

# Buying Preferences of Indian Consumers regarding Branded Apparel Products: A Review

Syed Ali Zuhair Zaidi<sup>1</sup>, Ehtesham Ahmad<sup>2</sup>

<sup>1</sup>Research Scholar, Dept. of Commerce, Khwaja Moinuddin Chishti Language University, Lucknow, U.P.

<sup>2</sup>Professor and Head, Dept. of Commerce, Khwaja Moinuddin Chishti Language University, Lucknow, U.P.

**Abstract:** This paper comprehensively reviews the literature on Indian consumers' buying behavior for branded clothing. It highlights consumer behavior in an evolving market where traditional cultural values conflict with emerging retailing trends. The review spots some dominant themes among which buying decisions are made: cultural influences, brand perception, online buying, and sustainability issues. The findings suggest that cultural heritage and norms significantly impact fashion choices despite globalization's global infusion of styles. Brand image and trust are essential among consumers who weigh aspirational global brands against loyalty towards local brands that appeal to their cultural identity. Although much has been researched, there are considerable gaps in the literature. Most studies have not considered demographic differences (e.g., age, gender, socio-economic status) or urban-rural differences in depth. Moreover, the long-term effects of recent shocks (e.g., the COVID-19 pandemic) are under-explored. This review calls for additional research to address these gaps, including localized study and research on how digital and sustainability trends continue to influence consumer behavior in India's apparel sector.

**Index Terms:** Branded apparel; Brand perception; Consumer behavior; Cultural influences; Indian consumers.

## I. INTRODUCTION

Consumer behavior has been studied quite a bit in marketing and sociology because it affects businesses and shows cultural norms. Recently, the clothing industry has become a lively topic, especially in places like India, where traditional values mix with modern trends, impacting how people shop. As India's economy grows and more people move to cities, businesses must understand how Indian consumers choose clothing. A review of available research shows important themes influencing buying choices, such as cultural impact, brand image, pricing, and the growing role of online shopping (G

P Dinesh et al., 2023)(Thakur N et al., 2023)(Massey S et al., 2022)(Chaudhary S et al., 2022). Cultural and social elements greatly influence what consumers choose in India, a country filled with variety and deep-rooted practices that affect modern shopping. Researchers look at how Indian consumers balance their identity through clothing, blending local artistry with global fashion trends (Gajjar C et al., 2021; Habib S et al., 2021; Bharné S et al., 2020). Additionally, the rise of online marketplaces has changed shopping habits, pushing consumers toward more informed buying choices influenced by reviews and social media (N Rajput et al., 2017; P MohanRaj, 2017). This digital shift highlights the need for brands to pay attention to how they communicate and connect with consumers throughout a product's life cycle, which can help brands better connect with their audience (Patil et al., 2012; Goldfarb et al., 2019). While significant research has been done in this field, there are still important gaps, mainly in understanding what drives different consumer groups in India. Much existing research looks at broad trends, but few focus on how age, gender, and social class uniquely affect clothing purchases. Also, more study is needed on the differences between rural and urban buying preferences (Garg P et al., 2018; Rahman MA et al., 2018; Islam JU et al., 2016). Furthermore, with more consumers thinking about sustainability, research should explore how environmental concerns change shopping behaviors in the clothing industry (Spence C et al., 2014; Bhakat RS et al., 2013; Basu R et al., 2012). This literature review aims to give a detailed overview of the current academic discussion about how Indian consumers buy clothing. It will highlight key themes present in the literature that show the cultural and economic factors at work. It will also highlight essential research gaps, promoting a more detailed approach to examining how demographic factors affect consumer behavior. By combining these

aspects, the review aims to set a groundwork for future studies while providing valuable insights for practitioners making strategic decisions in this growing market (Rajput N et al., 2012)(Jacqueline K Eastman et al., 2012)(Jain V et al., 2012)(Habib S et al., 2021)(Lohan A et al., 2020)(Khare A et al., 2020)(Kautish P et al., 2020)(Shahid S et al., 2019)(Prakash G et al., 2017)(Chakrapani A, 2015)(Adams R et al., 2015)(S M Islam R et al., 2015)(Bhargava M et al., 2023)(Jessie H Chen-Yu et al., 2022)(Anwer A et al., 2021)(Casas M et al., 2019)(I Ubrežiová et al., 2019)(Chakrapani A, 2015)(N Rajput et al., 2012)(Ramtiyal B et al., 2023)(Sangeetha K Prathap et al., 2020)(Gabriella M Hastig et al., 2019)(Narayan G et al., 2015).

