Factors Influencing Buying Behaviour for Tussar Silk

Doctoral Thesis Submitted

In partial fulfilment of the requirements for the award of the degree of

DOCTOR OF PHILOSOPHY

In

MANAGEMENT

By

KUSUM KANAN MISHRA

UID No. 19FMRCJHD01007

Under the Guidance of

Dr. Bhagabat Barik

(Research Supervisor)

Professor, Faculty of Management Studies

ICFAI University Jharkhand, Ranchi

ICFAI UNIVERSITY JHARKHAND

RANCHI

MARCH 2024

THESIS COMPLETION CERTIFICATE

This is to certify that the doctoral thesis entitled **"**Factors Influencing Buying Behaviour for Tussar Silk**"**, submitted by **Kusum Kanan Mishra** in partial fulfillment of the requirements for the Doctor of Philosophy degree, is an original work conducted under my guidance. I confirm that the work has not been submitted elsewhere for the attainment of any other diploma or degree from this University or any other institution. Furthermore, I attest that the author has adhered to the University's guidelines regarding plagiarism.

Dr. BHAGABAT BARIK
(Research Supervisor)
Professor & Assistant Dean
Date: 28:03:2024
Place: Ranchi

PLAGIARISM REPORT

DrillBit

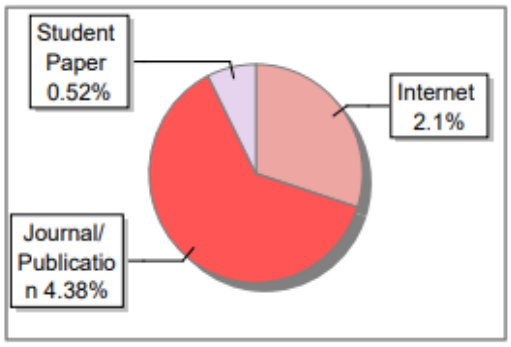
The Report is Generated by DrillBit Plagiarism Detection Software

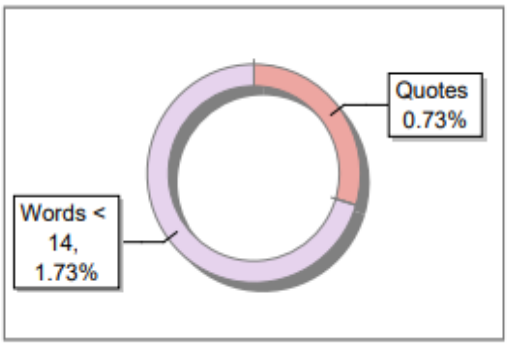
Submission Information

Author Name	Kusum Kanan
Title	Factors influencing buying behaviour for Tussar Silk
Paper/Submission ID	1552284
Submitted by	rumna.b@iujharkhand.edu.in
Submission Date	2024-03-20 14:40:54
Total Pages	129
Document type	Thesis

Result Information

Similarity **7 %**





Exclude Information

Quotes	Not Excluded
References/Bibliography	Not Excluded
Sources: Less than 14 Words %	Not Excluded
Excluded Source	**0 %**
Excluded Phrases	Not Excluded

Database Selection

Language	English
Student Papers	Yes
Journals & publishers	Yes
Internet or Web	Yes
Institution Repository	Yes

A Unique QR Code use to View/Download/Share Pdf File

DECLARATION OF AUTHORSHIP

I hereby certify that the doctoral thesis entitled " Factors Influencing Buying Behaviour for Tussar Silk" submitted to ICFAI University Jharkhand, Ranchi, to fulfill the requirements for the Doctor of Philosophy degree in Management, is entirely my original work.

The thesis does not incorporate any previously published content or material authored by another individual, nor does it contain any material recognized for the attainment of any degree or diploma from any other academic institution, except where appropriate acknowledgment has been provided in the text. Additionally, I confirm adherence to the University's plagiarism guidelines throughout the preparation of the thesis.

Kusum Kanan Mishra

UID No-19FMRCJHD01007

Date: 28:03:2024

Place: Ranchi

ACKNOWLEDGEMENT

The journey of Ph.D was an enriching, challenging, and fascinating journey. It would not have been possible without the assistance of numerous individuals who directly or indirectly supported me. I would like to convey my sincere appreciation to ICFAI University, Jharkhand, for providing me with a supportive infrastructure and environment to complete my journey without any difficulties.

I am immensely grateful to my guide, Dr. Bhagabat Barik, Professor & Assistant Dean at ICFAI University, Jharkhand, for his continuous guidance and support throughout my Ph.D. journey. He has always been a source of inspiration and motivation, and his unconditional support has been invaluable.

I would also like to extend my gratitude to the research and development committee of ICFAI University, Jharkhand, for their suggestions and guidance during my progress report presentations. I am deeply grateful to Dr. Hari Haran and Dr. Satyendra Kishore for their invaluable support and insightful suggestions provided during half-yearly progress reviews and regular evaluations, which were marked by their critical assessments.

I would like to give special thanks to the honourable Vice Chancellor professor (Dr) Raman Kumar Jha and Ex Vice Chancellor Prof O R S Rao, Registrar Prof. Arvind Kumar, Dr. Rumna Bhattacharyya, Dr. Mridanish Jha, Dr. Manish and Dr. M. Raj Kumar for their constant support, guidance and encouragement.

I am also grateful to all the academic and non-academic members of ICFAI University, Jharkhand, for their support during my coursework, presentations, and seminars. I would like to thank all the respondents who participated in my research for their patience and unbiased responses.

Last but not least, I want to express my heartfelt gratitude to my family members for their unwavering support throughout my Ph.D. journey.

(KUSUM KANAN MISHRA)

Place: Ranchi, Jharkhand

ABSTRACT

This thesis serves as a compass in navigating the dynamic landscape of the global fashion industry, which is undergoing a profound transformation fuelled by an increased awareness of environmental concerns and a growing consumer preference for sustainable and eco-friendly products. At the forefront of this shift stands Tussar silk, an embodiment of natural and sustainable silk varieties, emerging as a compelling choice for individuals with a heightened environmental consciousness. Despite the immense potential significance of Tussar silk, a notable research gap exists, particularly within the vibrant Indian silk sector.

The overarching goal of this study is to bridge this void by offering a comprehensive exploration into consumer buying behaviour specific to Tussar silk. This involves unravelling the intricate dimensions that sway consumer preferences, thereby contributing to a more profound understanding of the factors that influence sustainable product choices. This research is not merely an academic endeavour; it holds tangible value for businesses operating in the Jharkhand region, a significant player in the international silk market.

Understanding consumer preferences for Tussar silk products is not just a theoretical pursuit; it has practical implications for organizations seeking to make informed decisions and explore new opportunities. The study envisages a scenario where local businesses in the Jharkhand region can align their strategies with the nuanced preferences of consumers. This alignment is crucial not only for the economic prosperity of these organizations but also for the broader goal of promoting sustainable practices in the fashion industry.

Moreover, the research goes beyond the organizational realm and extends its impact to the consumers themselves. By shedding light on the eco-friendly nature of Tussar silk, the study aims to raise awareness among consumers about the broader implications of their choices. In an era where consumers are increasingly conscientious about the environmental footprint of their purchases, understanding the sustainability of Tussar silk becomes pivotal.

To unravel the complexities of consumer buying behaviour, the study comprehensively covers the dynamic stages that consumers undergo when making purchasing decisions. From personal and social factors to psychological and cultural influences, the research explores the multifaceted aspects that contribute to shaping consumer preferences for Tussar silk. The inclusion of the concept of purchase intention further enriches the study, as it becomes a crucial metric for businesses looking to tailor effective marketing strategies.

