

## CONSUMER PREFERENCE FOR ORGANIC FABRICS VS NON-ORGANIC FABRICS IN INDIAN FASHION: A MARKET SEGMENTATION STUDY USING K-MEANS CLUSTER

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### **Abstract**

*India has traditionally employed the most organic, ethnically rich fabric as well as textiles at its heart. With the fashion industry fast nearing conscious change, people are selecting for more eco-friendly, long-lasting textiles, which we would ideally describe as returning to the origins rather than pursuing a recent craze. What is remarkable is that both fresh and renowned designers and labels are committing to this transformation. Organic cotton is now the most natural fabric available. It is cultivated without the use of fertilizers or pesticides. Organic cotton possesses microbe-resistance, tenderness, resilience, sturdiness, permeability, as well as other excellent qualities. Moderate Organic Cloth Consumers, Organic Clothes Loyal Consumers, Non-Consumers of Organic Clothes. The present paper is descriptive in nature in which survey method was used to collect the data regarding the choices of the customers for organic and inorganic clothes. The sample size of the study was 394 respondents. Statistical techniques namely Cluster Analysis and One way ANOVA were applied to analyse the data. It was found from the study that on the basis of the choices of organic and non-organic, the customers can be divided into three segments - Moderate Organic Cloth Consumers, Organic Clothes Loyal Consumers and Non-Consumers of Organic Clothes. It was also determined that all these segments were distinct from each other.*

**Keywords:** *Consumer Preference, Organic Fabrics, Non-Organic Fabrics, Indian Fashion, Moderate Organic Cloth Consumers, Organic Clothes Loyal Consumers, Non-Consumers of Organic Clothes*

### **1. Introduction**

The thriving organic clothing industry is increasing soil resilience, quality of air, and water conservation, as well as farmers' livelihoods. Luckily, it is assisting the nation in combating climate change as well as ensuring minimal environmental harm. Manufacturers as well as merchants are increasing the quantity of organic fibre used in their garments while also growing their offering of 100 percent organic products

to occupy the majority of the clothing market. Moreover, the ever-increasing interest as well as desire for organic clothing is a motivator and an effect of client interest. Fibre may be found in a wide range of products, from personal care products to home furniture. Every time the cloth is washed in cold water, it becomes softer as well as softer while retaining its static cling. When properly maintained for, non-organic cotton is reasonably resilient and long lasting. Another reason for such a short turnover on apparel is that it just does not last long enough. Items that have snags, stains, warping, or shrinking are useless and should be donated. Avoid such issues by investing in higher quality, more robust and long-lasting products. Vintage wardrobe staples that last for years and years are more affordable as well as require fewer replacements. Keep minimalist in mind as well as purchase less, borrow, as well as buy used. Cummings (2012) researched and discovered that many fundamental reasons have contributed to India's significant growth in the organic clothing sector. Geographical circumstances, land and soil, climatic considerations, market trends, and so on have evolved as critical aspects that have laid the foundation for the organic clothing firm's expansion, and it is now reaping advantages and reinforcing the firm's panorama. Prendergast & Venkatraman (2012) analysed and asserted that organic clothing not only protects the skin and health, but also the environment because it is anti-pesticide and free of chemical fertilisers, whereas non-organic fibre contains life-threatening toxins and has disastrous effects on both health and the ecosystem. People's consciousness of health as well as environmental disruption has increased, and organic clothing has reached new levels. According to the Environmental Protection Agency, one of the key causes contributing to the rise in cancer incidence is the use of such harmful chemicals. Choosing organic clothing ensures that humans be kind to other living species on the earth. According to Sandhya & Mahapatra (2018), "non-organic cotton actually has a range of interrelated dilemmas with everything affiliated with it, for example, conventional cotton farmers' fertiliser usually flows into our water, pollutes it, as well as leads to the increase of tremendous algae that kill aquatic plants as well as other species of animals." According to California Department of Pesticides statistics, in 1999, a work team began working on a cotton field that had been sprayed with pesticides five hours earlier, as well as seven members of the crew sought medical attention, with five continuing to have health issues. Marques (2019) investigated and stated that cotton that is not organic is vegan, yet it is damaging to wildlife. Cows, sheep, alpacas, goats, ducks, as well as foxes are regularly exploited for their skins, hair, or feathers. In reality, billions of people die each year for the sake of fashion. Inspect the materials before purchasing a pair of shoes, a jacket, or a purse. These materials are frequently sourced from countries such as India as well as China, where there are no animal welfare standards or enforcement. However, if the item is from a more developed region of the world, such as the United States or Europe, the animal was most likely a witness of industrial farming.