## II. REVIEW OF LITERATURE

The changes in Indian consumers' buying behaviors regarding clothing show important shifts driven by economic, cultural, and technological factors. Initial studies mainly examined traditional clothing and local choices, highlighting a preference for regional outfits and handmade items valued for cultural importance and craftsmanship (G P Dinesh et al., 2023; Thakur N et al., 2023). In the 1990s, as India's economy opened up, consumer habits started to evolve, with greater exposure to international brands shifting focus to modern retail methods. Market studies from this time pointed to a rising interest in branded and imported clothing, reflecting a quest for perceived quality and status among buyers (Massey S et al., 2022; Chaudhary S et al., 2022). As globalization moved into the 2000s, research began to look at urban growth and changing lifestyles affecting consumer preferences. With increased disposable income and access to digital marketing, a growing middle class pursued trendy and stylish options (Gajjar C et al., 2021; Habib S et al., 2021). Studies indicated that this group was heavily influenced by celebrity endorsements and social media, leading them to favor fast fashion brands over traditional choices (Bharne S et al., 2020; N Rajput et al., 2017). Recently, the COVID-19 pandemic significantly changed buying behaviors, prompting research into how health concerns and online shopping have altered consumer preferences (P. Mohanraj, 2017; A. Patil et al., 2012). Awareness of sustainability and ethical sourcing has grown as consumers become more cognizant of the environmental effects of their choices (Goldfarb A. et al., 2019; Garg P. et al., 2018). Therefore, the

development of Indian consumers' clothing preferences showcases a complex interaction of cultural, economic, and technological factors that continue to shift in response to global trends and local contexts. The choices of Indian consumers regarding clothing highlight key themes, such as cultural influences, brand perceptions, and the importance of sustainability. Cultural identity is crucial in guiding purchasing choices, with studies indicating that traditional wear often exists alongside modern fashion preferences (G P Dinesh et al., 2023; Thakur N et al., 2023). This blend of tradition and modernity emphasizes how important cultural relevance is in marketing practices, as buyers look for clothing that mirrors both their background and modern tastes (Massey S et al., 2022). Brand perception also plays a vital role in shaping consumer behavior in India's clothing market. Research shows that trusted brands significantly aid consumer choices (Chaudhary S et al., 2022; Gajjar C et al., 2021). The aspirational appeal of global brands is powerful among young consumers, attracting them toward higher-end clothing options (Habib S et al., 2021). Conversely, local brands are becoming popular for their perceived authenticity and connection to local values (Bharne S et al., 2020), indicating a balance between global and local influences. Furthermore, rising awareness of environmental issues is influencing preferences for sustainable fashion. Studies reveal that increasing Indian consumers prioritize eco-conscious brands, reflecting a shift toward more responsible shopping habits (N Rajput et al., 2017; P MohanRaj, 2017). This trend requires apparel retailers to adapt their offerings to meet these evolving preferences, incorporating sustainability into their brand strategies (Patil et al., 2012). Thus, the interaction of cultural importance, brand trust, and ethical consumption shapes the complex landscape of Indian consumers' clothing preferences. Various methods have been used to investigate the shopping preferences of Indian consumers about apparel products, yielding detailed insights into consumer behaviors. Qualitative methods often target cultural and social influences on preferences, highlighting the significance of traditional values and modern trends. Ethnographic studies situate consumer behavior within a wider social and cultural framework, showcasing how family and peer influences affect buying decisions (G P Dinesh et al., 2023; Thakur N et al., 2023). On the other hand, quantitative methods provide broader assessments through large surveys that quantify preferences and identify trends across different