The literature survey serves as the intellectual backbone of this research, critically analysing existing knowledge and theories. This survey not only provides a comprehensive overview of the current state of knowledge but also identifies gaps that form the foundational basis for this study. Drawing from economic, psychological, and sociocultural theories, the theoretical framework proposed here aims to shed light on the intricate factors that influence consumer behaviour and purchase intention towards Tussar silk.

In essence, this research is a strategic response to the evolving dynamics of the fashion industry, contributing not only to academic knowledge but also offering practical insights for businesses and policymakers. By addressing the current research gap, this study lays the groundwork for future explorations in the burgeoning field of sustainable fashion and consumer behaviour. It envisions a future where Tussar silk not only meets the ethical and sustainable aspirations of consumers but also stands as a resilient emblem of cultural richness and economic vitality, fostering a harmonious blend of tradition and modernity.

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

List of Abbreviations

SMOI=Silk Mark Organization of India.

ISEPC=Indian Silk Export Promotion Council.

TPB= Theory of Planned Behaviour .

PBC= Perceived Behavioural Control.

PF= Personal Factor.

SF=Social Factor.

PrF= Promotional Factor.

CF= Cultural Factor.

PsyF= Psychological Factor.

CBB= Consumer Buying Behaviour.

PI= Purchase Intention.

ANOVA= Analysis of Variance.

PLS-SEM= Partial Least Square Structural Equation Modeling.

SEM-ANN= Structural Equation Modeling with Artificial Nural Networks.

EFA=Exploratory Factor Analysis.

CFA= Confirmatory Factor Analysis.

AVE= Average Variance Extracted.

CR= Composite Reliability.

VIF=Variance Inflation Factor.

RMSE= Root Mean Square Error.

Chapter 1

Introduction

1.1 Overview

The global fashion industry has witnessed a paradigm shift in recent years, driven by the increasing awareness of environmental issues and a growing demand for sustainable and eco-friendly products. This transformation has had a profound impact on consumer behavior, as individuals are now more inclined to make ethical and sustainable choices when it comes to their clothing purchases. In this context, Tussar silk, a natural and sustainable silk variety, has emerged as a compelling option for eco-conscious consumers.

Tussar silk, also known as "wild silk" or "non-mulberry silk," is derived from the cocoons of several species of silkworms, primarily Antheraea mylitta and Antheraea proylei. Unlike conventional mulberry silk, which is cultivated on a large scale, Tussar silk is predominantly produced in a decentralized manner, often in rural and forested regions of India. The unique production process of Tussar silk, involving minimal human intervention and dependence on natural vegetation, gives it an inherently sustainable edge.

The significance of Tussar silk extends beyond its eco-friendliness. It is renowned for its natural golden sheen, rich texture, and remarkable durability. These qualities make Tussar silk not only an eco-conscious choice but also a symbol of elegance and luxury in the world of fashion.

As consumers increasingly shift their preferences towards sustainable and ethically sourced products, it becomes imperative to explore the factors that influence their buying behavior regarding Tussar silk. This thesis delves into the multifaceted aspects that drive consumer choices in the Tussar silk market, ultimately aiming to provide insights that can benefit both the Tussar silk industry and policymakers in promoting sustainable and ethical fashion practices. By understanding the determinants of consumer buying behavior for Tussar silk, businesses and stakeholders can adapt their strategies to cater to the evolving market dynamics, and consumers can make informed choices that align with their values and preferences.

1.2 Consumer Buying Behaviour

Consumer buying behavior, a dynamic and intricate process, plays a pivotal role in the functioning of markets and the success of businesses. It encompasses the entire journey a consumer undertakes when making a purchase, from the initial recognition of a need or desire to the post-purchase evaluation. Understanding consumer buying behavior is essential for businesses, marketers, and policymakers to meet the demands of a diverse and evolving marketplace.

Consumer buying behavior, also known as consumer behavior, refers to the study of the processes and activities that individuals and groups undertake when selecting, purchasing, using, and disposing of goods and services (Solomon and Panda, 2004). In other words, Consumer buying behavior encompasses the actions and decisions made by individuals and households when they buy goods and services for their personal use (Webster Jr and Wind, 1972). It is a multifaceted process influenced by a wide array of internal and external factors. This behavior can vary significantly from one person to another, and even for the same individual, it may differ depending on the product, context, and circumstances. Therefore, understanding consumer buying behavior is crucial for businesses and marketers as it enables them to tailor their products, services, and marketing strategies to meet the needs and preferences of their target audience (Zhao *et al.*, 2021).

According to (Kotler *et al.*, 1993), Consumer buying behavior generally involves a sequence of stages that consumers go through when making a purchase. These stages are as follows:

Problem Recognition: The process begins when a consumer perceives a need or problem. This recognition can be triggered by internal factors, such as hunger or the desire for a new smartphone, or external factors, like advertising or recommendations from friends.

Information Search: After recognizing a need, consumers seek information to make informed decisions. They may gather information from various sources, including personal experiences, online research, advertisements, reviews, and recommendations.

Evaluation of Alternatives: Once information is collected, consumers evaluate different options available in the market. This evaluation often includes consideration of product features, price, quality, and brand reputation.

Purchase Decision: The consumer chooses the product or service that best aligns with their needs and preferences. This decision can be influenced by various factors, including budget, personal taste, and the influence of external sources like family or friends.

Post-Purchase Behavior: After making a purchase, consumers assess their decision. If they are satisfied with their choice, it reinforces their trust in the brand and product. If they are dissatisfied, it can lead to product returns, negative reviews, and a reluctance to make future purchases from the same brand.

Models of Consumer Buying Behavior

Several models attempt to explain and predict consumer buying behavior. These models simplify the complex process and help businesses make informed marketing decisions. Some prominent models include:

Engel-Kollat-Blackwell Model: This model breaks down the consumer decision-making process into problem recognition, information search, evaluation of alternatives, and purchase decision. It emphasizes the role of psychological and social influences (Friedman, 1988).

Howard-Sheth Model: This model expands on the Engel-Kollat-Blackwell model by adding various aspects of consumer decision-making, including extensive problem solving and limited

problem solving, based on consumer involvement and product knowledge (Farley and Ring, 1970).

Maslow's Hierarchy of Needs: Maslow's theory suggests that consumers prioritize their needs, moving from basic physiological needs (food, shelter) to higher-level psychological needs (self-esteem, self-actualization) as these basic needs are met(Lussier, 2019).

Therefore, understanding consumer buying behavior is critical for businesses, as it enables them to tailor their marketing strategies, product development, and customer service to meet consumer needs. By comprehending the factors that drive buying decisions, companies can increase customer satisfaction and loyalty, ultimately leading to higher sales and profitability. Moreover, policymakers can utilize insights into consumer behavior to shape regulations and policies that protect consumers and promote fair competition in the marketplace. Knowledge of consumer behavior is also essential in addressing issues related to sustainability, ethical consumption, and the long-term well-being of society.

1.3 Factor Influencing Consumer Buying Behavior

Consumer behavior is indeed a multifaceted and dynamic field of study that examines the daily purchase decisions individuals make, often without a full understanding of the factors that drive these choices regarding products, services, or brands. These factors encompass various characteristics and can be broadly categorized into four primary dimensions: personal, psychological, social, and economic. The intriguing aspect of consumer behavior lies in how these factors influence individuals when they make purchasing decisions.

