IMPACT OF CONSUMER'S PSYCHOGRAPHIC AND PRODUCT CHARACTERISTICS ON BUYING BEHAVIOUR OF ECO-FRIENDLY TEXTILE PRODUCTS

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ABSTRACT

Any textile product, which is produced in eco-friendly manner and processed under eco-friendly limits, is known as eco-friendly textiles. It is also known as sustainable fashion, eco fashion and Ecotech. Materials can be considered as "Eco-friendly" on the basis of various factors such as Renewability of the product, Ecological footprint of resources - how much land it takes for the full growth of a product, Determining the eco friendliness of a product - amount of chemicals required for the production of products. The objective of this work was to investigate the impact of consumer's psychographic and product characteristics on buying behavior of eco-friendly textile products in Bengaluru city. Purposive convenient sampling technique was adopted for the study purpose. Bengaluru city was chosen as major study area. A sample size of 129 customers who are users of eco-friendly textile products were identified by meeting households, buyers in shopping malls and among the peers. Primary information pertaining to consumer's psychographic and product characteristics influencing on consumer's buying behaviour towards eco-friendly textile products were obtained. Statistical Package for Social Science (SPSS.16) trial version was used to analyse the data. Multiple regression analysis and reliability analyses were used as the main statistical tool to find out the significant influence of constructs selected for the study. The findings highlight the unique contribution for the variables of consumer's psychographic factors and product characteristics have a significant influence on buying behavior towards eco-friendly textile products in Bengaluru city.

KEYWORDS: Consumer, Psychographic, Product Characteristics, Buying Behaviour, Eco-Friendly, Textile Products

INTRODUCTION

The protection of the environment and the sustainability of consumer behaviour are the two most important reasons for the introduction of eco-labelling schemes (Hassan, Y.2013). Eco-labelling aims

to promote products with reduced environmental impacts throughout their life cycle, and functions by encouraging consumers to alter their consumption patterns and to make wiser use of resources and energy in the drive for sustainable development (Majumdar S. 2015). Recently, it is observed that conscious consumers are more and more ecologically aware and they purchase eco-friendly products. They are even willing to pay more when buying eco-friendly products in comparison to alternative ones (Owusu, P.A. and Sarkodie, S.A. 2016). Several studies discuss these issues relating to different industries and types of eco-friendly products, for example to organic food, green energy, green automotive, green cosmetics, green building and others (Rathod, M.K.2018). There are also different studies about consumers' behaviours and attitudes towards eco-friendly products in the textile and apparel industry referring to clothing made from eco-friendly fibre or recycled materials and eco-friendly textile (Sachdev. S. 2015). Green clothing named also as sustainable, organic, or eco-friendly clothing are textile products that incorporate social, environmental and fair trade practices with sweatshop-free labour conditions while not harming the environment or workers. Green apparel is considered sustainable as it employs natural processes and fibres and promotes the protection of natural resources (Sharma,H. and Bhattarchaya,R.2018). The purchase of green clothing leads to the reduction of resource consumption and pollution. Textile companies producing these kinds of products try to replace dangerous chemicals with environmentally friendly materials. It also helps to reduce amounts of waste and resource consumption through apparel recycling (Suganya,D. and Kavitha,S.2017). That is why the purchase of green clothing, as well as all eco-friendly products, is an expression of concern for global and local pollution levels, global warming, diminishing natural reserves, and overflowing of wastes (Oyedepo, S.O. 2012). Consumers are more and more conscious that their buying behaviours have direct effects on environmental issues. However, a question appears if this consciousness leads to purchasing green clothing by them and what factors influence their buying decisions (Masurali,A and Surya,P.2018). Trying to answer this question, the purpose of this study is to identify the factors influencing consumers' choice of green clothing products in the context of the theory of consumption values (Goyal,A. and Bansal,S 2018).