### Literature Review

According to **Rieple & Singh (2010)**, materials branded 'organic' have recently been people's choice as part of their attempts to acquire a healthy lifestyle as well as an endeavour to safeguard the environment from the consequences of global warming. Not just in food, but also in textiles, raw materials derived from organic fibre are gaining popularity. Organic clothing is made from natural fibres that have been farmed without the use of artificial fertilisers, pesticides, or other hazardous chemicals. The advantages of organic clothes are comparable to those of organic food

intake. The organic fibre industry is now expanding quickly. The type of fibre or organic fabric used as raw materials in organic apparel is quite different. Some are produced from organic cotton, wool, or even flax. Customers can select garments manufactured from organic fibres based on their demands. Cotton is still the most popular of the three fibre kinds.

**Khare & Varshneya (2017)** examined and concluded that customers are growing interested in organic apparel or materials made from organic cotton. This is most likely due to the absence of pesticides as well as chemicals in organically branded items. As a result, it is logical for this to become a healthy option, not only for small enterprises but also for the agricultural globe. Aside from the potential for big earnings, another advantage of using organic cotton is that it is more ecologically friendly because it does not utilise pesticides. Pesticides will undoubtedly harm the air as well as surface water created during washing.

**Joshi, et al. (2018)** conducted research and determined that cotton is the softest as well as healthiest fabric. Cotton fabric provides unrivalled comfort. Cotton is the most often used fabric for clothing in India, where summer lasts the longest. Cotton is chosen for baby and children's clothing. Cotton is grown with the use of harsh chemicals such as insecticides and fertilisers. With each cultivation, the soil quality deteriorates. It is no surprise that the new-born might get rashes when wearing standard cotton clothing. Organic cotton, on the other hand, is grown without the use of any chemicals. Finally, the product is the safest as well as purest. Because of the lack of chemicals, it poses no risk to one's health or skin. Organic cotton is softer and more pleasant to wear. It is more durable than normal cotton. Organic cotton has a lovely odour as well.

**Parmar & Sahrawat (2019)** researched and defined the phrase Organic fabrics, often known as organic textiles, are environmentally beneficial textiles. They are cultivated in regulated environments without the use of pesticides, herbicides, or other chemicals. Only natural fertilisers are utilised, and soil and water quality are closely evaluated. If a fibre is "certified organic," it means that its growth circumstances have been inspected and verified by an organisation affiliated with one of the many Organic Trade Associations throughout the world. A cloth can be labelled organic if it includes at least 95% organic material. Organic textile emphasises farming as well as manufacturing without the usage of synthetic or chemical pesticides, as well as genetically altered or radiated species. As a result, environmental impact is kept to a minimum.

**Bucklow, et al. (2017)** researched and discovered characteristics influencing green customer buying behaviour for organic clothing in India. The investigation deficit was identified using scholarly journals from national as well as international sources. Scholars have discovered that characteristics such as Green Trust, Green Motive, Green Perceived Value, and Green Attitude have a considerable influence on purchase choices for organic clothes goods.

**Allary (2021)** investigated and discovered that different generation cohorts such as Gen X, Y, as well as Z have distinct purchase patterns for such items. Furthermore, due to the increased environmental, health, and social concerns connected with conventional garment goods, consumer conversion to organic clothing has lately increased in India. The researcher created a theoretical foundation for green customer buying behaviour based on the characteristics listed above. The outcomes of this research will help retailers, marketers, as well as the research community obtain

a better understanding of green consumers' mind-sets as well as advantage synchronization of promotional tactics for organic apparel industry development in India.