Individuals are influenced by a blend of personal, social, cultural, economic, and psychological factors when selecting and purchasing specific goods or services. Solomon et al. succinctly summarized this wide-ranging field by stating, "Consumer behavior encompasses an extensive

domain: it delves into the intricate processes that come into play when individuals or groups make choices to acquire, use, or dispose of products, services, ideas, or experiences. These choices are made to satisfy their needs and desires." In essence, consumer behavior encompasses the entire spectrum of decision-making processes, from recognizing a need or desire to the evaluation of options and the eventual consumption or disposal of products and services. This field explores the complex interplay of influences that steer consumers toward making specific choices, ultimately aiming to understand and interpret the diverse motivations that underlie consumer decisions in an ever-evolving market. (Peter, Olson and Grunert, 1999; Hogg *et al.*, 2006):

1.4 Social Factors

Consumer buying behavior is significantly influenced by various social factors, as individuals are inherently social beings whose choices are often shaped by their interactions, relationships, and the broader society in which we live (Bai, Yao and Dou, 2015). Understanding these social factors is essential for businesses and marketers, as it provides insights into consumer preferences, motivations, and decision-making processes. Here, we delve into the key aspects of social factors in consumer buying behavior.

Social Groups: People belong to various social groups, such as family, friends, coworkers, and online communities. These groups often have shared values, norms, and preferences. Consumer behavior is influenced by the attitudes and behaviors of their social groups. For example, a person's choice of clothing may be influenced by the fashion trends within their peer group.

Reference Groups: Reference groups are those to which individuals compare themselves and seek approval. There are direct reference groups (e.g., family and close friends) and indirect reference groups (e.g., celebrities and aspirational figures). Consumers may choose products or brands that are favored or endorsed by their reference groups to gain social approval.

Social Class: An individual's social class, often determined by factors like income, education, and occupation, can impact their preferences and brand choices. It can affect whether a consumer chooses luxury brands or value-priced products.

1.5 Psychological Factors

Consumer buying behavior is deeply influenced by a range of psychological factors, as individuals make purchasing decisions driven by their perceptions, attitudes, motivations, and emotions(Joshi and Rahman, 2015). These internal aspects play a crucial role in shaping consumer choices and understanding them is fundamental for businesses and marketers. Here, we explore the key psychological factors that impact consumer buying behavior:

Perception: How consumers perceive and interpret information about products or services greatly influences their buying behavior. Marketers aim to create positive perceptions by focusing on product attributes, quality, and branding.

Motivation: Consumer decisions are often driven by needs and desires. Understanding what motivates a consumer is crucial for businesses to cater to these desires effectively.

Attitude: A consumer's attitude toward a product, brand, or service plays a crucial role in the decision-making process. Marketers work to shape and influence these attitudes through advertising and messaging.

1.6 Promotional Factors

Promotion is a critical element in marketing that can significantly influence consumer buying behavior. The effectiveness of promotional efforts can sway consumers toward making purchases, trying new products, or choosing one brand over another (Shrum, McCarty and Lowrey, 1995). Here, we explore the promotional factors that impact consumer buying behavior:

Advertising and Messaging:

Message Clarity and Relevance: The message in advertising should be clear, easy to understand, and directly relevant to the consumer's needs. A message that resonates with the consumer's motivations and problems is more likely to influence their buying decision. For example, a simple message highlighting the energy-saving features of a new appliance can appeal to eco-conscious consumers.

Emotional Appeal: Many successful advertising campaigns tap into consumers' emotions. Emotional appeals like humor, nostalgia, or sentiment can create a strong connection with the audience. For instance, an advertisement that tells a heartwarming story about family bonding can evoke emotional responses that lead to positive brand associations.

Discounts and Price Promotions:

Price Reductions: Offering discounts and promotional pricing creates a sense of urgency and encourages consumers to take immediate action. Limited-time offers, flash sales, and holiday discounts are common tactics that capitalize on the consumer's desire for savings.

Bundling and Package Deals: Bundling products or offering package deals can incentivize consumers to buy more or try complementary items. For example, a fast-food restaurant may offer a combo meal that includes a burger, fries, and a drink at a discounted price, encouraging consumers to purchase the whole package.

Loyalty Programs and Rewards:

Point Systems: Loyalty programs that reward customers with points or benefits for repeat purchases can create a sense of loyalty and incentivize consumers to continue buying from a particular brand. For example, frequent flyer programs reward customers with miles that can be redeemed for future flights.

Exclusive Offers: Providing exclusive deals, early access to sales, or special promotions to loyal customers makes them feel valued. This sense of exclusivity can enhance brand loyalty and encourage repeat purchases.

Limited-Time Promotions:

Scarcity and Urgency: Promotions that emphasize scarcity (e.g., "limited stock") or urgency (e.g., "sale ends today") exploit the fear of missing out (FOMO). Consumers are motivated to make purchases quickly to avoid missing a perceived opportunity. These tactics are commonly used in e-commerce and sales events.

Free Trials and Samples:

Try-Before-You-Buy: Offering free trials, samples, or demonstrations allows consumers to experience a product firsthand, reducing the perceived risk of a purchase. It encourages consumers to take the final step in buying after having a positive trial experience.

Online Promotions and E-commerce:

Online Coupons and Codes: Online shopping platforms frequently offer discounts through coupons, discount codes, and promotional offers. Consumers actively seek and use these discounts when making online purchases, making them an effective influence on online buying behavior.

Personalized Offers: E-commerce platforms use consumer data to provide personalized product recommendations and promotional offers. These tailored recommendations align with individual preferences and shopping behaviors, influencing online purchases.

User-Generated Content: User-generated content on social media and review platforms, including photos, testimonials, and endorsements, can serve as a form of promotion. Positive

user-generated content fosters trust and influences purchasing decisions. Consumers often rely on the experiences and feedback of others when making buying choices.

1.7 Personal Factors

Consumer Buying Behaviour is heavily influenced by personal factors, as everyone's unique characteristics, preferences, and experiences play a pivotal role in shaping their purchasing decisions(Ramya and Ali, 2016). Understanding these personal factors is essential for businesses and marketers to tailor their products and marketing strategies to effectively reach and engage with consumers. Here, we explore the key personal factors that impact consumer buying behaviour:

Age and Life Stage: Consumer preferences can change with age and life stages. For example, teenagers may prioritize fashion and technology, while parents may focus on household and family-related products.

Lifestyle: A person's lifestyle choices, such as hobbies, interests, and activities, can influence their buying behavior. For instance, someone with an active outdoor lifestyle may invest in sports equipment and outdoor gear.

Personality and Self-Concept: An individual's personality traits, such as extroversion or introversion, can influence product choices. Moreover, a person's self-concept, or how they perceive themselves, may guide their preferences and brand affiliations.

1.8 Cultural Factors

Cultural factors are a critical component of consumer behaviour that significantly influence how individuals make purchasing decisions. These factors encompass the values, beliefs, customs, and norms of a particular society or culture. Understanding cultural influences is

essential for businesses and marketers aiming to reach and resonate with their target audience (Robins, 2005). Here's a more detailed look at cultural factors in consumer behaviour:

Culture: Culture encompasses the values, beliefs, customs, and norms of a society. It profoundly affects consumer behavior as it shapes people's preferences, attitudes, and lifestyle choices. For example, cultural factors can determine whether a product is considered acceptable, desirable, or taboo within a particular culture.

Subculture: Within larger cultures, subcultures exist, which represent smaller groups with shared values or characteristics. Subcultures can include factors such as ethnicity, religion, nationality, age, and gender. These subcultures often have their own distinct consumption patterns and preferences.

1.9 Economical Factors

Economic factors are pivotal in shaping consumer behavior. These factors encompass income and purchasing power, employment stability, inflation rates, and the cost of living. They also extend to consumer debt, savings, and government policies. Global economic conditions, wealth disparities, and income distribution also play significant roles. Understanding these economic influences is essential for businesses and marketers to tailor their products, pricing strategies, and marketing campaigns to align with consumer financial circumstances and preferences. Economic conditions and consumers' financial health directly impact their spending patterns and choices, making these factors a crucial aspect of consumer behavior.