LITERATURE REVIEW

(Eryuruk, S. H. 2012) In order to identify key elements and guidelines for greening the textile and apparel sector, this study examined the industry's level of sustainability across the product lifecycle, from raw materials to design, manufacture, and logistics to disposal. sources of evidence (such as business process data and employee interviews conducted through the survey technique) to gather empirical data to implement the concepts discussed in this article to make the textile and apparel sector more environmentally friendly. It may be inferred that by taking care, it is feasible to make the manufacture of textiles and apparel more environmentally friendly from the stages of product design, raw material selection, processing and production decisions, transportation, retailing, and waste management. **(Goyal, A. and Bansal, S 2018)** In order to investigate how Vietnamese Gen Z's views

of product-service quality, environmental awareness, and pro-environmental behavior impact their purchase intention and loyalty toward eco-friendly fashion products, this study uses a mixed-methods approach that includes thematic analysis and the SEMPLS technique. The majority of participants admitted that social media platforms were the main source of their information regarding eco-friendly fashion. The qualitative findings also shown that young consumers' attitudes and understanding of eco-friendly fashion practices were insufficient to persuade them to purchase eco-friendly fashion items. According to the SEM-PLS results of 313 participants, loyalty is only impacted by product-service quality aspects, but consumers' perceived behavioral control is more important in promoting buy intention. **(Suparna, M.G. and Antony, R. 2016)** Declare that several environmentally damaging processes are needed to transform clothing from its fiber stage to fabric. Therefore, increasing the sustainability of the textile sector is crucial. To prevent the world from being impacted by the dangerous impacts of chemicals, a variety of textile production methods and improvements have been created in recent years. The increasing design concept and trend of sustainability, which aims to establish a system that can be sustained eternally in terms of human influence on the environment and social responsibility, includes sustainable fashion, often known as eco fashion. An overview of the textile business is given in this article, with special attention on eco-friendly fibers, methods, and technologies used to make the sector more sustainable. **(Jeonga, E. K., Janga, J., Daya, J. and Hab, S. 2014)** According to a study, going green and selecting eco-friendly fabrics is the greatest option since they offer protection against a variety of illnesses that can harm skin and health and contaminate indoor air. Their importance stems from the fact that textiles make up more than 70% of homes. People frequently expose their skin to fabrics that may contain toxins and chemicals that cause allergies. Bamboo, bananas, linen, cocona, ramie, pineapple, and many eco-friendlier fabrics are excellent choices that create a beautiful interior atmosphere while also being more comfortable and healthful. They came to the conclusion that the design process had to give eco-friendly fabrics top priority. Thus, it is necessary to increase awareness of this issue and its significance for the ecosystem. In a same spirit, eco-friendliness must be regarded as a crucial factor in fabric selection, on par with practicality, style, and beauty. (**Cholakkal, I. 2018**) This study examined the application of green technology, a cutting-edge strategy for environmental preservation, in the textile sector. The influence on the environment of the potential green techniques that have recently been created in textile manufacture are explored. In order to highlight crucial elements and guidelines for greening the sector, it was noted that green textiles are closely linked with respect for lifecycle materials, from raw materials through design, manufacture, distribution, and disposal. Information on current studies on green technology and the approaches used in the textile industry is provided in this book. As a result, the textile industry's use of green technologies may guarantee environmental sustainability. (**Joshi, G. and Nulkar, G. 2016**) The purpose of this study is to examine how Slovenian consumers see environmentally friendly textile items, as well as the attitudes and beliefs that underlie these views and the customers' propensity to purchase such products in the future. Knowledge, attitudes, perceptions, and purchasing behavior