**Saini (2018)** investigated and stated that consumer behaviour is dynamic, and there is a beauty in attempting to comprehend customer intention for a product category such as organic clothing and accessories, particularly when it is a distinctive manifestation that has received little attention in an emerging economy such as India. This research makes an approach to comprehend the aspects that affect Indian customers' intentions to purchase organic clothing. In order to choose participants, a purposive sampling approach was used. To collect data for the theme analysis, a focus group conversation was held.

**Arvidsson (2011)** researched and concluded the concept of intentional behaviour model was used to undertake theoretical theme analysis. Inductive thematic analysis paved the path for new aspects to emerge from the themes, such as domain expertise as well as participation, environmental consciousness, as well as scepticism. The purpose was influenced by product knowledge as well as engagement, subjective norms, perceived behavioural control, as well as attitude. Environmental awareness as well as scepticism signalled an opportunity to disprove the association. Textile makers that are experimenting with sustainable materials might consider the dimensions that consumers desire while selecting organic clothing. Domestic as well as foreign organic garment makers may leverage on the behavioural characteristics of the elements that drive customer intention for organic clothes, improving prospect identification.

**Narayanan & Harikumar (2022)** examined with the goal of contributing to the development of a knowledge of green clothes buying behaviour with reference to green garment perceived efficacy. The study assisted in conceptualising green clothes perceived efficacy as fashionable designs, style, and the use of fair-trade procedures. Females were underrepresented in the population. This was due to the convenience sampling technique used for data collection, which resulted in a skewed sample from a single nation. Future study may look at a broader sample that captures the demographic as well as geographic aspects of shoppers.

**Goswami (2007)** researched and concluded that the findings are generalizable, but they shed light on the importance of green clothing product features in moulding Indian customers' views. Future study might conceptualise humanitarian, pragmatic, as well as hedonic components of green clothing and connect them to physical product features such as price, quality, fabric, as well as colour. Furthermore, future research may focus on modifying or expanding the frameworks to make better inferences about the position of perceived efficiency, knowledge, customer independent judgement making, as well as customer innovativeness scale or novelty in explaining green clothing behaviour in a comprehensive manner. It may be important to investigate the impact of other psychological qualities, such as the need for distinctiveness, dogmatism, self-identity, as well as lifestyle, on green garment choices.

**Korkmaz (2019)** examined and discovered that Indian customers had a favourable attitude toward purchasing organic textile goods. Green items are well received among Indian customers. The study's findings imply that it is important for retailers to foster a good customer attitude toward organic textile items. It may also be important for retailers to boost customers' buy intentions for

organic textile products. So that shops may create effective marketing approaches that emphasise environmental safety as well as beauty in order to meet the values of potential customers. Customers are also driven by their expectations of the benefits of purchasing organic textile goods for themselves, the environment, as well as the organic sector.

**Dhange, et al. (2022)** conducted research and concluded that sellers of organic textile goods should raise customer knowledge of the health and environmental advantages of organic products. Because the data imply that customers with less awareness would not purchase organic textile items. According to the data, people with a good attitude are more likely to purchase organic textile items. Furthermore, the research provides to consumer behaviour research by offering insights into customer behaviour toward organic textile items. The research also has several shortcomings as well as recommendations for future studies. The study is confined to analysing customer desire to buy organic textile products as well as gauging specific attitudes regarding buying organic textile products. Because there may be other factors influencing customer attitudes.

According to **Harikumar (2022)**, the goal of the preliminary research was to assess the amount of propensity of Indian millennials toward eco-fashion as well as rapid fashion in an era of ecological sustainability. In addition to shadowing 100 respondents as well as validating perceptions through posts on social media utilised by the same respondents, a questionnaire approach was employed to conduct the research. Because the majority of the respondent picked fast fashion while being fully aware of the repercussions, it demonstrates that there is a gap between customer purchasing mind-set and purchase behaviour. The divide was created not just by customers, but also by the companies that appeal to them.

