

---

**CONSUMER BUYING BEHAVIOUR TOWARDS TRENDY AND READY-TO-WEAR APPAREL: A STUDY IN THE MUMBAI REGION**

---

**Dr. Adhir Vasant Ambavane<sup>1</sup> and Mr. Manoj Arjun Sangare<sup>2</sup>**Associate Professor, K.E.T's V.G. Vaze College of Arts, Science & Commerce (Autonomous) Mulund (East),  
Mumbai

Email: dr.adhirambavane@gmail.com

Assistant Professor, K.E.T's V.G. Vaze College of Arts, Science & Commerce (Autonomous) Mulund (East),  
Mumbai

Email: ecc.sangare@gmail.com

**ABSTRACT**

*Indian markets, particularly in Mumbai, have been prevalent in the fashion industry. In addition to being a major metropolitan hub, it is also the heart of the fashion industry. When arranging fashion displays and launching global businesses, Mumbai is the state that attracts international designers. They create according to Indian tastes.*

*Diversity is a unique feature of India that significantly influences consumer behaviour in the fashion industry, particularly in metropolitan regions like Mumbai, where preference for trendy and ready-to-wear apparel is based on cultural, religious, linguistic, and ethnic differences. Every segment's youth desires to purchase fashionable clothing during all seasons and holidays. This study aims to determine Mumbai's consumer purchasing patterns for fashion apparel. Additionally, the goal is to explore how age, gender, education, occupation & monthly income, and peer pressure affect clothing purchasing behaviour.*

*The results of the Mumbaikar poll indicate that most customers prefer to purchase with friends and family. Their choices are impacted by those of their friends, relatives, celebrities, magazines, and so forth. The primary factors that influence their purchasing decisions for fashionable clothing are brand, comfort, and quality. The study demonstrates that customer purchasing behaviour is unaffected by age, gender, education, or occupation factors. Lastly, the survey reveals that Mumbai residents have a favourable opinion of fashion clothing companies.*

*Keywords: Fashion Industry, Apparel, Consumer Behaviour, Ready-to-Wear Clothing, Peer Pressure.*

**INTRODUCTION**

Over the past few decades, the fashion world has changed significantly, with ready-to-wear making its mark as a global contender in the industry. This has been particularly marked in developing economies such as India, where rapid urbanisation, higher disposable income, differences in lifestyle patterns, and changes in behaviour and preferences regarding buying have been experienced. (Kumar, 2021) Given the metropolitan status of the Mumbai metropolitan region as India's financial capital and fashion hub, the region is a focal point for studying consumer preferences and purchasing behaviour in the trendy and ready-to-wear apparel segment. Understanding the interplay of different variables - cultural, social, and economic, plays a critical role for consumers in the fashion sector by embracing the ways of making decisions regarding trendy and ready-to-wear apparel.

Today, consumerism in the realm of fashion comes with every-few challenges, may it be through social media influences, celebrity-obsessed people, or even fast-fashion trends; the ready-to-wear segment has been growing at a staggering pace with the Indian fashion retail market expected to reach USD 115 billion in 2026. (StockGro, 2023) Therefore, another important representative market that holds a cardinal key towards understanding the psyche of urban Indian consumerism for trendy apparel is Mumbai, considering its heterogeneous demographic profile along with strong fashion consciousness.

Consumer behaviour refers to the study of individuals and groups in selecting, purchasing, using, and disposing of goods, services, ideas, or experiences. (Leon Schiffman, 2005) Consumer behaviour includes the psychological, social, and economic influences that determine how purchasing choices are made. When it comes to clothing items, however, such decisions are even more subjective-they are based not merely on price or quality but also on self-expression and social belonging factors. (Anderson, 2022) Consumers increasingly rely on online reviews, influencer endorsements, and peer recommendations when making purchasing decisions. (IndianRetailer.com, 2023)

Ready-made clothing is a new revolution from traditional custom tailors. They offer standard sizes and immediately accessible wear. This field has brought about a radical change in consumer behaviour in terms of fashion, trendy clothes have become accessible and cheap. Ready-to-wear has grown at a high pace and remained resilient in a developing economy like India. (Mehta, 2022)