about eco-friendly textile items are the main topics of the research questions. Eco-friendly textile goods are well received by Slovenian customers. Eco-friendly textile items are seen by them as certified, created in an environmentally beneficial way, more expensive than traditional products, and sustainable. Since customers buy eco-friendly textile products labeled as such, the label "product with certificate" or "certified product" is the most crucial consideration when buying eco-friendly textile products. (**Kumar, P. K. and Anand, B. 2013**) said that as the global economy, science, and technology advance at an accelerated rate, more people are becoming aware of how the environmental catastrophe has a significant impact on people's lives. The current study used the literature review strategy. They came to the conclusion that environmental protection has received increasing attention in recent years, that people's ecological civilization level has been continuously raised through green and low-carbon ecological design, and that the study and use of clothing design has been incorporated to achieve the sustainable development of green and low-carbon. Not only should "serving people" and "people-oriented" be taken into account while designing green, low-carbon clothes, but zero waste fashion—which is equivalent to not creating rubbish fashion—should also take the environment's equilibrium into account. (**Cervellon, M. C., Hjerth, H. and Ricard, S 2018**) The first three factors that would encourage buying organic clothing are, in order, ethical, health, and environmental considerations. However, the French sample evokes greater social status expression, whereas the Canadian sample evokes more self-expression. There are also notable distinctions in the allure of eco-friendly clothes. According to responders from Europe, sustainable fashion is noticeably missing in glitz. According to the panelists, the average customer is a straightforward lady in her 40s who is rich but lacks sophistication in her choices. According to respondents from North America, the average green fashion buyer is youthful, attractive, fashionable, and self-assured. This disparity in perception appears to be related to the spread of organic brands in the various research nations. Overall, customers do not yet recognize the interest in organic fashion, even if they are willing to spend more for organic food. Better consumer education on the nature of organic fashion is required, as is the ongoing "glamorization" of the items and communication. (**Isaacs, Sheik M. 2015**) The prospective uses of smart textiles in a variety of domains, including biomedical and environmental monitoring, have attracted a lot of interest lately. Smart textiles may be made more sustainable and useful by using green nanoparticles. Recent developments in smart textiles that use green nanomaterials for biomedical and environmental purposes are described in this study. The synthesis, characterisation, and uses of green nanomaterials in the creation of smart textiles are highlighted in the article. Researchers talked about the difficulties and restrictions associated with incorporating green nanomaterials into smart textiles as well as potential directions for creating biocompatible and ecologically friendly smart textiles in the future. (**Sharma, A. 2013**) This article reviews the textile industry and highlights the key processes, techniques, and practices used to make it more sustainable. The literature review method was applied to this investigation. It is essential to identify the stages of the various textile production processes that are believed to be the primary causes of environmental

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degradation, with a focus on materials that are likely to disrupt the eco-balance. To assist the world, avoid the negative impacts of chemicals, etc., several textile production-related procedures, methods, and practices have been devised in recent years. They are either used in the textile industry or released as a byproduct. All of these sustainable techniques and procedures should be used by the textile industries in order to safeguard the environment and advance sustainability in the sector. (**Gingerich, E. 2015**) This study focuses on Indian urban consumers, the largest group of stakeholders in sustainable fashion. Research on consumer behavior and beliefs on the choice to purchase eco-friendly or sustainable clothing involved 460 participants in two cities in south India, Bengaluru and Chennai. For green consumption, a conceptual framework from the Theory of Planned Behavior was adapted. The idea was used to understand consumer perceptions and how they influence their purchase decisions with regard to sustainable clothing. As an intervening variable, the effect of "product attributes" from sustainable clothing companies on "green purchase decisions" was examined. Probit regression was used to examine the data. One of the study's key findings is that "environmental knowledge," "environmental attitude," and "perceived consumer effectiveness" all have a substantial impact on urban "purchase intention" for sustainable clothing. The practical ramifications of the study are analyzed. (**Sharma,A. 2013**) The purpose of this study is to determine the factors that influence Y and Z customers' decisions to purchase environmentally friendly apparel. Together with the Theory of Planned Behavior (TBP), the theoretical framework also incorporates the three additional constructs of Environmental Apparel Knowledge (EAK), Social Status (SS), and Green Self-Concept (GSC). In an online survey, 347 Y and Z generation people took part. The measurement and structural models were determined using Structural Equation Modelling (SEM-PLS). The results shown that environmental apparel knowledge (EAK) and green self-concept (GSC) positively influence attitudes toward green clothing, subjective norms (SN), perceived behavioral control (PBC), and purchase intention toward green clothes. Conversely, Social Status (SS) only influences subjective criteria. Additionally, mediation analysis revealed that attitude mediated all relationships between Environmental clothes knowledge (EAK), Social Status (SS), Green Self-Concept (GSC), and purchase intention toward green clothes. However, perceived behavioral control only affected purchase intention and green self-concept (GSC); subjective norm did not mediate any relationship. (**Suparna,M.G. and Antony, R. 2016**) This conceptual study examined the shortcomings in the present consumer education system about sustainability and, drawing on the results, proposed a method for giving consumers comprehensive, understandable information about the sustainability features of products. The Shades of Green (SoG) tool is designed to help and support consumers in their decision-making by providing clear and comprehensive information on how products affect social and environmental sustainability. The Shades of Green concept and image not only helped to create a straightforward consumer communication tool, but they also show companies how to continue with clear, structured information about the sustainability features of their products.