**Gockeln (2014)** investigated and concluded that newer folks lack the awareness as well as understanding required to make judgments that are more responsible. Price remains a barrier, as well as millennials will continue to choose quick fashion until sustainable firms can uncover a way to reduce expenses. Though there is some concern, youngsters are willing to pay more money to seem distinct while keeping up with trends. In India, there appears to be a gap in the sustainability market.

**Hustvedt (2006)** conducted research and concluded that organic goods had established a substantial position in the thoughts of customers. Everyone is worried about their health as well as relies on items that are manufactured, housed, as well as processed without the use of chemical residues or synthetic fertilisers. The above research investigation has two primary aims: first, to ascertain the relationship between the type of organic products consumers buy as well as the advantage of using Organic Products, and second, to ascertain the substantial relationship between the reasons for choosing organic products as well as the advantage of using Organic Products. In terms of choosing organic items over non-organic products, consumers said that organic products were favoured for health reasons, trailed by preferences for taste, texture, feeling as well as product quality, with corresponding mean values of 1.48, 2.04, as well as 2.08, correspondingly.

**Déri (2013)** examined and concluded that organic is one of the fastest expanding agricultural industries as a result of customers' enhanced concern about their own wellness, the environment, as well as the documented catastrophes and disasters on environmental concerns in recent decades.

It has now become an option for a growing number of customers who are concerned about the environmental repercussions of chemical-intensive production processes.

Eryuruk (2012) investigated and stated that customers throughout the world are opting for organically grown or manufactured items due to their awareness of the detrimental impacts of conventional farming. Various variables that led in a significant shift in consumer behaviour toward Organic products have been explored in the research. The current study sheds light on the critical aspects influencing customer behaviour by conducting a survey of 50 respondents in Bangalore at around 10 organic retailers located in diverse areas.

### Research Methodology

Segmentation means the division of market into different segments or parts that are definable, accessible, actionable, and profitable and have a potential of growth. It can be said that it is difficult for a company to target whole market due to restrictions of time, cost and efforts. Company needs definite segments that consists of large number of people that are identifies and being targeted based on reasonable effort, cost and time. Segmentation helps seller in modifying their products according to the needs, desires, uses and paying ability of customers. Sellers can concentrate on their resources, money, time and effort on a profitable market that grow in numbers, usage and value.

The present study is based on empirical evidences. The data were collected with the help of structured questionnaire containing 13 statements capturing the choices of the customers for the organic and inorganic clothes. The respondents were selected based on judgment sampling. Only those respondents were considered for the study who have purchased the clothes at least twice in the last 2 months. The sample size of the study was 394 respondents. Statistical techniques namely Cluster Analysis and One way ANOVA were applied to analyses the data. Cluster analysis help determine segmenting the respondents logically based on all the behavioral measurements. ANOVA helped to determine whether the clusters significantly discriminate each other or not.

**Statistical Techniques used for the Study:** a) Mean Score was used to calculate the degree or level of various parameters of choices for organic and inorganic products, depending upon the cluster they belong to, b) Cluster Analysis: Cluster analysis divided customers into various segmentations based on their selection of different objectives. c) ANOVA: Analysis of Variance is applicable and useful where there are three or more categories of the independent variable. In this study, since there were three segments, ANOVA was used to compare the mean value of these segments.