Various variables affect purchase behaviour in the fashion domain. The attractiveness and specifications of the products, that is, fit, quality, price, and style, should be the principal determinants in purchasing decisions. (Nirbhan Singh R., 2024) In addition to product features, store factors such as location and ambience also determine the shopping experience. Social influences, peer pressure, and celebrity endorsements also shape consumer choices. (Gonsalves, 2017) Besides, consumer demographics like age, gender, educational level, occupation, and income would also contribute to the different spending patterns of a consumer segment. (Prof. Tishya Chaure, 2024)

### STATEMENT OF THE PROBLEM

Mumbai, the hub of Western culture, generated a base for the fashion industry, which is in a very complicated net of socio-cultural nuances that boost the consumers. Furthermore, even though Mumbai supports the fashion industry, data is less, and there have been several uncovered aspects regarding the effect of consumer behaviour through different clear factors and contributions towards their purchase of fashion apparel. This study is being done to fill that gap on the multiple factors affecting consumers' purchase behaviour concerning fashion apparel in Mumbai. The objectives of this study were mainly to assess the impact of different demographic variables relating to social influences on the fashion apparel buying behaviour of Mumbai consumers.

### REVIEW OF LITERATURE

For the present study, the researchers reviewed various published journals & research articles that were related to consumer buying behaviour.

The research paper 'Consuming and retailing fashion: South Asian diaspora negotiating clothing practices, identities and community making in Glasgow' by **Rohit K. Dasgupta and Nazli Alimen (2024)** finds South Asian diaspora fashion retail spaces as facilitating identity construction and community making among British South Asians in Glasgow. The key objectives include the interrogation of gender-migration-religion dimensions in smart practices and understanding how practices transition them into cultural borders. Findings show that fashion is more than a mode of personal expression; it is often a reflection of how hybrid identities are negotiated and community solidarity is maintained in the face of adverse migratory conditions. The authors urge the adoption of a decolonial angle on fashion discourses emphasising ethical moral as well as environmental sustainability and should prompt local retailers to reflect such diversity as characterised by the South Asian community in maintaining cultural kinds held within that community for its people. (Alimen, 2024)

**Emílio José Montero Arruda Filho Ronny Luis Sousa Oliveira (2022)** focused on the influence of mood on impulsive buying behaviour. The major objectives include analysing the relationship between consumer mood states and tendencies to impulsively purchase and identifying the underlying mechanisms that drive the relationship. The findings suggest that 'positive moods largely increase impulsive buying behaviour while negative moods restrict it.' According to the authors, online retailers should create a happy shopping environment so that the consumers' mood improves and spontaneous shopping occurs by using personalised marketing or interactive website features. (Emílio José Montero Arruda Filho, 2022)

**Bahar Tiber and Sibel Yücel (2018)**, in the paper "Approaches of Designers Working at Ready-to-Wear Industry to Sustainable Fashion", explore the way ready-made garment designers incorporate sustainable approaches in their practice. The objectives include unveiling some of the strategies employed by such designers as well as identifying some challenges facing them in this. Findings reveal that designers rely mainly on eco-sourcing, ethical, productive methods, and ingenious design processes to lower their environmental footprint. It also calls on designers to partner with suppliers and consumers towards establishing a culture of sustainability while also emphasising the role of transparency and education in achieving lasting change within the fashion industry. (Yücel, 2018)

**Arpita Khare and Amrut Sadachar (2017)** research carried on green apparel buying behaviour in a study on the familiar aspect of Indian youth, mainly from the age of 18-24, on reasons inducing the purchase of green apparel. According to these findings, the study is conducted to know the effect of informing consumer susceptibility to interpersonal influence, past green behaviour, green peer influence, and green apparel knowledge on the decisions to purchase things. The findings imply that past green behaviour has a significantly greater influence on the buying decision; on the contrary, green peer influence and knowledge of the terms green had no difference. These scholars recommend that it would be better if marketers would increase

awareness and interpretation of green belongings since personal virtues count more than social pressure in eco-friendly purchases. (Sadachar, 2017)