RESEARCH PROBLEM

As India's economy grows, the middle class is predicted to grow by 1.4% every year between 2013 and 2018, and as more and more people move into the middle class, they gain access to goods that eventually contribute to the world's pollution which includes discarded textile and clothing products. Therefore, this study has primarily looked into the consumers, who form the largest category among the stakeholders of sustainable fashion. There is a consumer behaviour gap in particular with regard to attitude, product use and practices of buying eco-friendly textile products which has to be addressed. The attitude-behaviour gap has not been adequately explored with regard to consumer behaviour in eco-friendly textile products. Many researchers expressed concern over how existing studies on consumer behaviour did not ground themselves or advance theory significantly. Therefore, this study tries to bridge the gap especially in the area of Bengaluru districts.

OBJECTIVES OF THE STUDY

1) To explore the influence of customer psychographic factors on consumer's perception towards buying eco-friendly textiles products.
2) To examine the impact of product characteristics on consumer's perception towards buying eco-friendly textiles products.

HYPOTHESIS

H0: There is no significant influence of customer psychographic factors on consumer's perception towards buying eco-friendly textiles products.

H1: There is a significant influence of customer psychographic factors on consumer's perception towards buying eco-friendly textiles products.

H0: There is a significant impact of product characteristics on consumer's perception towards buying eco-friendly textiles products.

H1: There is a significant impact of product characteristics on consumer's perception towards buying eco-friendly textiles products.

METHODOLOGY

The research uses descriptive analytical methods based on fieldwork, selected samples, and independent and dependent measurements. The hypotheses are developed to identify the significant relationship between the variables. The variables of consumer's psychographic factors and product characteristics and consumer's perception towards eco-friendly textile products are selected from a related literature review. The present research is descriptive and analytical in nature, which applies a regression model to understand the significant influence of consumer's psychographic factors and product characteristics on consumer's perception towards eco-friendly textile products. Multiple regression analysis has been used to test the hypotheses framed. A structured questionnaire was

developed to conduct a preliminary survey by selecting 30 respondents on a random basis. Once the questionnaire met the requirement (Cronbach Alpha=.832) for the reliability of the variables selected, the final survey was administered.

Primary data

The first-time data has been through a self-administered structured questionnaire, which was developed and asked to be filled out. Personal interviews were also done with respondents. A structured questionnaire was prepared containing These statements were rated on a five-point scale with scale agreements ranging from strongly disagree to strongly agree. "Strongly agree" was assigned a score of 5, "agree" a score of 4, "can't say" a score of 3, "disagree" a score of 2, and "strongly disagree" a score of 1 for conducting regression analysis.

Secondary Data

The following are the sources from which the secondary data was collected, such as information that has been gathered from selected peer-reviewed articles from bibliographic databases (Emerald, Sage journals online, Science Direct, Scopus, Taylor & Francis online, Web of Science, and Wiley (online library). Peer-reviewed journals were considered based on their knowledge validity and their highest impact on the research field. Online E-Sources, Published reports, journals, theses, magazines, research articles, newspapers, etc.

SAMPLE SIZE

It indicates the numbers of people to be surveyed. Though samples give more reliable results than small samples but due to constraint of time and money, the sample size was restricted to 129 respondents. The respondents are the users of eco-friendly textile products in Bengaluru district.