demographics, revealing a link between income levels and brand preferences, which suggests a shift toward premium brands as income rises (Massey S et al., 2022)(Chaudhary S et al., 2022). Mixed methods combine qualitative depth with quantitative breadth to better understand consumer motivations. This approach reveals that online reviews and social media increasingly influence consumers, potentially enhancing or weakening brand loyalty (Gajjar C et al., 2021; Habib S et al., 2021). Additionally, experimental studies show how marketing strategies impact consumer choices, demonstrating the effectiveness of promotional discounts and fashion collaborations in influencing buyer preferences (Bharne S et al., 2020; N Rajput et al., 2017). Despite the various findings across these approaches, gaps exist, particularly concerning regional differences in India. Some research indicates that preferences can vary significantly between urban and rural settings, highlighting the need for localized research to capture these distinctions accurately (P. Mohan Raj, 2017; A. Patil et al., 2012). In conclusion, the range of methods used to study this topic reflects the complexity of Indian consumer behavior in the clothing sector, calling for ongoing research and detailed analyses to keep up with changing market dynamics. To understand the buying preferences of Indian consumers regarding clothing, a comprehensive theoretical approach that connects consumer behavior, cultural influences, and economic factors is necessary. The theory of planned behavior suggests that peoples' purchase intentions are shaped by attitudes, subjective norms, and perceived control, as shown by findings emphasizing the influence of social and cultural elements on consumer choices in India (G P Dinesh et al., 2023; Thakur N et al., 2023). Furthermore, the cultural dimensions theory explains how individualism versus collectivism impacts consumer actions. In India, where collectivist values are strong, consumers often follow trends that indicate social acceptance and family support (Massey S et al., 2022; Chaudhary S et al., 2022). Research also shows that socioeconomic status affects brand loyalty and product preferences, suggesting that higher-income groups lean toward premium brands while lower-income consumers prioritize affordability (Gajjar C et al., 2021; Habib S et al., 2021). Integrating social identity theory, recent studies indicate that consumers often choose clothing brands that align with their self-image and societal identity, complicating the buying process (Bharne et al., 2020; Rajput et al., 2017). The overlap of social

identity and cultural factors shows how emotional aspects shape preferences, suggesting that brands resonating with consumers' personal and social identities are more likely to thrive in the Indian market (P. Mohanraj, 2017; A. Patil et al., 2012). Using a combination of theoretical frameworks not only clarifies the specific practices influencing Indian consumers' clothing preferences but also highlights the need for brands to adapt to these varied influences for successful market penetration.

### III. CONCLUSION

The literature review on Indian consumers' buying preferences for clothing has pointed out important findings that showcase the complex nature of consumer behavior in this changing market. The main themes highlight the importance of cultural influences, brand perception, and the growing focus on sustainability in shaping consumers' choices in the Indian apparel industry. Research shows that cultural identity is essential, with studies revealing how traditional clothing exists alongside modern fashion trends, reflecting both heritage and current values (G P Dinesh et al., 2023; Thakur N et al., 2023). This mix demonstrates how Indian consumers explore their identities through clothing, looking for items that connect with their personal and social stories. The review also emphasizes the rising importance of brand perception, especially among younger consumers who tend to prefer global brands seen as aspirational, but also increasingly appreciate local brands that provide authenticity (Massey S et al., 2022)(Chaudhary S et al., 2022)(Gajjar C et al., 2021)(Habib S et al., 2021). The literature connects the growth of e-commerce and social media to a change in buying behavior, where online platforms offer various choices and influence consumer loyalty through reviews and influencer promotions (Bharne et al., 2020; Rajput et al., 2017). This notable shift in shopping practices shows broader trends in consumer behavior that marketers and businesses need to understand to engage effectively with today's Indian consumer. These findings have important implications for those working in the apparel industry. As brands compete in this market, recognizing their target customers' cultural and socio-economic backgrounds is essential for developing successful marketing plans.

Additionally, the growing importance of sustainability among consumers allows brands to stand out and align with the increasing awareness of

ethical buying (P. Mohanraj, 2017; A. Patil et al., 2012; Goldfarb A. et al., 2019). The ongoing discussion about sustainability influences consumer choices and sets brand expectations regarding transparency and responsible sourcing. However, the review points out considerable shortcomings in the existing literature. Although broad in coverage, many studies have missed detailed examinations of demographic factors, such as the interactions between age, gender, and regional variations, which significantly impact buying habits (Garg P et al., 2018; Rahman MA et al., 2018; Islam JU et al., 2016). The differences in buying practices between urban and rural consumers are not well-addressed, highlighting the need for localized studies that capture the varied preferences across different areas (Spence C et al., 2014; Bhakat RS et al., 2013). Additionally, the changing effects of the COVID-19 pandemic have made it necessary to reexamine what motivates consumers, an area still needing exploration (Basu R. et al., 2012; Rajput N et al., 2012). To improve the understanding of Indian consumers' apparel preferences, future research should take a broader approach that investigates the sociocultural dynamics involved. Studying consumer behavior theories and conducting thorough empirical research combining qualitative and quantitative methods can yield a complete picture of this intricate market (Jacqueline K Eastman et al., 2012; Jain V et al., 2012). Potential research areas could focus on regional fashion trends, the blend of online and offline shopping experiences, and the effects of socio-economic factors on views about sustainability (Habib S et al., 2021)(Lohan A et al., 2020)(Khare A et al., 2020)(Kautish P et al., 2020). In conclusion, Indian consumers' clothing buying preferences reflect a complex mix of cultural influences, economic conditions, and technological changes. As shown by the findings, keeping up with these trends and understanding what drives decision-making will be essential for brands wanting to succeed in this evolving market (Shahid S et al., 2019)(Prakash G et al., 2017)(Chakrapani A, 2015)(Adams R et al., 2015)(S M Islam R et al., 2015)(Bhargava M et al., 2023)(Jessie H Chen-Yu et al., 2022). The reviewed literature's depth establishes a solid basis for theoretical growth and presents practical insights for industry participants looking to align their strategies with the specific preferences of Indian consumers. By addressing the gaps noted, future research can significantly enhance the conversation surrounding consumer behavior in India's clothing market and