1.10 Tussar Silk

Silk, often referred to as the "queen of fabrics," has been treasured for centuries for its sheen, softness, and luxurious feel. In the diverse tapestry of silk varieties, Tussar silk, also known as Kosa silk, stands as a unique and culturally significant thread, particularly in India. With its

distinctive features, cultural importance, and eco-friendliness, Tussar silk has captured the hearts of many, making it an integral part of India's rich textile heritage.

Origin and Production

Tussar silk is sourced from the silk cocoons of wild silkworms, primarily the Antheraea mylitta and Antheraea proylei, which are found in the forested regions of India. These silkworms differ from their domesticated counterparts, which are used for mulberry silk production, by spinning their cocoons in their natural habitat, typically on trees. This fundamental difference in the production process contributes to the distinct qualities of Tussar silk.

The journey of Tussar silk begins with the harvest of these wild silkworm cocoons. Skilled gatherers carefully cut the cocoons from the branches, preserving the integrity of the silk fibers. The harvested cocoons are then subjected to a degumming process, where they are boiled or soaked to soften the natural sericin, a gum that holds the cocoon together. This process allows the extraction of the silk fibers, which are subsequently spun into the fabric that we know as Tussar silk.

Characteristics

One of the most defining characteristics of Tussar silk is its natural color. It often boasts a beautiful golden or beige hue, which gives it an earthy and organic appeal. This natural color is a departure from the white or off-white shade of mulberry silk. The surface of Tussar silk is textured and uneven, creating a raw and rustic charm. While it may not be as fine as mulberry silk, Tussar silk is celebrated for its durability and strength.

Tussar silk is widely employed in various aspects of Indian culture and fashion. It is favored for traditional and ethnic wear, such as sarees, suits, and kurta-pajamas. The fabric's unique texture and natural color make it a preferred choice for crafting contemporary and fusion wear, blending tradition with modernity. Tussar silk is also used in creating accessories like scarves,

stoles, and shawls. Moreover, it finds its place in home furnishings, including cushion covers, bedspreads, and wall hangings.

The cultural significance of Tussar silk cannot be overstated, particularly in states like Jharkhand and Bihar, where it is deeply woven into the fabric of life. It is a common sight at weddings, festivals, and other special occasions, worn with pride and reverence. Additionally, many handloom weavers and artisans in rural India depend on the production of Tussar silk for their livelihood, thus preserving the traditional art of silk weaving.

Sustainability and Challenges

Tussar silk embodies eco-friendliness in various ways. Its production relies on wild silkworms, reducing the need for controlled environments and intensive farming. This, in turn, lessens the environmental impact associated with sericulture. Furthermore, the dyeing process for Tussar silk often employs natural dyes, which are more sustainable than synthetic alternatives. However, Tussar silk production presents challenges. It is inherently seasonal, dependent on the availability of wild silkworms. This can make the industry unpredictable, with production varying from year to year. Moreover, Tussar silk faces stiff competition from other types of silk and synthetic fabrics in the market, necessitating innovative marketing and branding efforts.

To maintain the luster and quality of Tussar silk garments, dry-cleaning is recommended. This preserves the unique texture and color of the fabric. Additionally, it's advisable to shield Tussar silk from prolonged exposure to direct sunlight, as this can cause the colors to fade over time.

In conclusion, Tussar silk is not merely a fabric; it is a testament to India's rich textile heritage, a cultural symbol, and an eco-friendly choice in the world of textiles. Its unique characteristics, such as the natural golden color and textured surface, set it apart from other silk varieties. Tussar silk's cultural significance in various regions of India and its support for local artisans make it a precious and irreplaceable part of the country's cultural and economic landscape. As

we celebrate the heritage and significance of Tussar silk, we recognize it as the golden thread that weaves together tradition, sustainability, and craftsmanship, making it a truly cherished aspect of India's textile legacy.

1.11 Government major initiatives for Tussar Silk Products

The traditional Banarasi, Pochampalli, and Indian Tussar silk industries in India are not facing imminent closure. In fact, the Government of India has undertaken various schemes and initiatives to support the overall development and promotion of the handloom sector, including weavers involved in the production of these traditional silk varieties.

The demand for Indian Tussar silk has experienced substantial growth over the last three years, particularly during the XI Plan, resulting in a remarkable increase in Tussar silk production, as outlined in Annexure-2. Moreover, the earnings from the export of Tussar silk goods have seen positive trends, with revenues amounting to Rs. 219.71 Crore in 2010-11, Rs. 289.56 Crore in 2011-12, and Rs. 290.04 Crore in 2012-13.

The Government has taken several strategic steps to boost Tussar silk production and promote silk exports. These steps include quality certification programs under the Silk Mark Organization of India (SMOI), which has organized numerous Silk Exhibitions across the country in recent years, aimed at showcasing the authenticity and quality of Indian silk products. Furthermore, the Indian Silk Export Promotion Council (ISEPC) has played a significant role in organizing events like Silk Paradise, which has contributed to promoting silk exports.

To address the decline in handloom silk weaving, the Government of India has provided support for the development of silk weaving sectors in Varanasi and Pochampally. These initiatives involve the implementation of post-cocoon sector schemes, including support for the establishment of shuttleless looms, loom upgradation, and the development of certified

handlooms specifically designed for silk. Additionally, support extends to areas such as computer-aided textile designing and the establishment of Common Facility Centers for yarn dyeing and fabric processing.

Efforts to promote the cultivation of Tussar food plants have been implemented through the Centrally Sponsored Scheme known as the "Catalytic Development Programme" (CDP) in collaboration with state sericulture departments. Financial assistance is provided to stakeholders in the silk industry, with a particular focus on the Tussar silk sector. Moreover, special sericulture projects have been implemented through a cluster approach under the Cluster Development Programme. The production of Tussar silk in India has seen significant growth in recent years, with production reaching 1166 MTs in 2010-11, 1500 MTs in 2011-12, and 1705 MTs in 2012-13. The Indian Silk Export Promotion Council actively supports the exporting community through various activities, including participation in trade fairs, trade delegations, buyer-seller meets, conferences, and seminars, all of which fall under the MDA/MAI schemes of the Government of India.

The Government, through the Central Silk Board, has implemented measures to boost silk exports, including the development of new silk varieties suitable for export, improved devices and machinery to enhance silk quality and productivity, and the rationalization of value addition/input-output norms. Additionally, import duties on silk machinery have been reduced to 10%, and various benefits, including duty-free import of raw materials, have been provided to exporters.

In summary, the Government of India has taken proactive steps to bolster the traditional silk industries, promote silk exports, and support the silk weaver community through a series of well-planned initiatives, resulting in increased production and demand for Indian silk products.

Source- This above information is based on a written reply given by the Minister of State in the Ministry of Textiles, - See more at https://texmin.nic.in/whos-who.

1.12 Tussar Silk Market

India's prominence as the second-largest producer of Tussar silk is a testament to the rich tradition and growing significance of this unique silk variety. Tussar silk, also known as tropical Tussar, is predominantly cultivated, and harvested by tribal communities, making it an essential source of livelihood for these indigenous populations.

Key Production Regions:

Bhagalpur, Bihar: Bhagalpur, often referred to as the 'Silk City,' is one of the most renowned Tussar silk production centers in India. Tussar silk produced here is also known as Bhagalpur silk. The city has a long history of silk weaving, and its artisans are celebrated for their expertise in creating exquisite Tussar silk products.

Malda, West Bengal: Malda, located in West Bengal, is another significant hub for Tussar silk production. The region's artisans are known for their craftsmanship and play a pivotal role in the production of Tussar silk in the state.