RESPONDENTS

The interaction was made with respondents who are users of eco-friendly textile products in Bengaluru districts. This survey was implemented by identifying the customers at the shopping malls and textile showrooms. Buyers of ecofriendly textile products were requested to give their opinion on the perception towards ecofriendly textile products. A questionnaire has been issued to the respondents.

SCOPE OF THE STUDY

The study is particularly to know the influence of consumers psychographic factors and product characteristics on behaviour of customers towards eco-friendly textile products in Bengaluru district. The data collected for the analysis is from the financial year 2017-18. This research has been narrowed down to the study of psychographic factors and product characteristics affecting perception

of consumers especially users of ecofriendly textile products. The study has been conducted in some of the selected areas of Bengaluru.

DATA ANALYSIS—RESULTS AND DISCUSSIONS

The linear regression and correlation test was run using SPSS software to test the data collected for the analysis purpose. The data were measured by using a five-point Likert scale.

Customer Psychographic and Consumer's Perception Towards Buying Eco-Friendly Textiles Products

H0: There is no significant influence of customer psychographic factors on consumer's perception towards buying eco-friendly textiles products.

H1: There is a significant influence of customer psychographic factors on consumer's perception towards buying eco-friendly textiles products.

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Model Summary			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961ᵃ	.923	.916	.32389

ANOVAᵇ					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	147.708	10	14.771	140.805	.000ᵃ
Residual	12.379	118	.105		
Total	160.087	128			

Coefficientsᵃ					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	-.955	.127		-7.531	.000
Product certification	-.043	.080	-.041	-.535	.594
Cloths dyed by Ayurveda herbs & have medicinal qualities	.235	.075	.181	3.134	*.002*
Samatoa/Lotus Fabric- peaceful and meditative	.085	.056	.082	1.528	.129
Strength and resilience with comfort, softness	.171	.065	.188	2.614	*.010*
Polyester and cotton is largest pollutant	.246	.083	.224	2.972	*.004*
Consciousness about sustainable fashion	.078	.043	.089	1.808	.073
Made from natural sources	.417	.096	.378	4.345	*.000*
Use of Artisan-Products	-.163	.068	-.143	-2.396	*.018*
Co. Respect for employee's human rights.	-.015	.055	-.017	-.277	.782
Natural fibres	.130	.067	.133	1.949	*.054*
a. Dependent Variable: Perception towards Eco-Friendly Textiles Products					

A multiple regression analysis was used to investigate the effect of 10 variables of customer psychographic factors on consumer's perception towards buying eco-friendly textiles products. From the above table it is understood that, that customer psychographic factors (R = 0.961 indicating high degree of correlation among the variables, t =-7.531, p <.01) had a positively significant effect on consumer's perception towards buying eco-friendly textiles products. Hence, it can be concluded that

if the average level of customer psychographic factors were high, the average level of consumer's perception towards buying eco-friendly textiles products would also be high. The analysis also reveals customer psychographic factors were able to explain the total variation in customer satisfaction by the regression model about $R^2 = 91.6\%$ being high indicating model fits the data well. Thus answering the hypothesis H1: There is a significant influence of customer psychographic factors on consumer's perception towards buying eco-friendly textiles products, posited for this research is accepted. The coefficient table shows the contribution of customer psychographic factors. From the above table the beta values demonstrate the unique contribution for the variables such as Cloths dyed by Ayurveda herbs & have medicinal qualities (β=.235, p <**.002**), Strength and resilience with comfort, softness (β=.171, p < **.010**), Polyester and cotton is largest pollutant (β=.246, p <**.004)** Made from natural sources (β=.417, p <0.000), Use of Artisan-Products (β=-.163, p <**.018**), Natural fibres (β=.130, p < **.054**) have significant impact on consumer's Perception towards Eco-Friendly Textiles Products.

Product Characteristics and Perception Towards Buying Eco-Friendly Textiles Products

H0: There is a significant impact of product characteristics on consumer's perception towards buying eco-friendly textiles products.