### Data Analysis and Interpretation

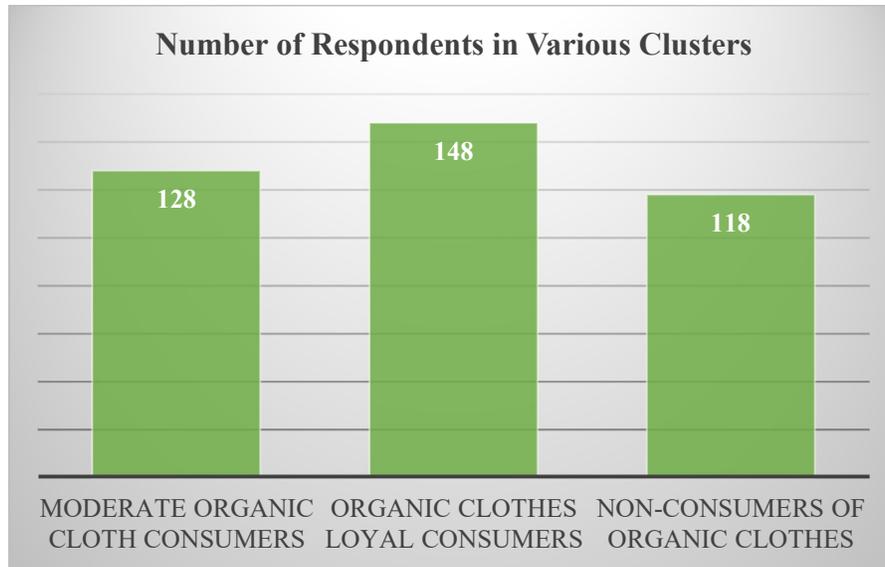
Table 1 Final Cluster Centres

Statements	Cluster
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	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	Non-Consumers of Organic Clothes
I can differentiate between organic and non-organic clothes	4	2	3
I see the value for money while buying organic or inorganic clothes	4	2	3
I keep on switching over organic and inorganic clothes depending upon benefits I get	4	2	3
I buy organic clothes only when I am sure that I will be benefited	4	3	3
I find myself equally oriented towards organic and inorganic clothes	3	2	3
I always look out for Organic Clothes first when I need to buy clothes	3	4	3
Organic clothes are my first choice	3	4	3
I am ready to pay extra for an organic alternative of my clothes	3	4	3
I keep on knowing more about availability of organic clothe brands and stores	3	4	3
I am making conscious efforts to replace all my clothes requirements to organic clothes someday.	3	4	3
I am not sure about the benefits of organic products	2	3	4
My need is my only and first priority while buying cloths	2	3	4
I do not much bother about whether I am buying organic or inorganic clothes	2	3	4

**Table 2 Number of Cases in each Cluster**

Cluster	Moderate Organic Cloth Consumers	128
	Organic Clothes Loyal Consumers	148
	Non-Consumers of Organic Clothes	118
Valid		394



*Figure 1 Number of Respondents in Various Cluster*

Number of cases in each cluster is shown in table 2. Total 394 people were considered to for the survey in which 128 are Moderate organic cloth consumers, 148 belongs to category of Organic clothes loyal consumers and rest 118 are non-consumers of organic clothes.

### Comparative Mean Values of Segments

**Table 3 Comparative Mean Values for Segments (Cluster Number of Case)**

Statements	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	Non-Consumers of Organic Clothes
I can differentiate between organic and non-organic clothes	3.83	2.08	2.69
I see the value for money while buying organic or inorganic clothes	3.95	2.14	2.97
I keep on switching over organic and inorganic clothes depending upon benefits I get	4.30	2.41	2.85
I buy organic clothes only when I am sure that I will be benefited	3.80	2.55	2.97
I find myself equally oriented towards organic and inorganic clothes	3.49	2.43	2.79
I always look out for Organic Clothes first when I need to buy clothes	3.30	3.66	3.25
Organic clothes are my first choice	3.12	3.70	3.19

I am ready to pay extra for an organic alternative of my clothes	2.79	3.69	2.59
I keep on knowing more about availability of organic clothe brands and stores	3.44	4.10	3.29
I am making conscious efforts to replace all my clothes requirements to organic clothes someday.	3.37	3.74	3.08
I am not sure about the benefits of organic products	2.09	2.72	4.05
My need is my only and first priority while buying cloths	1.80	2.64	3.79
I do not much bother about whether I am buying organic or inorganic clothes	1.92	2.61	3.85

Table 3 is showing comparative mean values for different categories of Consumer and their preference for Organic Fabrics vs Non-Organic Fabrics in Indian Fashion.

