%	4.5%				
Rs. 25,000 - Rs. 50,000	2	10	5	4	0	21	24.081	.020	Significant
	9.5%	47.6%	23.8%	19.0%	0.0%				
Rs. 50,000 - Rs. 75,000	0	0	1	2	2	5	24.081	.020	Significant
	0.0%	0.0%	20.0%	40.0%	40.0%				
Above Rs. 75,000	2	2	2	0	2	8	24.081	.020	Significant
	25.0%	25.0%	25.0%	0.0%	25.0%				
Total	22	35	22	14	7	100	24.081	.020	Significant
	22.0%	35.0%	22.0%	14.0%	7.0%				

Source: Primary data

Table 4. Purchasing of clothes per year and possession of clothes

Purchasing of clothes per year	Possession of Clothes			Total	Chi-Square Value	P-Value	Remarks
	Less than 50	51 to 100	More than 100				
Less than 5	19	3	0	22	38.660	.001	Significant
	86.4%	13.6%	0.0%				
5 to 10	23	12	1	36	38.660	.001	Significant
	63.9%	33.3%	2.8%				
10 to 15	7	12	3	22	38.660	.001	Significant
	31.8%	54.5%	13.6%				
15 to 20	4	4	5	13	38.660	.001	Significant
	30.8%	30.8%	38.5%				
More than 20	1	2	4	7	38.660	.001	Significant
	14.3%	28.6%	57.1%				
Total	54	33	13	100	38.660	.001	Significant
	54.0%	33.0%	13.0%				

Source: Primary Data

Table 5. Age and Reasons for Buying Clothes

		Sum of Squares	df	Mean Square	F	Sig.
Wearing of clothes builds confidence	Between Groups	1.998	4	.500	1.460	.221
	Within Groups	32.512	95	.342		
	Total	34.510	99			
I think it makes me secure	Between Groups	.805	4	.201	.435	.783
	Within Groups	43.945	95	.463		
	Total	44.750	99			
I think it makes me happy	Between Groups	.378	4	.095	.169	.953
	Within Groups	53.012	95	.558		
	Total	53.390	99			
<i>Feel better than what others have</i>	Between Groups	10.367	4	2.592	2.206	.074
	Within Groups	111.633	95	1.175		
	Total	122.000	99			
I am more susceptible to advertising than I believe	Between Groups	1.488	4	.372	.275	.893
	Within Groups	128.512	95	1.353		
	Total	130.000	99			
I feel that wearing of cloth gives uniqueness	Between Groups	3.514	4	.879	1.057	.382
	Within Groups	78.996	95	.832		
	Total	82.510	99			
I am jealous of people who owns more	Between Groups	5.944	4	1.486	.888	.475
	Within Groups	159.046	95	1.674		
	Total	164.990	99			
Wearing cloth makes me to compensate my deficiencies	Between Groups	2.923	4	.731	.606	.659
	Within Groups	114.467	95	1.205		
	Total	117.390	99			
I feel that my mind pleasure leads to more stuff	Between Groups	3.142	4	.785	.625	.646
	Within Groups	119.448	95	1.257		
	Total	122.590	99			
I think that I am stubborn in buying habits	Between Groups	2.217	4	.554	.374	.827
	Within Groups	140.783	95	1.482		
	Total	143.000	99			
Limited offers and discounts rush me to buy more	Between Groups	4.100	4	1.025	.735	.570
	Within Groups	132.490	95	1.395		
	Total	136.590	99			
I buy the clothes which will be scarce in shop	Between Groups	3.542	4	.885	.684	.605
	Within Groups	123.018	95	1.295		
	Total	126.560	99			
I purchase more clothes to avoid the boredom	Between Groups	11.321	4	2.830	1.979	.104
	Within Groups	135.839	95	1.430		
	Total	147.160	99			
Dress sense shapes my image	Between Groups	5.290	4	1.323	1.109	.357
	Within Groups	113.300	95	1.193		
	Total	118.590	99			

Source: Primary Data

Table 6. Relationship between Income and Reasons for Buying Clothes

		Sum of Squares	df	Mean Square	F	Sig.
Wearing of clothes builds confidence	Between Groups	.312	3	.104	.292	.831
	Within Groups	34.198	96	.356		
	Total	34.510	99			
I think it makes me secure	Between Groups	2.776	3	.925	2.117	.103
	Within Groups	41.974	96	.437		
	Total	44.750	99			
I think it makes me happy	Between Groups	.576	3	.192	.349	.790
	Within Groups	52.814	96	.550		
	Total	53.390	99			
<i>Feel better than what others have</i>	Between Groups	.608	3	.203	.160	.923
	Within Groups	121.392	96	1.265		
	Total	122.000	99			
I am more susceptible to advertising than I believe	Between Groups	1.743	3	.581	.435	.729
	Within Groups	128.257	96	1.336		
	Total	130.000	99			
I feel that wearing of cloth gives uniqueness	Between Groups	.520	3	.173	.203	.894
	Within Groups	81.990	96	.854		
	Total	82.510	99			
I am jealous of people who owns more	Between Groups	3.693	3	1.231	.733	.535
	Within Groups	161.297	96	1.680		
	Total	164.990	99			
Wearing cloth makes me to compensate my deficiencies	Between Groups	6.653	3	2.218	1.923	.131
	Within Groups	110.737	96	1.154		
	Total	117.390	99			
	Within Groups	145.676	96	1.517		
Total	147.160	99				

Continue ...