H1: There is a significant impact of product characteristics on consumer's perception towards buying eco-friendly textiles products.

Impact of product characteristics on consumer's perception towards buying eco-friendly textiles products.

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Model Summary			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.975ᵃ	.951	.945	.26344

ANOVAᵇ					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.175	14	10.870	156.618	.000ᵃ
	Residual	7.912	114	.069		
	Total	160.087	128			

Coefficientsᵃ					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.482	.126		-3.820	.000
	Anti-bacterial properties	.216	.073	.167	2.948	*.004*
	Bamboo apparel	-.155	.050	-.140	-3.114	*.002*
	Organic cotton	-.013	.033	-.013	-.391	.696
	Corn fibre	-.029	.044	-.029	-.667	.506
	Banana fibre -	.061	.036	.061	1.716	.089
	High water absorbing property	.077	.026	.079	2.942	*.004*
	Synthetic fibre made of milk	-.003	.038	-.003	-.087	.931
	Ayurvastra	.007	.058	.006	.117	.907
	100% organic cotton, silk, wool, jute & coir	.067	.031	.074	2.169	*.032*
	Lotus fabric	.359	.046	.303	7.860	*.000*
	Fabrics from fermented wine	.245	.048	.279	5.105	*.000*
	Hagfish slime thread	-.121	.056	-.148	-2.160	*.033*
	Cocona fabrics	.100	.039	.115	2.601	*.011*

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	Recycled clothing	.277	.043	.383	6.445	*.000*
a. Dependent Variable: Perception towards Eco-Friendly Textiles Products						

A multiple regression analysis was used to investigate the effect of 14 variables of product characteristics on consumer's perception towards buying eco-friendly textiles products. From the above table it is understood that, that product characteristics (R = .975, indicating high degree of correlation among the variables, t =-3.820, p <.01) had a positively significant effect on consumer's perception towards buying eco-friendly textiles products. Hence, it can be concluded that if the average level of product characteristics were high, the average level of consumer's perception towards buying eco-friendly textiles products would also be high. The analysis also reveals product characteristics were able to explain the total variation in customer satisfaction by the regression model about R^2 = 95.1% being high indicating model fits the data well. Thus answering the hypothesis H1: There is a significant impact of product characteristics on consumer's perception towards buying eco-friendly textiles products, posited for this research is accepted. The coefficient table shows the contribution of product characteristics From the above table the beta values demonstrate the unique contribution for the variables such as Anti-bacterial properties (β=.216, p <**.004**), Bamboo apparel (β=-.155, p < **.002**), High water absorbing property (β=.077, p <**.004)**100% organic cotton, silk, wool, jute & coir (β=.067, p <.032), Lotus fabric (β=.359, p <**.000**), Fabrics from fermented wine (β=.245, p < **.000**), Hagfish slime thread (β=-.121, p <**.033**), Cocona fabrics (β=.100, p <**.011**), Recycled clothing (β=.277, p <**.000)** have significant impact on consumer's perception towards buying eco-friendly textiles products.

RESEARCH FINDINGS

Customer psychographic factors such as cloths dyed by Ayurveda herbs & have medicinal qualities, strength and resilience with comfort softness, polyester and cotton is largest pollutant, made from natural sources, use of artisan-products, natural fibres, consumer's positive perception towards buying eco-friendly textiles products are the variables have the positive relationship with consumer's perception towards buying eco-friendly textiles products.

Eco-friendly textiles products product characteristics such as anti-bacterial properties, Bamboo apparel, high water absorbing property, 100% organic Cotton Silk Wool Jute & Coir, Lotus Fabric, fabrics from fermented wine, Hagfish slime thread, Cocona fabrics, recycled clothing are the variables have the positive relationship with consumer's perception towards buying eco-friendly textiles products.

SUGGESTIONS

1. It is suggested that traditional methods were inherently more sustainable in nature and there was a

higher level of consumer attachments to products when they were produced using traditional techniques translated into longer usage of the product.