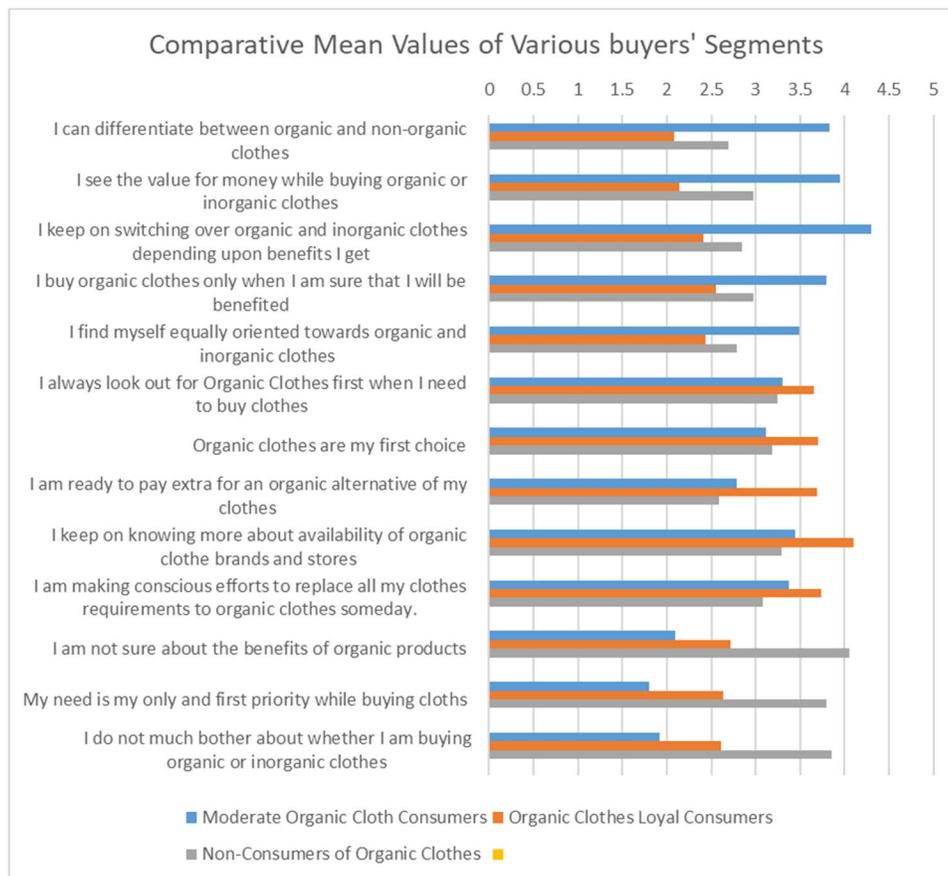


Figure 2 Comparative Mean Values of Various Consumers' Segments

It is found that higher mean values are shown by Moderate Organic Cloth Consumers for the statements like I can differentiate between organic and non-organic clothes (3.83), I see the value for money while buying organic or inorganic clothes (3.95), I keep on switching over organic and inorganic clothes depending upon benefits I get (4.30), I buy organic clothes only when I am sure that I will be benefited (3.80) and I find myself equally oriented towards organic and inorganic clothes (3.49) as compared to Organic Clothes Loyal Consumers and Non-Consumers of Organic Clothes. Organic Clothes Loyal Consumers are showing higher mean values for the statements like I always look out for Organic Clothes first when I need to buy clothes (3.66), Organic clothes are my first choice (3.70), I am ready to pay extra for an organic alternative of my clothes (3.69), I keep on knowing more about availability of organic clothe brands and stores (4.10) and I am making conscious efforts to replace all my clothes requirements to organic clothes someday (3.74) as compared to Moderate Organic Cloth Consumers and Non-Consumers of Organic Clothes. Non-Consumers of Organic Clothes is showing higher mean values for the statements like I am not sure about the benefits of organic products (4.05), My need is my only and first priority while buying cloths (3.79) and I do not much bother about whether I am buying organic or inorganic clothes (3.85) as compared to Moderate Organic Cloth Consumers and Organic Clothes Loyal Consumers.