In the research paper titled "Fashionable Styles and Information Sources: An Exploratory Study of Hangzhou, China," **Dandan Chen and Jisoo Ha (2016)** focus their survey thesis on social and cultural influences on the fashion styles and information sources for consumer practices in the city of Hangzhou. The major aims of the study include investigating how fashion models have renewed from the 1990s until the present time and discovering what fashion information is available to consumers. Among the findings was a distinct shift among young females from limited femininity in styles in the 1990s to multiple influences, derived, for instance, from Korean and minimalist trends, and this development has been attributed to the increasing access younger generations gain to global fashion through social media. Hence, the authors recommend to local brands that they combine and infuse any global inspirations while retaining and enhancing their cultural identity to subsequently connect well with consumers. (Ha, 2016)

The article "Investigating the Current Ready-to-Wear Apparel Attributes for Plus-Size Female Teens", authored by **Laurel D. Romeo and Young-A Lee (2014)**, sought to determine the apparel attributes significant to plus-size teen girls and some challenges they face in dressing. The study used qualitative techniques, comprising focus groups and interviews to elicit ideas straight from the target population. The findings revealed that plus-size adolescent girls prioritise fit, comfort, and style but often bargain about finding fashionable selections that meet their needs. Furthermore, the research explores how self-esteem and body image considerations affect their purchasing decisions. They recommend manufacturers improve their assortment by providing inclusive sizing and a diverse collection of styles while investigating effective marketing approaches that resonate with this demographic group to create an improved shopping experience for plus-size teenagers. (Lee, 2014)

The current study is timely and relevant as it identifies a gap in existing research concerning the specific factors influencing consumer purchasing decisions for ready-to-wear apparel in Mumbai. Consumer behaviour has been studied in several aspects, but less attention has been paid to the interaction of demographic variables, peer pressure, and social influences within such an urban context. By addressing its objectives, this research is expected to yield good results in important insights for improved marketing strategies and an appropriate product offering customised for the unique taste of Mumbai's consumers.

### **LIMITATIONS OF THE STUDY**

This study has some limitations, which means the findings need to be carefully analysed. This study was conducted in the Mumbai area only and does not give a complete idea of the consumers' behaviour in other metro cities in India. Furthermore, the data is based on the current trends, thus cross-sectional data and may not include future trends. The sample may not include all segments or socio-economic groups within the ethnically diverse population of Mumbai City, and therefore, the results may not be generalised. Lastly, it is strictly limited to fashion apparel only, regarding other categories concerning fashion like fashion accessories or fashion lifestyle products that consumers could also base their decisions on.

### **OBJECTIVE OF THE STUDY**

1. To study the factors influencing consumers' purchase decisions for ready-to-wear apparel in Mumbai.
2. To analyse the relationship between demographic variables and spending patterns on trendy ready-to-wear apparel among Mumbai consumers.
3. To examine the purchase frequency and preferred shopping channels for ready-to-wear apparel among Mumbai consumers.
4. To identify the shopping companion preferences, peer pressure and timing patterns of Mumbai consumers when purchasing ready-to-wear apparel.

### **HYPOTHESES OF THE STUDY**

1.  $H_{01}$ : There is no association between consumers' age groups and the importance of product attributes (fit, quality, price, style) when purchasing trendy & ready-to-wear apparel.
2.  $H_{02}$ : There is no association between Monthly income levels & spending patterns on trendy & ready-to-wear apparel.
3.  $H_{03}$ : There is no association between peer pressure & buying decisions of trendy & ready-to-wear apparel.
4.  $H_{04}$ : There is no association between gender and the importance of product attributes when purchasing trendy & ready-to-wear apparel.

5.  $H_{05}$ : There is no association between gender and spending patterns on trendy & ready-to-wear apparel among Mumbai consumers.
6.  $H_{06}$ : There is no association between age and spending patterns on trendy & ready-to-wear apparel among Mumbai consumers.

### RESEARCH METHODOLOGY

The research methodology has to be strong to minimise errors in data collection and analysis. Due to this, researchers have selected a survey/structured questionnaire method for data collection. It is described in the following **Table 1**:

<b>Type of Data</b>	Primary & Secondary
<b>Sampling Method</b>	Simple Random & Convenience Sampling, based on Demographic Variables including age, gender and employment status and Income Level.
<b>Sample size</b>	224 Respondents
<b>Research tool</b>	Structured Questionnaire
<b>Research Method</b>	Descriptive
<b>Data Collection method</b>	Survey
<b>Survey Area</b>	Mumbai Region
<b>Tools to analyse data</b>	Chi-square test for hypothesis testing & Descriptive statistics for demographic analysis.