2. It is suggested that consumers needed to be trained in more sustainable practices such as buying second-hand clothes and adapting to slow fashion as trend. There is a need to open more factories that recycle old clothes and outlets that sell them.
3. It is suggested that selling Eco-friendly textile products on online marketplaces as well is a good marketing tool.
4. Research suggests that at least two broad approaches can make sustainability knowledge bear upon consumption decisions. The First is by providing more information and knowledge about sustainability that can trigger cognitive responses in consumers. The second is by appealing to emotions that can trigger affective components towards sustainability behaviours.
5. This study suggests that businesses should prioritize improving service and product quality rather than funding green marketing.
6. During the interview the customers suggested that firms should raise awareness and increase the accessibility of eco-friendly products to promote sustainable consumption.
7. The study suggests that future research should investigate how social media promotes eco-friendly fashion within the youth generation.
8. This suggests that consumers are overall interested in the claims found on apparel items and are willing to pay more for certain attributes outlined on the labelling of the product.
9. Sustainability campaigns should aim to raise public awareness of the immediate environmental threats facing all species, including humans. Conscious consumers could thus create a currently non-existent link between environmental protection and green consumption.

LIMITATION

The firms might have been selected from other states of the country to achieve more reliability in the study. Objective measures would have been used to measure the variables selected instead of measuring the construct using subjective measures. Advanced statistical tools such as the chi square test, structure equation model, and Mann-Whitney "U" test might have been used to study the significant impact of psychographic and product characteristics on consumer's perception towards buying ecofriendly textiles. The study is confined to finding out the relationship of psychographic and product characteristics leading to influence consumer's perception towards buying ecofriendly textiles. There are other factors such as personal and marketing factors affecting buying pattern of customers towards eco-friendly textiles that are not taken into consideration for the study. The samples are selected only from Bengaluru District.

DIRECTIONS FOR FUTURE RESEARCH

Other product categories such as renewable energy, electronics, eco-friendly cosmetics, eco-friendly food and beverages, electric vehicles can be taken into consideration to find out the significant relationship of the concerned variables with consumer's perception towards buying behavior of the above listed products. The variables related to consumer's personal factors and marketing factors can be tested on the satisfaction level of eco-friendly products users. Along with legal policies of the government, other variables such as external market environment, pricing, eco-friendly products promotion intensity, and integrated marketing communication related to eco-friendly products can be taken into consideration to build an integrated model for the consumer's perception towards buying eco-friendly products. Comparative analysis can be done between eco-friendly and non- eco-friendly products to study causes that make the manufacturers successful in marketing eco-friendly products.

CONCLUSIONS

Although there is a shift in consumers' consumption behaviour towards more sustainable patterns across a variety of different contexts, eco-friendly textile products have still not become a mainstream trend in spite of the textile industry's excessive usage of valuable resources. A growing middle class, powerful manufacturing sector combined with increasingly tech savvy consumer, has made Bengaluru an essential destination for fashion companies and therefore the findings are relevant in the context of this study. Sustainable consumption in the field of fashion and clothing can gain traction when consumers decide quality over quantity and expensive over cheap. Intentionally choosing to stay sustainable takes awareness, change in perception and attitude. The objective of this work was to investigate the impact of consumer's psychographic and product characteristics on buying behavior of eco-friendly textile products in Bengaluru city. Purposive convenient sampling technique was adopted for the study purpose. Bengaluru city was chosen as major study area. A sample size of 129 customers who are users of eco-friendly textile products were identified by meeting households, buyers in shopping malls and among the peers. Primary information pertaining to consumer's psychographic and product characteristics influencing on consumer's buying behaviour towards eco-friendly textile products were obtained. Statistical Package for Social Science (SPSS.16) trial version was used to analyse the data. Multiple regression analysis and reliability analyses were used as the main statistical tool to find out the significant influence of constructs selected for the study. The findings highlight the unique contribution for the variables of consumer's psychographic factors and product characteristics have a significant influence on buying behavior towards eco-friendly textile products in Bengaluru city.

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