beyond (Anwer A et al., 2021)(Casas M et al., 2019)(I Ubrežiová et al., 2019)(Chakrapani A, 2015)(N Rajput et al., 2012)(Ramtiyal B et al., 2023)(Sangeetha K Prathap et al., 2020)(Gabriella M Hastig et al., 2019)(Narayan G et al., 2015).

## REFERENCES

- [1] G P Dinesh, Divyabharathi (2023). Psychology of Fashion and its influence on Indian Consumers. International journal of engineering technology and management sciences. doi: <https://www.semanticscholar.org/paper/dc15068d2c7a4bac1217544e3745cb12f94a0f11>
- [2] Nidhi Thakur, Kalpana Munjal (2023) A STUDY ON CONSUMERS' PERCEPTIONS TOWARDS ECO-FRIENDLY FIBER AND ITS UTILIZATION IN THE APPAREL INDUSTRY IN INDIA. ShodhKosh: Journal of Visual and Performing Arts. doi: <https://www.semanticscholar.org/paper/7f9ff467f7bb8bb837dd7f90b7ec14b61b7dc8>
- [3] Shefali Massey, R. Kholiya, Arshial Hussain (2022) An Empirical Study Based on Consumer's Apparel Purchase Behavior during COVID. Asian Journal of Agricultural Extension, Economics & Sociology. doi: <https://www.semanticscholar.org/paper/17e22b38907b2119de0602d0636fdd6bf661e77d>
- [4] Sunil Chaudhary, Dr. Rajeev Kumar (2022) The Role Of Consumer Behavior In Buying The Luxury Goods. doi: <https://www.semanticscholar.org/paper/939882c12e79009225387ddee9cc546aef80d2bf>
- [5] Chirag Gajjar, Priyal Shah (2021) Secondhand Shopping: Understanding Consumer Behavior toward Pre-owned Clothing in India. WRI Publications. doi: <https://www.semanticscholar.org/paper/ed5695c0b8402b666a47ce16f1993dfb43a6d138>
- [6] Sufyan Habib, Nawaf N. Hamadneh, Abdelaziz Alsubie (2021) Modeling Advertising Practices for Product Involvement and Consumer Impulsivity in Branded Apparel: A Case Study of Indian Consumers. Sustainability. doi: <https://www.semanticscholar.org/paper/43f23bd7083da717e12c674c2de5079503fe0ce3>
- [7] Sailee Bharne, Namrata Chaube (2020). Apparel Industry in India. doi: <https://www.semanticscholar.org/paper/e44fc740b8321a2b2999e346117dcadfce3f60ec>