### ANALYSIS, INTERPRETATION OF DATA & FINDINGS

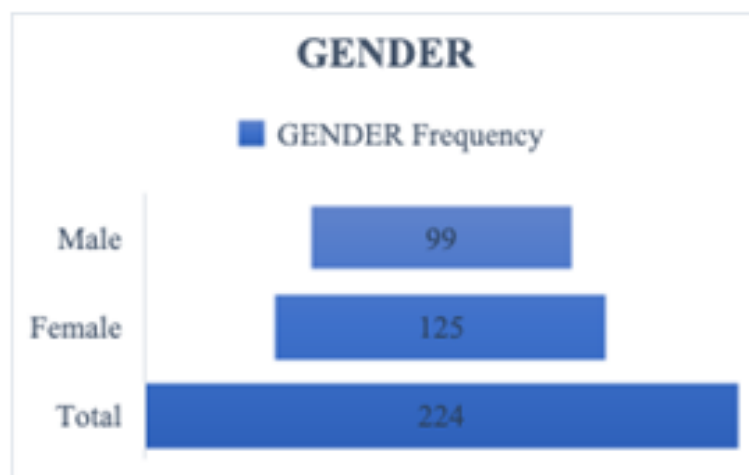
Tables and graphical representations were used to analyse the collected data and reach appropriate conclusions and interpretations.

### DEMOGRAPHIC PROFILE OF THE RESPONDENTS

**TABLE 2 & CHART 1: GENDER OF RESPONDENTS**

	GENDER	
	Frequency	%
<b>Male</b>	99	44.20%
<b>Female</b>	125	55.80%
<b>Total</b>	<b>224</b>	<b>100%</b>

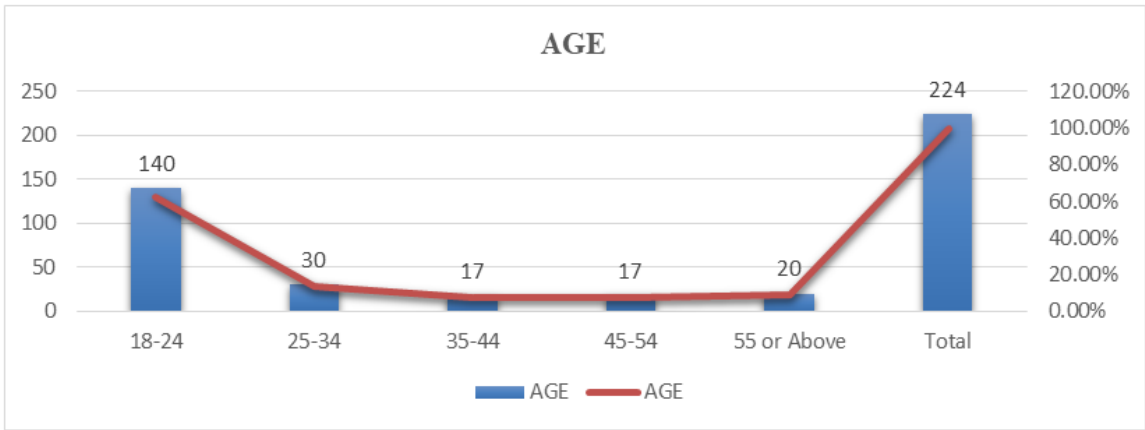
Source: Primary Data



Source: By researcher

**Interpretation:** The data indicates that 55.80% of the respondents are female, while 44.20% are male, reflecting a higher representation of females in the sample.

CHART 2: AGE OF THE RESPONDENTS



Source: By researcher

**Interpretation:** The age distribution shows that most respondents (62.50%) are between 18 and 24 years old. While, smaller proportions are found in older age brackets, with only 13.40% aged 25-34 and even fewer in the 35-44 (7.60%), 45-54 (7.60%), and 55 or above (8.90%) categories. This indicates a predominantly young demographic in the sample.