Jharkhand: In recent years, the state of Jharkhand has emerged as a major producer of Tussar silk in India. Jharkhand's conducive climate and ecosystem provide an ideal environment for the rearing of wild silkworms responsible for Tussar silk production. This has led to a substantial increase in Tussar silk output in the region.

Chhattisgarh and Madhya Pradesh: These states in central India also contribute to the production of Tussar silk. Tussar silk production in these regions is vital to the economy and sustenance of local communities.

Cultural Significance:

Tussar silk holds immense cultural significance in various states of India. For instance, in Odisha, Tussar silk is used for the traditional art form of pattachitra, where intricately painted cloth is used to create stunning artwork, often depicting mythological and historical themes. In West Bengal, Tussar silk is used for the intricate kantha stitch embroidery, which is a significant part of the state's textile heritage.

Role in Tribal Livelihood:

One of the standout features of Tussar silk production in India is its reliance on tribal communities. These communities are intimately involved in the entire Tussar silk production process, from rearing the wild silkworms to weaving the fabric. Tussar silk provides a sustainable source of income and employment for these tribal populations, helping preserve their traditional way of life and craftsmanship.

Economic Impact:

The growth in Tussar silk production in states like Jharkhand has had a positive economic impact on the region. It has generated income and employment opportunities for local communities and contributed to the economic development of the state.

Growing Demand:

The uniqueness and natural beauty of Tussar silk have led to a growing demand for Tussar silk products, both within India and on the international market. Consumers appreciate the eco-friendliness and distinctiveness of Tussar silk, which has further fueled its production.

Therefore, the present research work has been carried in the Jharkhand state; therefore this paragraph focuses on Tussar silk market in Jharkhand.

In the region of Jharkhand and the adjacent districts of Bengal, silk production was historically dominated by mulberry silk. Tussar cocoons were primarily reared on asan and sal trees within

the forests of Santhal Pargana. The worm known as "Tussar" was indigenous to the jungles of Santhal Pargana, and it was mainly the tribal communities, particularly the Santhals, who were engaged in the rearing and collection of the Tussar worm. In Sherwill's survey of 1885, it was observed that Tussar silkworms were primarily collected in the districts of Dumka and Deoghar by the Santhal tribes and were then exported to Bhagalpur in Bihar. These tribal communities often engaged in barter, exchanging commodities such as cotton cloth, rice, and salt for their Tussar cocoons. Notably, the Tussar cocoon producers had limited direct access to the market and relied on intermediaries. Recently, the Jharkhand government has taken significant steps to revolutionize Tussar silk production. They introduced their brand, "Mayurakshi Silk," with a mission focused on the concept "Farm to fabric." This initiative aims to eliminate the role of middlemen by establishing their own production units, thereby enhancing the production and marketing of Tussar silk. As a result of these efforts, the state has seen a positive impact on the silk industry. In the year 2018-19, the total raw silk production in India increased by 10.52% compared to the previous year. Among the four varieties of silk produced during this period, Tussar silk accounted for 8.44% of the total, equivalent to 2.97 metric tons, making it the second-highest contributor. Mulberry silk remained the predominant variety with a share of 71.50%, amounting to 25.12 metric tons. Overall, the total raw silk production in the country in 2018-19 reached 35.26 metric tons.

1.13 Purchase Intention

Purchase intention is the inclination or predisposition of a consumer to buy a specific product or service. It is influenced by various factors such as product quality, price, brand reputation, consumer reviews, marketing efforts, personal preferences, cultural influences, and convenience (Morrison, 1979). Understanding purchase intention is crucial for businesses to tailor their marketing strategies and product development to attract potential customers effectively (Chen, Hsu and Lin, 2010). It is part of the broader consumer purchase decision

process, which includes recognizing a need, gathering information, evaluating alternatives, forming purchase intentions, making purchase decisions, and post-purchase evaluation. Recognizing and influencing purchase intention helps businesses boost sales and enhance customer satisfaction.

1.14 Motivation for the study

The study of factors influencing buying behavior for Tussar silk is motivated by several key considerations. Firstly, Tussar silk holds immense cultural significance in regions where it is traditionally produced and worn, such as parts of India. Understanding the factors that motivate consumers to purchase Tussar silk can not only help preserve this cultural heritage but also contribute to its continued promotion. Secondly, Tussar silk production is a substantial source of livelihood, especially for tribal populations. By comprehending the factors that influence buying behavior, the study can provide valuable insights into how to support these communities and boost the local economy, thereby enhancing the socio-economic fabric of these regions.

Thirdly, Tussar silk is widely appreciated for its eco-friendliness, as it is produced from wild silkworms in natural habitats. Investigating the factors that drive consumers to choose eco-friendly products can contribute to promoting sustainable practices within the textile industry, aligning with the broader global trend toward environmentally conscious consumerism. Furthermore, this study is motivated by the desire to foster market development. By understanding consumer preferences and motivations, businesses and artisans can refine their marketing strategies and product development, thus expanding the Tussar silk market to attract a broader consumer base. It's also essential to consider the competitive positioning of Tussar silk products within the broader textile industry. Understanding what drives Tussar silk purchases can help businesses and artisans better position their products in the market, differentiating them from other silk varieties and synthetic fabrics. Moreover, cultural and fashion trends continually evolve, impacting consumer buying behavior for Tussar silk. By

studying these influences, this research aims to help businesses stay relevant and appealing to changing consumer preferences, aligning their products with current cultural and fashion trends. Lastly, Tussar silk is a niche product, and consumer awareness about its unique qualities and cultural significance may be limited. Therefore, this study is motivated to provide insights into how to educate and inform potential customers about the value of Tussar silk, raising awareness and understanding of this exceptional silk variety.

In summary, the motivation for this study lies in understanding the multifaceted motivations and influences behind consumer buying behavior for Tussar silk. By gaining these insights, the study aims to support cultural preservation, economic development, sustainability, and the growth of the Tussar silk market, benefiting both producers and consumers while aligning with evolving consumer preferences and values.

1.15 Scope of the study

This research project on factors influencing buying behavior for Tussar silk in the Jharkhand region encompasses a comprehensive scope to gain a holistic understanding of consumer preferences and motivations. The geographical focus is primarily on Jharkhand, including key Tussar silk-producing districts such as Hazaribagh and Ranchi. It also considers diverse consumer segments, including urban and rural populations, tribal communities, and non-tribal residents, acknowledging that cultural, economic, and social factors may influence their buying behavior differently.

The study recognizes the profound cultural significance of Tussar silk within the Jharkhand region, particularly its role in local customs, ceremonies, and attire. Additionally, the research delves into the economic implications of Tussar silk, exploring how buying behavior impacts local livelihoods, income generation, and employment in the region. Sustainability and eco-

friendliness will be assessed, given the growing global emphasis on these aspects and the natural production processes associated with Tussar silk.

Market development and competitive positioning strategies within the broader textile market are integral components of the study, as is the exploration of evolving market trends and consumer awareness levels. This research also provides the opportunity for a comparative analysis with other silk varieties and fabrics to determine why consumers in Jharkhand opt for Tussar silk over alternatives. Ultimately, the scope aims to evaluate the market potential of Tussar silk, considering the cultural, economic, and environmental factors influencing consumer behavior in this region.