- [8] N. Rajput, Subodh Kesharwani, A. Khanna (2017) Understanding consumer behavior in an organized retail sector: Indian apparel industry. Volume(8). doi: <https://www.semanticscholar.org/paper/8f432755ad171b259123c7bbc895a95709855da7>
- [9] P. MohanRaj (2017) Online Shopping Behavior in Fashion Apparel at Chennai (India), A Study. Volume(7), 1-12. doi: <https://www.semanticscholar.org/paper/620e4732f50dad65708a4411cb8e718ec021ee0a>
- [10] A. Patil, S. Jadhav (2012) Consumer behavior regarding women's decisions concerning fashion in the emerging market.. doi: <https://www.semanticscholar.org/paper/5549cc68ecab5b4a1f376655958da26913a9f009>
- [11] Avi Goldfarb, Catherine E. Tucker (2019) Digital Economics. Volume(57), 3-43. Journal of Economic Literature. doi: <https://doi.org/10.1257/jel.20171452>
- [12] Prerna Garg, Richa Joshi (2018) Purchase intention of “Halal” brands in India: the mediating effect of attitude. Volume(9), 683-694. Journal of Islamic marketing. doi: <https://doi.org/10.1108/jima-11-2017-0125>
- [13] Mohammad Anisur Rahman, Md. Aminul Islam, Bushra Humyra Esha, Nahida Sultana, Sujan Chakravorty (2018) Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh. Volume(5), 1514940-1514940. Cogent Business & Management. doi: <https://doi.org/10.1080/23311975.2018.1514940>
- [14] Jamid Ul Islam, Zillur Rahman (2016) Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands. Volume(7), 45-59. Journal of Global Fashion Marketing. doi: <https://doi.org/10.1080/20932685.2015.1110041>
- [15] Charles Spence, Nancy M. Puccinelli, Dhruv Grewal, Anne L. Roggeveen (2014) Store Atmospherics: A Multisensory Perspective. Volume(31), 472-488. Psychology and Marketing. doi: <https://doi.org/10.1002/mar.20709>
- [16] Ravi Shankar Bhakat, G. Muruganantham (2013) A Review of Impulse Buying Behavior. Volume(5). International Journal of Marketing Studies. doi: <https://doi.org/10.5539/ijms.v5n3p149>
- [17] Rituparna Basu, Kalyan Sengupta, Kalyan K. Guin (2012) Format Perception of Indian Apparel Shoppers: Case of Single and Multi-Brand Stores. Volume(11), 25-null. IUP Journal of Marketing Management.
- [18] Namita Rajput, Subodh Kesharwani, Akanksha Khanna (2012) Dynamics of Female Buying Behaviour: A Study of Branded Apparels in India. Volume(4). International Journal of Marketing Studies. doi: <https://doi.org/10.5539/ijms.v4n4p121>
- [19] Jacqueline K. Eastman, Jun Liu (2012) The impact of generational cohorts on status consumption: an exploratory look at generational cohort and demographics on status consumption. Volume(29), 93-102. Journal of Consumer Marketing. doi: <https://doi.org/10.1108/07363761211206348>
- [20] Varsha Jain, Sonal Pingle, Aarzo Daswani (2012) Understanding Indians Purchase Behaviour Process: Luxury Apparel Sector. Volume(11), 82-94. Metamorphosis. doi: <https://doi.org/10.1177/0972622520120110>
- [21] Sufyan Habib, Nawaf N. Hamadneh, Abdelaziz Alsubie (2021) Modeling Advertising Practices for Product Involvement and Consumer Impulsivity in Branded Apparel: A Case Study of Indian Consumers. Volume(13), 2309-2309. Sustainability. doi: <https://doi.org/10.3390/su13042309>
- [22] Amanish Lohan, Anirban Ganguly, Chitresh Kumar (2020) “WHAT’S FOREIGN IS BETTER”: A FUZZY AHP ANALYSIS TO EVALUATE FACTORS THAT INFLUENCE FOREIGN PRODUCT CHOICE AMONG INDIAN CONSUMERS. Volume(12). International Journal of the Analytic Hierarchy Process. doi: <https://doi.org/10.13033/ijahp.v12i3.743>
- [23] Arpita Khare, Pradeep Kautish (2020) Cosmopolitanism, self-identity, online communities and green apparel perception. Volume(39), 91-108. Marketing Intelligence & Planning. doi: <https://doi.org/10.1108/mip-11-2019-0556>
- [24] Pradeep Kautish, Arpita Khare, Rajesh Sharma (2020) Influence of values, brand consciousness and behavioral intentions in predicting luxury fashion consumption. Volume(30), 513-531. Journal of Product & Brand Management. doi: <https://doi.org/10.1108/jpbm-08-2019-2535>