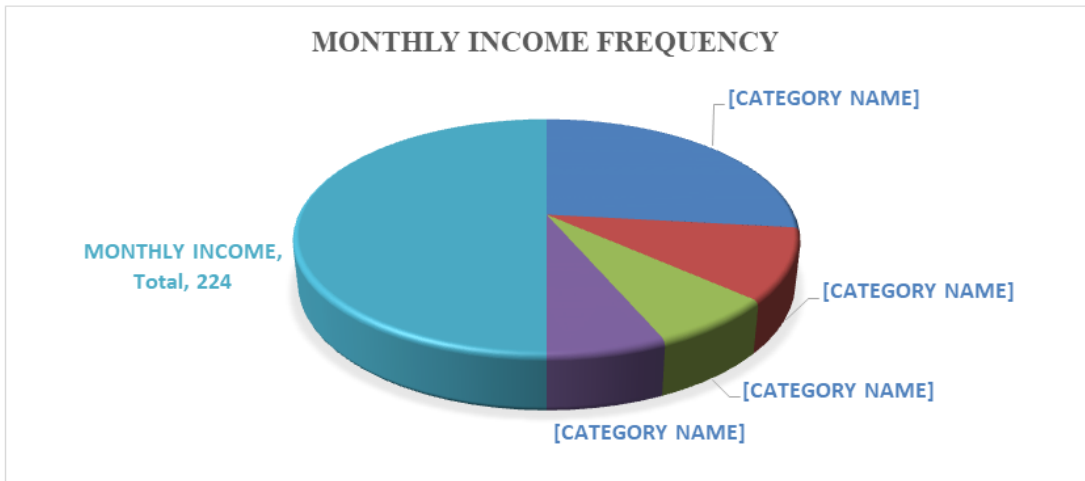
CHART 3: OCCUPATION OF THE RESPONDENTS



Source: By researcher

**Interpretation:** The occupation data highlights that a substantial majority of respondents (56.70%) are students, reflecting a youthful and possibly academic-focused demographic. Among those who are working, 29.90% are employed, while a smaller group is self-employed (4.90%) or retired (6.70%). Only 1.80% of respondents are unemployed, suggesting that most individuals in the sample are engaged in productive activities, either through education or employment.

CHART 4: MONTHLY INCOME OF THE RESPONDENTS

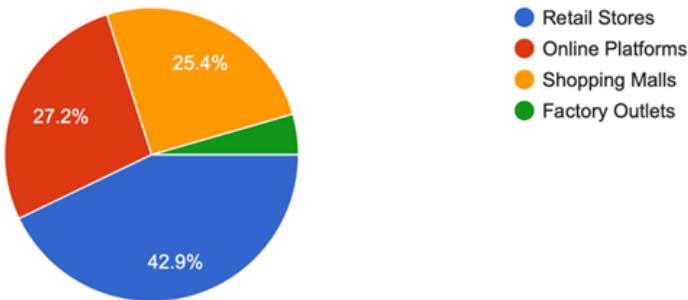


Source: By researcher

**Interpretation:** The monthly income data reveals that over half of the respondents (53.60%) earn less than Rs. 20,000, indicating a significant portion of the population is in the lower income bracket. Meanwhile, 19.60% earn between Rs. 20,000 and Rs. 50,000, and only a smaller percentage earn above this range, with 13.80% making between Rs. 50,001 and Rs. 1,00,000 and 12.90% earning more than Rs. 1,00,000. This suggests that financial challenges may be prevalent among the majority of the respondents.

CHART 5: PREFERRED SHOPPING CHANNELS

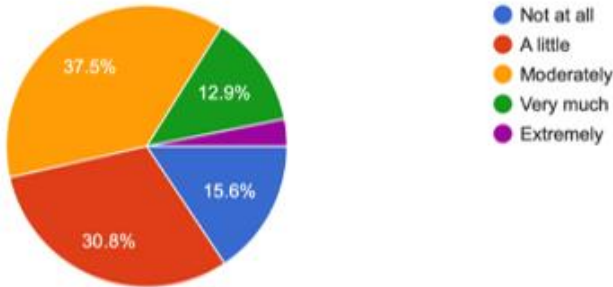
8. Which shopping channel do you prefer for purchasing apparel? (Select one)  
224 responses



**Interpretation:** The shopping channel data shows that a majority of respondents (42.90%) prefer retail stores for their purchases, while online platforms (27.20%) and shopping malls (25.40%) are also popular, indicating a strong inclination towards traditional shopping experiences over factory outlets (4.50%).