**Significance of The Difference Among All Segments**

**Table 4 ANOVA for preference for Organic Fabrics vs Non-Organic Fabrics**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
I can differentiate between organic and non-organic clothes	Between Groups	212.681	2	106.341	130.644	.000
	Within Groups	318.263	391	.814		
	Total	530.944	393			
I see the value for money while buying organic or inorganic clothes	Between Groups	226.855	2	113.427	211.251	.000
	Within Groups	209.940	391	.537		
	Total	436.794	393			
I keep on switching over organic and inorganic clothes depending upon benefits I get	Between Groups	262.014	2	131.007	278.043	.000
	Within Groups	184.230	391	.471		
	Total	446.244	393			
I buy organic clothes only when I am sure that I will be benefited	Between Groups	108.250	2	54.125	108.444	.000
	Within Groups	195.151	391	.499		
	Total	303.401	393			
I find myself equally oriented towards organic and inorganic clothes	Between Groups	78.610	2	39.305	56.084	.000
	Within Groups	274.020	391	.701		
	Total	352.629	393			
I always look out for Organic Clothes first	Between Groups	13.145	2	6.573	11.739	.000
	Within Groups	218.916	391	.560		

when I need to buy clothes	Total	232.061	393			
Organic clothes are my first choice	Between Groups	26.988	2	13.494	15.526	.000
	Within Groups	339.835	391	.869		
	Total	366.822	393			
I am ready to pay extra for an organic alternative of my clothes	Between Groups	93.668	2	46.834	51.513	.000
	Within Groups	355.482	391	.909		
	Total	449.150	393			
I keep on knowing more about availability of organic clothe brands and stores	Between Groups	51.357	2	25.679	23.952	.000
	Within Groups	419.183	391	1.072		
	Total	470.541	393			
I am making conscious efforts to replace all my clothes requirements to organic clothes someday.	Between Groups	29.078	2	14.539	14.837	.000
	Within Groups	383.138	391	.980		
	Total	412.216	393			
I am not sure about the benefits of organic products	Between Groups	245.674	2	122.837	116.184	.000
	Within Groups	413.391	391	1.057		
	Total	659.066	393			
My need is my only and first priority while buying cloths	Between Groups	244.715	2	122.357	182.102	.000
	Within Groups	262.719	391	.672		
	Total	507.434	393			
I do not much bother about whether I am buying organic or inorganic clothes	Between Groups	232.866	2	116.433	178.012	.000
	Within Groups	255.743	391	.654		
	Total	488.609	393			

Table... is showing the results of ANOVA along with the value of significance. It is observed from the table that the value in significance column is below 0.05 for all the statements. Hence the alternate hypothesis is accepted, and null hypothesis is rejected. Further, to find that which set of categories significantly differ, the Post Hoc Test was applied.

#### Multiple Comparisons for Different Segments

**Table... Multiple Comparisons for different categories of consumers and their preference for Organic Fabrics vs Non-Organic Fabrics**

Dependent Variable	(I) Cluster Number of Case	(J) Cluster Number of Case	Mean Difference (I-J)	Std. Error	Sig.
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I can differentiate between organic and non-organic clothes	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	1.747*	.109	.000
		Non-Consumers of Organic Clothes	1.133*	.115	.000
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	.614*	.111	.000
I see the value for money while buying organic or inorganic clothes	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	1.818*	.088	.000
		Non-Consumers of Organic Clothes	.979*	.094	.000
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	.839*	.090	.000
I keep on switching over organic and inorganic clothes depending upon benefits I get	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	1.893*	.083	.000
		Non-Consumers of Organic Clothes	1.457*	.088	.000
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	.435*	.085	.000
I buy organic clothes only when I am sure that I will be benefited	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	1.243*	.085	.000
		Non-Consumers of Organic Clothes	.831*	.090	.000
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	.412*	.087	.000
I find myself equally oriented towards organic and inorganic clothes	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	1.060*	.101	.000
		Non-Consumers of Organic Clothes	.704*	.107	.000
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	.356*	.103	.002
I always look out for Organic Clothes first when I need to buy clothes	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	-.351*	.090	.000
		Non-Consumers of Organic Clothes	.050	.095	.858