- [25] Shadma Shahid, Rahela Farooqi (2019) Consumer Behavior towards Personal Luxury Goods: The Mediating Role of Brand Attachment. Volume(18), 7-null. IUP Journal of Marketing Management.
- [26] Gyan Prakash, Sangeeta Sahney, Soujanya Kodati, Archana Shrivastava (2017) Gender effects on impulse buying behavior. Volume(7), 1-12. Emerald Emerging Markets Case Studies. doi: <https://doi.org/10.1108/eemcs-05-2016-0075>
- [27] Amit Chakrapani (2015) Consumer Behavior and Preferences of Indian Consumers towards Apparel Purchase in Retail Markets of India. Volume(4), 94-100. Open Journal of Business and Management. doi: <https://doi.org/10.15520/ijbm.vol4.iss4.31.pp94-100>
- [28] Richard Adams, Sally Jeanrenaud, John Bessant, David Denyer, Patrick Overy (2015) Sustainability-oriented Innovation: A Systematic Review. Volume(18), 180-205. International Journal of Management Reviews. doi: <https://doi.org/10.1111/ijmr.12068>
- [29] S. M. Riazul Islam, Daehan Kwak, Md. Humaun Kabir, Mahmud Hossain, Kyung Sup Kwak (2015) The Internet of Things for Health Care: A Comprehensive Survey. Volume(3), 678-708. IEEE Access. doi: <https://doi.org/10.1109/access.2015.2437951>
- [30] Madhulika Bhargava, Amrita Joshi, Manvik Joshi (2023) MARKETING STRATEGIES OF DABUR AMIDST SHIFT IN CONSUMER BEHAVIOR TOWARDS AYURVEDIC PRODUCTS DURING COVID-19. PARIPEX INDIAN JOURNAL OF RESEARCH. doi: <https://www.semanticscholar.org/paper/ec02e518ee1db012a83ac20a15c6d18cc4ad62b>
- [31] Jessie H. Chen-Yu, D. Kincade, Young-sun Rhee (2022) Effects of consumer characteristics and product presentations on online apparel impulse buying. Volume(13), 205 - 220. Journal of Global Fashion Marketing. doi: <https://www.semanticscholar.org/paper/370d94823083f03804e9722192556083c347b5cd>
- [32] Aysha Anwer, M. Farooq, Dr. Shahid Minhas, Hamza Rehman Butt (2021) The Impact of Emotional Advertising on Consumer Buying Behavior for Apparel Products in Gujranwala. doi: <https://www.semanticscholar.org/paper/7fc87009344b7dbb6c8546e1e51a532054669182>
- [33] Martha Casas, Dr. Justine Chinoperekweyi (2019) Color Psychology and Its Influence on Consumer Buying Behavior: A Case of Apparel Products. doi: <https://www.semanticscholar.org/paper/2beec0b384e38e26deb3d515eadf7887568361f6>
- [34] I. Ubrežiová, M. Urbánová, J. Kozáková, T. Kráľová (2019) Gender differences in consumer preferences when buying dairy products in Slovakia and Russia. Potravinarstvo Slovak Journal of Food Sciences. doi: <https://www.semanticscholar.org/paper/66a5aa80c9ac69c6bfb9d019e27e22f6465f5ef3>
- [35] Amit Chakrapani (2015) Consumer Behavior and Preferences of Indian Consumers towards Apparel Purchase in Retail Markets of India. Volume(4), 94-100. Open Journal of Business and Management. doi: <https://www.semanticscholar.org/paper/99568a7aeabe2f5af62d55be7a8b6252136f1836>
- [36] N. Rajput, Subodh Kesharwani, A. Khanna (2012) Dynamics of Female Buying Behaviour: A Study of Branded Apparels in India. Volume(4), 121. International Journal of Marketing Studies. doi: <https://www.semanticscholar.org/paper/79fb6ffa385771dd2d31793803ba8df9d3b3eb4>
- [37] Bharti Ramtiyal, Shubha Johari, Lokesh Vijayvargy, Surya Prakash (2023) The impact of marketing mix on the adoption of clothes rental and swapping in collaborative consumption. Volume(17), 28-52. Journal of Global Operations and Strategic Sourcing. doi: <https://doi.org/10.1108/jgoss-04-2023-0027>
- [38] Sangeetha K Prathap, Sreelaksmi C.C. (2020) Determinants of purchase intention of traditional handloom apparels with geographical indication among Indian consumers. Volume(4), 21-38. Journal of Humanities and Applied Social Sciences. doi: <https://doi.org/10.1108/jhass-04-2020-0055>
- [39] Gabriella M. Hastig, ManMohan S. Sodhi (2019) Blockchain for Supply Chain Traceability: Business Requirements and Critical Success Factors. Volume(29), 935-954. Production and Operations Management. doi: <https://doi.org/10.1111/poms.13147>
- [40] Govind Narayan, Rakesh Chandra (2015) Factors Affecting the Purchase of Food and Grocery Products from Modern Retail Stores: An Empirical Study. Volume(14), 7-null. Journal of Management and Research