CHART 6: PEER PRESSURE

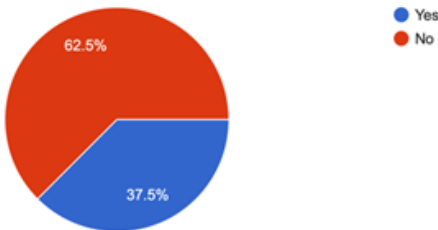
10. Do you get influenced by your friends/family/spouse to buy certain brands or styles of clothing?  
224 responses



**Interpretation:** The responses indicate that a significant portion of individuals (37.50%) feel moderately influenced by friends, family, or spouses when it comes to purchasing clothing, while only a small minority report extreme influence, suggesting that social circles play a notable role in their fashion choices.

CHART 7: INFLUENCE OF SOCIAL MEDIA ON BUYING DECISION

11. Have you ever purchased clothing primarily by seeing it featured by influencers on social media?  
224 responses



**Interpretation:** The data reveals that 62.50% of respondents do not feel influenced by social media in their buying decisions, while 37.50% do, indicating that traditional factors may play a more significant role in their purchasing behaviour compared to online platforms.

## STATISTICAL ANALYSIS AND HYPOTHESIS TESTING RESULTS

TABLE 3: AGE GROUPS VS. PRODUCT ATTRIBUTES

Relationship Tested	Degrees of Freedom (df)	Calculated $\chi^2$ Value	Critical Value ( $\alpha = 0.05$ )	Decision ( $\alpha = 0.05$ )
Age vs. Fit Rating	16	25.47	26.296	Accept $H_0$
Age vs. Quality Rating	16	31.83	26.296	Reject $H_0$
Age vs. Price Rating	16	15.69	26.296	Accept $H_0$
Age vs. Style Rating	16	19.92	26.296	Accept $H_0$

**Interpretation:**

Analysis of the association between age group and the importance of apparel attributes revealed a relationship only for quality ( $\chi^2 = 31.83 > \text{Critical } \chi^2 26.296$ ). No associations were found for fit ( $\chi^2 = 25.47 < \text{Critical } \chi^2 26.296$ ), price ( $\chi^2 = 15.69 < \text{Critical } \chi^2 26.296$ ), or style ( $\chi^2 = 19.92 < \text{Critical } \chi^2 26.296$ ). Therefore, only consumers' age groups influence their perception of quality in ready-to-wear apparel.

TABLE 4: GENDER VS. PRODUCT ATTRIBUTES

Relationship Tested	Degrees of Freedom (df)	Calculated $\chi^2$ Value	Critical Value ( $\alpha = 0.05$ )	Decision ( $\alpha = 0.05$ )
Gender vs. Fit Rating	4	3.84	9.488	Accept $H_0$
Gender vs. Quality Rating	4	4.92	9.488	Accept $H_0$
Gender vs. Price Rating	4	5.73	9.488	Accept $H_0$
Gender vs. Style Rating	4	3.98	9.488	Accept $H_0$

**Interpretation:**

The Chi-square values for fit, quality, price, and style ratings being less than their respective critical values indicate no association between gender and the importance of these product attributes.

TABLE 5: INCOME LEVEL VS. SPENDING CATEGORY

Other Relationships	Degrees of Freedom (df)	Calculated $\chi^2$ Value	Critical Value ( $\alpha = 0.05$ )	Decision ( $\alpha = 0.05$ )
Income Level vs. Spending Category	9	28.16	16.919	Reject $H_0$

**Interpretation:**

The calculated Chi-square value (28.16) is greater than the critical Chi-square value (16.919) at  $\alpha = 0.05$ . Therefore, the null hypothesis is rejected. This indicates an association between income level and spending patterns on trendy & ready-to-wear apparel.