I feel that my mind pleasure leads to more stuff	Between Groups	.237	3	.079	.062	.980
	Within Groups	122.353	96	1.275		
	Total	122.590	99			
I think that I am stubborn in buying habits	Between Groups	.832	3	.277	.187	.905
	Within Groups	142.168	96	1.481		
	Total	143.000	99			
Limited offers and discounts rush me to buy more	Between Groups	2.487	3	.829	.594	.621
	Within Groups	134.103	96	1.397		
	Total	136.590	99			
I buy the clothes which will be scarce in shop	Between Groups	.544	3	.181	.138	.937
	Within Groups	126.016	96	1.313		
	Total	126.560	99			
I purchase more clothes to avoid the boredom	Between Groups	1.484	3	.495	.326	.807
	Within Groups	145.676	96	1.517		
	Total	147.160	99			
Dress sense shapes my image	Between Groups	4.236	3	1.412	1.185	.320
	Within Groups	114.354	96	1.191		
	Total	118.590	99			

Association between Purchasing of clothes per year and the possession of clothes

In order to know the association between Purchasing of clothes per year and the possession of clothes, Chi-square has been applied.

Ho: There is no association between Purchasing of clothes per year and possession of clothes

H1: There is an association between Purchasing of clothes per year and possession of clothes

The table denotes that maximum 63.9 percent of respondents towards buying clothes 5 to 10 per year possess the clothes less than 50 followed by 86.4 percent of respondents towards less than 5 per year has less than 50 clothes in their wardrobe. The maximum 38.5 percent of respondents towards buying clothes from 15 to 20 per year has more than 100 clothes. Moreover, the chi-square value is 38.660, and p value is less than 0.05 at 5% significant level. Hence, the null hypothesis is rejected. Therefore, there is a highly significant association between Purchasing of clothes per year and possession of clothes.

Relationship between Age and Reasons for Buying Clothes

In order to know the relationship between age and reasons for Buying Clothes, one-way ANOVA has been applied.

Ho: There is no relationship between age and reasons for Buying clothes.

H1: There is a relationship between age and reasons for buying clothes.

The table indicates that all the 14 variables' the p-values are greater than the conventional significance level of 0.05. Therefore, we fail to reject the null hypothesis for these variables. This suggests that there is no significant relationship between age and the reasons for buying clothes represented by these variables. Based on the ANOVA results and the given null hypothesis, we do not find sufficient evidence to reject the hypothesis that there is no relationship between age and the reasons for buying clothes.

In order to know the relationship between income and reasons for buying clothes, a one-way ANOVA has been applied.

Ho: There is no relationship between Income and Reasons for Buying Clothes.

H1: There is relationship between Income and Reasons for **Ho:** There is no relationship between Income and Reasons for Buying Clothes.

H1: There is relationship between Income and Reasons for Buying Clothes.

The table reveals that all the 14 variables' p-values are greater than the conventional significance level of 0.05. Therefore, we fail to reject the null hypothesis for these variables. This suggests that there is no significant relationship between income and the reasons for buying clothes represented by these variables. Based on the ANOVA results and the given null hypothesis, we do not find sufficient evidence to reject the hypothesis that there is no relationship between income and the reasons for buying clothes for the variables.

Research Implications to the Stakeholders: An important factor in clothing purchases is one's emotional state. It is vital to examine consumerism since it has a significant bearing on economics and how businesses are conducted. From an economic standpoint, widespread consumerism drives people to spend more money on products and services, which boosts demand and propels economic expansion. Mass consumption, according to many critics of consumerism, depletes natural resources, generates a huge quantity of garbage that needs to be disposed of, and exacerbates environmental issues at practically every step of the production process. One of the main causes of consumerism is online buying. These days, regardless of their socioeconomic background, there are those who purchase more garments than they need.

Therefore, the study helps society to reduce the excess of buying clothes. Policymakers must develop regulations and policies that promote sustainability while safeguarding the environment and consumers in organic clothing consumption.

Furthermore, policymakers must develop policies that address labeling with bar codes, ensuring that all consumers have access to know supply chain transparency through blockchain technology. The need for marketers to create awareness campaigns through mass media aimed at distinguishing between sustainable and non-sustainable products/services can be implemented globally to encourage sustainable consumer behaviour, thereby contributing to both the company's and the country's achievement of the Sustainable Development Goals (SDGs).

CONCLUSION

Consumption permeates every aspect of our life and organizes our daily schedules. Our societal and personal experiences are becoming more and more shaped by the values, meanings, and costs associated with the things we consume. The main factors enforcing our actions are the demographic as well as socioeconomic characteristics of the respondents. Without demographic segmentation, it is impossible to understand what the customers want. Demographic segmentation helps the corporate for market segmentation and also decide the purchasing attitude of respondents. Therefore, it is concluded that demographic segmentation does not significantly impact the reason for purchasing clothes.

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