1.16 Applied Value of the Research

The study on factors influencing buying behavior for Tussar silk in the Jharkhand region holds significant applied value for multiple stakeholders. For Tussar silk producers and artisans, the research serves as a practical guide for tailoring products and marketing strategies to align with consumer preferences, ultimately expanding the Tussar silk market within the region. Furthermore, the research's insights into economic implications can inform strategies for sustainable economic development by highlighting the impact of buying behavior on local livelihoods and employment. In an era of increasing environmental consciousness, the study's focus on consumer preferences for eco-friendly products can encourage Tussar silk producers to adopt sustainable practices. Additionally, the study sheds light on the cultural significance of Tussar silk, aiding in the preservation of local customs and traditions, which can be incorporated into product offerings. For businesses, this research supports effective competitive positioning within the broader textile market. Moreover, it can enhance consumer awareness about Tussar silk's unique qualities, cultural relevance, and eco-friendliness, which can be achieved through targeted marketing and educational campaigns. Policymakers can also benefit

by formulating policies that support the Tussar silk industry, including incentives for sustainable production, marketing support, and infrastructure development. The insights into cultural and fashion trends offer opportunities for marketers and designers to create Tussar silk products that resonate with contemporary consumer preferences. Finally, the knowledge of consumer preferences can drive product customization and innovation, catering to specific needs and enhancing product value. In sum, this research enhances the competitiveness and sustainability of the Tussar silk industry while preserving its cultural heritage and fostering economic growth in the Jharkhand region.

Chapter 2

Review of Literature

2.1 CONSUMER BEHAVIOUR

Consumer Behaviour is a field of study which grows rapidly. It is a wider concept that studies the reasons for the consumer in selecting the product which satisfies their need or want. The American Marketing Association defines Consumer Behaviour as "the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives". To succeed in a dynamic marketing environment, marketers have an urgent need to learn and anticipate whatever they can about consumers. The better they know and understand about the consumers, the more advantages it would prove in accomplishing their organizational objectives (Hasan and Nika, 2017). It is important to understand how and why customers purchase the goods they require, as well as where, when, and from whom they do so. When analysing customer behaviour, there are many different factors to consider. The study of consumer behaviour aids in explaining why customers choose a product, understanding their reactions to the product, and motivating them to purchase to learn about their opinions on product improvements. Consumer behaviour is changing, becoming more interactive, and requiring both giving and receiving in return. in the 21st century, rapid change in the environment and consumer test and preference has created the importance for understanding consumer buying behaviour.

Numerous research investigations have shown that people tend to be extremely devoted to the brands of the goods they usually buy. However, it can be challenging to keep clients in a market that is both fiercely competitive and unstable. Since the early 1980s, India has seen a number of cutting-edge and aggressive marketing tactics as the country has transitioned from a seller's market to a buyer's market. Consumer lifestyle changes, the proliferation of goods and brands, and the diversity of consumer preferences are just a few of the elements that have significantly impacted the state of marketing today. In the market, there are two important players one is a

consumer who buys or uses the goods or services and another one is a marketer who provides the services (Mishra and Devakumar, 2018). The most challenging work for any marketer is to understand the consumer need, want, and demand and also analyse the behaviour aspect to get the competitive edge over the competitors. therefore, buying behaviour is extremely complex, therefore more and more research work is needed to understand the consumer buying pattern (A, 2019). Consumer buying behaviour deeply depends on consumer value, attitude, belief system, and perception (Ramya & Ali, 2016).

2.2 NEED FOR CONSUMER BEHAVIOUR

Understanding consumer behaviour in the Tussar silk product market is essential for several reasons, each contributing to the overall success and sustainability of businesses within this industry. Here are key points highlighting the need for a thorough comprehension of consumer behaviour in the context of Tussar silk:

Cultural Sensitivity and Significance (Tripathi and Gurjar, 2016)**:**

Tussar silk is often deeply rooted in cultural traditions and rituals. Knowledge of consumer behavior helps businesses align their marketing strategies with the cultural significance of Tussar silk, ensuring that products resonate with consumers on a cultural and emotional level.

Tailoring Marketing Strategies (Management and Science, 2021)**:**

Consumer behavior insights aid in tailoring effective marketing strategies that appeal to the preferences and values of the target audience. Whether emphasizing the craftsmanship, traditional production methods, or environmental sustainability, understanding consumer motivations helps in crafting compelling and resonant marketing messages.

Product Differentiation(Durmaz, 2014):

Tussar silk faces competition in the broader textile market. Awareness of consumer preferences enables businesses to differentiate their products effectively. Understanding which features or

aspects of Tussar silk are most valued by consumers allows for strategic positioning against other silk varieties or textiles.

Social and Peer Influences (Dhaliwal, 2016)**:**

Social factors play a crucial role in shaping consumer choices. Understanding how social norms, peer recommendations, and family traditions influence Tussar silk purchases allows businesses to leverage these influences in their marketing efforts and build a sense of community around their products.

Digital Landscape and Online Presence (Hasan and Nika, 2017)**:**

As consumer behavior increasingly shifts towards online platforms, understanding the digital consumer journey becomes imperative. Knowledge of how consumers engage with Tussar silk products online, including the impact of social media and online reviews, enables businesses to optimize their online presence and effectively target digital-savvy consumers.

Quality and Customer Satisfaction (Mishra and Devakumar, 2018)**:**

Tussar silk consumers often prioritize quality and craftsmanship. Monitoring consumer behavior post-purchase helps businesses gauge customer satisfaction, identify areas for improvement, and build brand loyalty. Positive post-purchase experiences contribute to repeat business and positive word-of-mouth, crucial for sustained success.

Adaptation to Changing Trends(Hogg *et al.*, 2006)**:**

Consumer preferences are dynamic and subject to change. Regularly analysing consumer behaviour allows businesses to adapt to evolving trends, ensuring that Tussar silk products remain relevant in the market. This adaptability is crucial for long-term success in a competitive industry.

In conclusion, a nuanced understanding of consumer behaviour in the Tussar silk product market is vital for crafting effective marketing strategies, ensuring cultural alignment, and meeting the evolving demands of consumers. This knowledge empowers businesses to not only survive but thrive in a competitive marketplace while maintaining the authenticity and cultural significance of Tussar silk.

2.3. Evolution of Tussar Silk in India

Tussar Silk, commonly known as "Wild Silk," "Tussar Silk," or simply "Tussar Silk," is a beautiful thread made from a wide-winged, yellowish-brown moth. These moths are known by their scientific name, Antheraea Paphia, and they belong to the Saturnid or Emperor Moth family**.** Tussar silk is used to make Tussar silk sarees and silk suits because it is much more textured than mulberry silk. Tussar silk makes it simple to create Indian clothing that is influenced by customs and values. Its dull gold texture serves as an ideal foundation for embroideries and print motifs that draw inspiration from nature.

Tussar sericulture is practised in the states of Jharkhand, Orissa, West Bengal, Madhya Pradesh, Chhattisgarh, Uttar Pradesh, Maharashtra, Telangana, and Bihar, with Jharkhand being the leading producer and accounting for 80% of Tussar silk production, employing approximately 1.5 lakh farmers in rearing, reeling, and weaving activities. This is an agro-based, cottage industry that is "a way of life" for Tussar silk has a high ethical value in addition to being renowned for its charm, texture, and natural golden hue. Production of tussers is a rural craft. Traditionally, women in tribal and rural communities were taught how to extract silk from cocoons and use the resulting threads to weave fabrics. Like most other textile arts, tussar also developed into a fabric of mechanisation. Compared to other types of silk, tussar silk has far more texture. The cloth is also far more porous and permeable than the other types and cooler as well. Tussar is quite comfortable to wear in warm climates since it is cooler than other types of silk. The subcategories of Tussar, which is a type of Silk in and of itself, are Katia, Ghhichha, Thigh reeled, and machine reeled. Tussar Ghichha and Mulberry Ghiccha, two separate varieties with their own names, are produced by further permuting and combining these varieties.