TABLE 6: GENDER VS. SPENDING CATEGORY

Other Relationships	Degrees of Freedom (df)	Calculated $\chi^2$ Value	Critical Value ( $\alpha = 0.05$ )	Decision ( $\alpha = 0.05$ )
Gender vs. Spending Category	3	2.86	7.815	Accept $H_0$

**Interpretation:**

The calculated Chi-square value (2.86) is lesser than the critical Chi-square value (7.815) at  $\alpha = 0.05$ . Therefore, the null hypothesis is accepted. This indicates no association between gender and spending patterns on trendy & ready-to-wear apparel.

TABLE 7: SHOPPING COMPANION VS. SPENDING CATEGORY

Other Relationships	Degrees of Freedom (df)	Calculated $\chi^2$ Value	Critical Value ( $\alpha = 0.05$ )	Decision ( $\alpha = 0.05$ )
Shopping Companion Type	16	35.91	26.296	Accept $H_0$

**Interpretation:**

The calculated Chi-square value (35.91) is greater than the critical Chi-square value (26.296) at  $\alpha = 0.05$ . Therefore, the null hypothesis is rejected. This suggests an association between the type of shopping companion and spending patterns on ready-to-wear apparel.

**TABLE 8: AGE GROUPS VS. SPENDING CATEGORY**

Other Relationships	Degrees of Freedom (df)	Calculated $\chi^2$ Value	Critical Value ( $\alpha = 0.05$ )	Decision ( $\alpha = 0.05$ )
Age Groups vs. Spending Category	12	<b>21.45</b>	21.026	<b>Reject <math>H_0</math></b>

**Interpretation:**

The calculated Chi-square value (21.45) is greater than the critical Chi-square value (21.026) at  $\alpha = 0.05$ . Therefore, the null hypothesis is rejected. This shows an association between age group and spending patterns on ready-to-wear apparel.

**RECOMMENDATION AND SUGGESTIONS**

- Marketers should design campaigns that target both genders equally, with a slight emphasis on women representing 55.8% of the sample size. Promotional efforts should highlight key attributes such as quality, affordability, and style in a gender-neutral manner.
- Businesses should offer budget-friendly and trendy apparel specifically tailored to appeal to the 18-24 age group, ensuring that products resonate with their preferences and lifestyles.
- Utilise social media platforms like Instagram, Facebook, and YouTube to implement targeted marketing campaigns. Additionally, introduce student discounts and loyalty programs to attract and retain younger customers effectively.
- Companies should consider expanding their product lines to include affordable options for consumers earning less than ₹20,000 per month. Seasonal sales, combo deals, and loyalty rewards can be effective strategies to engage budget-conscious buyers.
- Improve online shopping platforms by incorporating user-friendly designs, detailed product descriptions, and seamless return policies to enhance customer satisfaction and retention.
- Launch referral programs or group discounts to capitalise on peer influence, encouraging customers to share their positive experiences with friends and family.
- Regularly update product collections to align with current style trends, particularly focusing on the preferences of younger consumers who are more likely to seek out the latest fashions.
- Consider introducing buy-now-pay-later plans, EMIs, or subscription models to lower financial barriers for consumers, making it easier for them to make purchases.
- Conduct periodic surveys to monitor changes in consumer preferences and demographics. This data will help businesses stay responsive to market trends and customer needs.

**SIGNIFICANCE OF THE STUDY**

The significance of the study is that it discusses consumer buying behaviour in the context of trendy and ready-made apparel in Mumbai while discussing the various factors that would influence purchasing decisions. As an initiative to fill in some existing gaps in the literature on urban consumer behaviour, this research analysis is going to examine how the demographic variables relate to spending patterns, how peer pressure and social influence affect a consumption decision, and so forth. Additionally, frequency of purchase, preferred shopping channels, and where the consumer feels accompanied would add to the knowledge of retailers and marketers in their strategies to engage consumers as the lively Mumbai fashion market keeps evolving.