	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	-.401*	.092	.000
Organic clothes are my first choice	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	-.571*	.113	.000
		Non-Consumers of Organic Clothes	-.070	.119	.827
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	-.501*	.115	.000
I am ready to pay extra for an organic alternative of my clothes	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	-.900*	.115	.000
		Non-Consumers of Organic Clothes	.196	.122	.243
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	-1.096*	.118	.000
I keep on knowing more about availability of organic clothe brands and stores	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	-.664*	.125	.000
		Non-Consumers of Organic Clothes	.149	.132	.496
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	-.813*	.128	.000
I am making conscious efforts to replace all my clothes requirements to organic clothes someday	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	-.376*	.119	.005
		Non-Consumers of Organic Clothes	.282	.126	.067
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	-.658*	.122	.000
I am not sure about the benefits of organic products	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	-.637*	.124	.000
		Non-Consumers of Organic Clothes	-1.965*	.131	.000
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	1.328*	.127	.000

My need is my only and first priority while buying cloths	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	-.838*	.099	.000
		Non-Consumers of Organic Clothes	-1.991*	.105	.000
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	1.153*	.101	.000
I do not much bother about whether I am buying organic or inorganic clothes	Moderate Organic Cloth Consumers	Organic Clothes Loyal Consumers	-.686*	.098	.000
		Non-Consumers of Organic Clothes	-1.926*	.103	.000
	Non-Consumers of Organic Clothes	Organic Clothes Loyal Consumers	1.239*	.100	.000

Table 4 shows the results of Post-Hoc Test in which the comparative means between Moderate Organic Cloth Consumers, Organic Clothes Loyal Consumers and Non-Consumers of Organic Clothes for their preference for Organic Fabrics vs Non-Organic Fabrics is analysed. It is observed from the table that the value in the significant column for all the statements is below 0.05 which means that there is a significant difference between all the three categories of the consumers and their preference for Organic Fabrics vs Non-Organic Fabrics except for the statements like I always look out for Organic Clothes first when I need to buy clothes (.858), Organic clothes are my first choice (.827), I am ready to pay extra for an organic alternative of my clothes (.243), I keep on knowing more about availability of organic clothe brands and stores (.496) and I am making conscious efforts to replace all my clothes requirements to organic clothes someday (.067) where there is no significant difference between the categories Moderate Organic Cloth Consumers and Non-Consumers of Organic Clothes.

### Conclusion

Today Organic materials are making their way into the fashion world. To support sustainability, several designers are creating eco-friendly clothing. It was found from the study that on the basis of the choices of organic and non-organic, the customers can be divided into three segments - Moderate Organic Cloth Consumers, Organic Clothes Loyal Consumers and Non-Consumers of Organic Clothes. It was also determined that all these segments were distinct from each other. Quality is more than how clothing appears or operates; it also encompasses how it influences the environment and daily lives. This entails using materials and procedures that have the least detrimental influence on the environment. Without a doubt, consumers' knowledge of organic fabrics has expanded. Consciousness should start at the ground level and spread to producers as well as designers so that everyone can work together to promote organic fabrics. Organic apparel has a bright future ahead of it. This paper found the customer's reasons for choosing organic fabrics, such as quality as well as safety concerns, point of purchase, socio-demographic factors,

ecosystem considerations for such products, as well as the effect of certifications on their purchase pattern. Eventually, the consumer responses were analysed through various tests using the SPSS. To understand the potential of organic goods, it is necessary to first understand how customers pick their everyday products, with an emphasis on quality and system.

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