The world is constantly muddling through climate change, loss of biodiversity and resource inadequacy. Tussar sericulture illuminates a way to preserve biodiversity while also empowering the tribal population. This is an exceptionally environment-friendly industry as it can be carried out with the least efforts even in remote forest villages. In contrast to mulberry silk, it does not require electricity or composite machinery. Without injuring, mistreating, abusing, or exploiting the silkworms, Tussar silk is produced. It is frequently called "Ahimsa Silk." The word "ahimsa," which means "non-violence," denotes the harmlessness of this sericulture. Contrary to traditional mulberry silk, which boils the cocoons while the silkworm is still within, the moth is permitted to exit the cocoon before the cocoons are removed from the branches of Asan or Oak trees. Tussar silk is more expensive than other types of silk since it isn't fed on mulberry. Tusser silk worms are actually a less expensive variety because to the way they are raised. Nevertheless, Tussah silk is a distinguished kind much like any other. Rural and tribal labour is often utilised in the Tussar silk business. The women who are employed by the sector receive training in the creation of silk. A single 10 metre Tussar silk cloth takes them 3 days to complete. This is the reason that Tussar silk is viewed as not only a sustainable source of fabric production, but also as a lifeline for indigenous population that are depended on it from a long time ago.

2.3.1 Tussar Silk Market in India

India is the second largest producer of silk in the World. Tussar silk contributes around 10% of the total silk production. It involves the raising of food plants for silkworm, rearing of silkworm for production of cocoons, reeling and spinning of cocoon for production of yarn which is used to manufacture fabric. Sericulture is an agro-based industry with enormous potential to boost the rural economy of our country. India is the 2nd largest producer of silk with the production of 23,000 MT following china occupying the top position producing 90,000 MT

silk. India produces a variety of silks like Mulberry, Tussar or Tussar, Muga, Eri, etc. Jharkhand is the only supplier of certified organic silk in the world and has a huge potential with 82% of the whole tussar production in India. Tussar seed production, silkworm rearing, and harvest of cocoons belong to this segment. Rearers, majorities of whom are tribal people, live in the forest or in the fringe areas. Low level of economy, the suitability of Tussar for utilizing family labor, favorable weather conditions and low investment and low economic gestation of the business sustains nearly 100,000 families. Tussar sericulture is a labor-intensive, agricultural cottage industry that gives the disadvantaged people a second line of work. This is an example of a cottage industry with a cheap entry cost that tribal member can pay, a gestation period of only two weeks, a large pool of skilled labour, and a readily available work force. Tussar sericulture has the potential to reduce rural migration to urban areas in search of viable jobs, thereby lowering the rising population concentration in urban areas, as an alternative source of income.

There are several factors that put India in a good position to promote tropical Tussar sericulture-based livelihoods on a large scale, including: a favourable agro-climate for Tussar silkworm rearing; the availability of large tracts of wastelands owned by the poor that could be used for host tree plantations and, eventually, for silkworm rearing, the presence of asaan and arjuna trees in natural forests, low opportunity costs of labour, kharif paddy-based agriculture etc. tussar sericulture, thus, is a path towards sustainable development as it not only provides an alternative employment opportunity and empowering the rurals and tribals, but also preserves the silkworms and moths which can be endangered if the trend continues.

Last year the Jharkhand government has launched its brand Mayurakshi Silk with the mission “Farm to fabric”. Where they are trying to eliminate middlemen by setting up their production unit and thereby improving the production of Tussar silk. The total raw silk production in the country increased by 10.52% during 2018-19 over the previous year. Among the four varieties

of silk produced in 2018-19 Tussar accounts for 8.44% (2.97 MT) which is the second-highest, mulberry being the top with 71.50% (25.12MT). The Total raw silk production in the year 2018-19 is 35.26MT

Dumka district which is turning into a Tussar silk capital of India, whose buying decisions will be based on the influence of values, beliefs, customs and practices and behavior of the particular society of which they are a part.

Tussar sericulture is one such business that has a secure future because of the rise in demand for silk from nations like Thailand, Italy, Japan, France, the United Arab Emirates, Korea, and Vietnam as a cheaper and more environmentally friendly alternative to mulberry silk. Jharkhand has the capacity to absorb a significant section of the rural and tribal population into the different activities related to this, in addition to having the potential to double its production several times to meet the rise in demand.

Furthermore a study on buying behaviour of working adults Towards Standard apparels in selected Indian cities (Khare, 2015). This study determines both consumer buying behaviour and impact of advertisements on it, with special reference to metropolitan cities like Delhi, Mumbai, and Bangalore. India is a country where we can find unity in diversity. The change in lifestyle has influenced the change and diversification in the fashion world. In India, apparel industry is the second largest industry in both organized and unorganized retail market, with 51 % of FDI in multi -brands. Numerous rural families in Santhal Pargana and Jharkhand could benefit greatly from the employment and income generated by the production of tussar silk if new technological tools are implemented, production and marketing methods are understood and put into practise, and consumers' needs and purchasing patterns are taken into account. Marketers constantly make an effort to comprehend and research consumer behaviour. This could be viewed as an effort to comprehend and foresee human behaviour in the buying role.

2.4 Review of Literature on factors influencing consumer buying behavior

Author Details	Literature Type (Research Paper, Review Paper, Chapter of a Book, etc.)	Theory/Method, Context/Sector/ Sample	Findings From Study
(Grace Annapoorani, 2021)	Research paper (Qualitative Analysis)	Sustainable Development Theory	The study emphasizes the multifaceted impacts of the handloom industry on sustainability, culture, and the economy, highlighting the challenges it faces and the importance of preserving traditional weaving communities for holistic development.
(Krishnaraj, Elangovan and Prakash, 2022)	Research Paper	Consumer Behavior Theory	This research paper focuses on the consumer behavior aspects related to palm leaf products in the handicraft sector of South India, providing practical insights for artisans to align their products with consumer expectations and, consequently, enhance their income.
(Sivakavitha and Selvasundaram, 2019)	Research Paper	Consumer Behavior Theory: Segmentation, Targeting, and Positioning (STP) Theory	This research paper focuses on understanding and analyzing consumer buying behavior in the silk products industry, with a specific emphasis on the youth demographic. The study underscores the importance of demographic variables and recommends strategic approaches such as segmentation, targeting, and

			positioning for marketers in the silk products market.
(Mishra and Devakumar, 2018)	Research Paper	Green Consumer Behavior Theory; Generation Cohort Theory	This study focuses on identifying and understanding the factors influencing green consumer purchase behavior for organic apparel products in India. The study recognizes generational differences in consumption patterns and highlights a recent increase in the transition toward organic clothing. The developed conceptual framework is expected to contribute to practical implications for retailers, marketers, and the overall growth of the organic clothing market in India.
(Kethan *et al.*, 2022)	Research Paper	Sustainable Livelihood Theory; Consumer Behavior Theory	This research paper concentrates on the handloom sector in Andhra Pradesh, particularly in Rayalaseema and the Coastal Region. The study investigates the problems and prospects of the sector, emphasizing its economic contribution and livelihood opportunities. Findings highlight the distinctive nature of handloom products, challenges faced by the decreasing weaver population, and the potential for handloom to become a brand, particularly with increased customer awareness and experience.
(Verma et al. 2020.)	Case Study	Industry Benchmarking Theory; Economic Development Theory	This case study focuses on the handloom textile industry, specifically the silk handloom sector in Bhagaiya, Jharkhand. It combines economic