**CONCLUSION**

This study on consumer buying behaviour towards trendy and ready-to-wear apparel in Mumbai reveals significant insights into the dynamics of fashion retail in this metropolitan region. The findings demonstrate strong correlations between income levels and spending patterns, as well as between shopping companion choice and satisfaction levels while showing no significant relationships between age groups, gender, and purchasing patterns. The predominantly young demographic (62.50% aged 18-24) with lower income levels (53.60% earning below Rs. 20,000 monthly) presents both challenges and opportunities for retailers. Despite digital advancement, physical retail stores remain the preferred shopping channel (42.90%), with moderate



influence from peer pressure and limited impact from social media influencers on purchasing decisions. These findings suggest that fashion retailers in Mumbai should focus on balanced pricing strategies and enhanced in-store experiences rather than traditional age and gender-based segmentation. The research contributes valuable insights to understanding urban fashion consumption patterns in emerging markets while providing practical guidance for industry stakeholders.

### AREA FOR FURTHER RESEARCH

The area for further research based on the present study delves into;

- How the impact of online shopping and mobile apps on ready-to-wear apparel purchases in Mumbai;
- The influence of Social Media Influencers and Digital Marketing on Consumer Preferences and;
- How price sensitivity affects consumer behaviour towards trendy clothing.

These studies help us to expand our knowledge in the field and address the changing consumer preferences more effectively.

### REFERENCES

1. Kumar, R. &. (2021). Evolution of Indian Fashion Retail: A Metropolitan Perspective. *Indian Journal of Marketing Studies*, 2(8), 112-128.
2. StockGro. (2023, December 21). Retrieved December 2024, from stockgro.club: <https://www.stockgro.club/blogs/trending/indian-fashion-industry/#:~:text=In%202023%2C%20the%20apparel%20market,US%24115%20billion%20by%202026>.
3. Leon Schiffman, D. B. (2005). *Consumer behaviour*. Research Gate.
4. Anderson, P. &. (2022). Modern Consumer Behavior in Fashion Retail. *Journal of Fashion Marketing*, 15(3), 45-62.
5. IndianRetailer.com. (2023, November 17). *Consumer Behavior in Fashion Retail Industry*. Retrieved December 2024, from indianretailer.com: <https://www.indianretailer.com/article/fashion-beauty/retail-trends/consumer-behavior-fashion-retail-industry>
6. Mehta, S. P. (2022). Ready-to-Wear Market Dynamics in Emerging Economies. *International Journal of Retail Management*, 29(4), 78-95.
7. Nirbhan Singh R., &. R. (2024). Consumer Buying Behaviour: Selection of Fashion Apparels. *ournal of Informatics Education and Research*, 4(3), 27-34.
8. Gonsalves, D. (2017, February). Demographics and Purchase Behaviour of Greater Suburban Mumbai Millennials: A Study of Luxury and Lifestyle Apparel and Accessories. *IOSR Journal of Business and Management (IOSR-JBM)*, 07-15.
9. Prof. Tishya Chaure, P. S. (2024). Consumer Buying Behaviour: Selection of Fashion Apparels. *Journal of Informatics Education and Research*, 4(3), 27-34.
10. Sadachar, A. K. (2017, September). Green apparel buying behaviour: a study on Indian youth. *International Journal of Consumer Studies*, 41(5), 558-569.
11. Ha, D. C. (2016, July 28). Fashionable styles and information sources: an exploratory study of Hangzhou, China. *Fashion and Textiles*, 3(1), 15.
12. Lee, L. D.-A. (2014, December). Exploring Current Ready-to-Wear Apparel Attributes for Plus-Size Female Teens. *Family and Consumer Sciences Research Journal*, 43(2), 145-159.
13. Alimen, R. K. (2024, July 3). Consuming and retailing fashion: South Asian diaspora negotiating clothing practices, identities and community making in Glasgow. 30(4), 306-330.
14. Emílio José Montero Arruda Filho, R. L. (2022, November 10). The mood effect in relation to impulsive online buying behavior. *Journal of Consumer Behaviour*, 23(5).
15. Yücel, B. T. (2018). Approaches of Designers Working at Ready-to-Wear Industry to Sustainable Fashion. *Dokuz Eylül Üniversitesi Mühendislik Fakültesi Fen ve Mühendislik Dergisi*, 20(60), 955-971.