			development theory and industry benchmarking theory, utilizing a case study and diagnostic study to provide a thorough understanding of the challenges and opportunities present in the sector.
(Agrawal, 2021)	Literature review	NA	The findings highlight challenges faced by traditional crafts despite revival efforts, emphasize the impact of synthetic materials, and stress the need for awareness campaigns, digital engagement, and enhanced customer experiences to sustain and promote handloom and handicrafts in the market.
(Vyshnavi and Nair, 2017)	Literature review	NA	The findings underscore the impact of synthetic materials on handlooms, the role of government initiatives in revival, global export markets, challenges faced in terms of decreasing weaver households, and identified needs for sustaining handlooms through market research insights and large-scale awareness campaigns.
(Mohitkumar Trivedi, Vasavada-Oza and Krishna, 2020)	Research Paper	Theory of reasoned action (TRA): Theory of Planned Behavior (TPB)	This research paper employs an integrated theoretical model to explore the influence of story marketing and the region of origin on consumers' attitude and purchase intentions for Indian handloom products. The study establishes a mediating effect of perceived value and provides practical insights for marketers in terms of

			message framing and positioning strategies.
(Prathap and CC, 2022)	Research Paper	Principal Agent Theory	The research paper focuses on factors influencing the purchase intention of traditional handloom apparel with GI certification, employing an integrated model. The study emphasizes the role of quality consciousness, product diagnosticity, and perceived information asymmetry, revealing the mediating role of perceived quality and product trust. Practical implications include recommendations for marketing strategies and suggestions for extending similar research to other products with GI labels.
(Joshi and Rahman, 2015)	Review paper	NA	The review paper analyzes empirical articles on green purchase behavior, focusing on attitude-behavior inconsistencies. It identifies motives, facilitators, and barriers influencing green purchase decisions, categorizes factors, and highlights major determinants. The study contributes to understanding predictors of green purchase behavior and offers implications for policymakers and managers in promoting environmentally friendly purchasing.
(Shrum, McCarty and Lowrey, 1995)	Research Paper	NA	The research paper focuses on constructing a psychographic profile of green consumers, revealing characteristics related to purchase

			behavior, attitudes toward advertising, and media preferences. The study emphasizes the receptivity of green consumers to green marketing but highlights the importance of avoiding ambiguous or misleading messages in advertising to maintain their trust.
(Roy and Mohapatra, 2023)	Research Paper	Theory of cultural embeddedness	The research paper employs a multiple-case-study design to explore the linkages between culture, creativity, and innovation in the handicraft sector in Odisha and Maharashtra, India. The study presents a process model highlighting the influence of cultural backdrop on creativity, the impact of innovation on marketability, and a reverse relationship between innovation and creativity. Cultural embeddedness and clustering are identified as moderators in this relationship, with implications for both theory and policy in the handicraft industry.
(Durmaz, 2014)	Research Paper	Maslow's Theory of Motivation; Drive Reduction Theory; Balance Theory	This research paper investigates the influence of psychological factors on consumer buying behavior, focusing on Turkey's seven regions. The study employs a face-to-face survey with

			1400 participants, providing insights into consumer behavior across different regions. The use of computer packet programs enhances the methodological contribution, offering valuable information for understanding and interpreting the impact of psychological factors on buying behavior in the Turkish context.
(Koli, 2023)	Research Paper	NA	This research paper explores the buying behavior of Indian consumers, focusing on Assamese muga mekhela chador. The study identifies key criteria for purchasing craft items, emphasizing handmade, authenticity, and sustainability. Craft design and price are highlighted as crucial factors, and the study emphasizes the need for state intervention in craft certification. The lack of awareness about sustainable consumption among Indian craft consumers is also noted. The study contributes valuable insights to the consumption literature and provides implications for policymakers and organizations in understanding and catering to the domestic craft market in India.

(Tirpude, Alam and Saha, 2019)	Research Paper	NA	This research paper focuses on developing package designs for traditional handloom products of Himachal Pradesh, India, specifically readymade woolen garments. The study identifies seven products, evaluates the latest packaging trends, considers various parameters in design research, and conducts consumer perception studies. The technical specifications are developed based on prototypes, and innovative packages with distinct graphics are recognized as the best. The study emphasizes the importance of consumer-centric package design, considering factors such as visibility and sustainability. The findings have implications for packaging designers aiming to align with consumer perceptions and market trends.
(Barrera-Verdugo and Villarroel-Villarroel, 2022)	Research Paper	NA	This research paper investigates the influence of attributes related to sustainable clothing selection on the frequency of sustainable purchase and post-purchase actions, considering the impact of gender and age/generation. The study employs the Young

			Consumers' Sustainable Consumption Behavior method and analyzes responses from 240 university students in Chile. Significant differences are observed between groups, emphasizing the need for targeted information about sustainable clothing attributes and suggesting the importance of strengthening the sustainability-quality relationship, particularly among older generations and men.
(Pandit *et al.*, 2020)	Book Chapter	NA	The chapter contributes to the discourse on transforming the handloom fabric industry towards sustainability. By introducing a low-cost and eco-friendly approach to natural dyeing, it addresses key challenges and explores opportunities for a more sustainable and circular handloom textile sector.
(Patra, 2021)	Research paper	NA	The research paper contributes to the understanding of the profitability of handloom products in specific regions of Cuttack district, Odisha. It combines primary and secondary data to provide insights into the economic dynamics, challenges, and unique factors influencing the handloom industry in the selected areas.
(Yadav and Jena, 2022)	Research paper	NA	The research paper contributes to the discourse on the challenges faced by the handloom sector in India and the possibilities and challenges associated

			with adopting technology, particularly e-commerce. The findings may offer insights into strategies for the sector's survival and the enhancement of weaver incomes through modern technological interventions.
(Faruque and Guha, 2023)	Research Paper	NA	The research paper contributes valuable insights into the marketing efficiency and channel selection patterns among handloom micro-entrepreneurs in rural Assam. By utilizing a multinomial logistic regression model, the study identifies key factors influencing the decision-making process and provides practical implications for improving the marketing strategies and economic outcomes for micro-entrepreneurs in the handloom sector.
(Gopura and Wickramasinghe, 2023)	Research Paper	NA	The research paper contributes to the handloom textile sector in Sri Lanka by proposing a novel product development approach based on the socio-emotional identities of handloom artisans. The study aligns with global fashion trends and emphasizes the cultural richness that can be infused into handloom products. The findings have implications for acknowledging artisans, fostering innovative approaches, and potentially influencing product development strategies in the broader South Asian region.

(Reddy and Abdul, 2013)	Review Paper	NA	The findings highlight the complex interplay between economic reforms, the declining handloom industry, and the potential role of microfinance in mitigating challenges. Microfinance emerges as a valuable tool not only for addressing financial constraints but also for fostering community resilience, preserving cultural heritage, and steering the handloom industry towards sustainable and inclusive growth.

The literature reviewed underscores the diverse array of factors that influence the consumer buying behavior of Tussar silk products. From cultural significance and aesthetic appeal to eco-friendliness and brand reputation, the decision-making process is multifaceted. As the silk industry continues to evolve, understanding these factors becomes imperative for stakeholders seeking to meet the dynamic demands of consumers in the market for Tussar silk products. Future research in this domain can further delve into the changing consumer landscape and emerging trends that shape purchasing decisions in the silk industry.

2.5 THEORIES OF CONSUMER BEHAVIOUR

Consumer theory is a way of thinking about how individuals choose to spend their money, as well as their preferences and financial constraints. Consumer theory demonstrates how people make decisions, set constraints, determine their income, and determine the costs of goods and services as a part of microeconomics.

The consumer must choose how to allocate his or her income among various goods. However, a few well-known economists have referred to this as the choice problem. Every buyer typically wants to purchase a combination of goods that makes him or her the happiest. The major theories of the consumer behaviour are obtained from the contributions of the social sciences.

They are classified as economic, psychological, psycho - analytic and socio – cultural theories. All these theories were found in relation to the laws of consumption. The increase or decrease in the consumption is based on the income considering certain assumptions related to spending habits, political conditions and economy. Understanding customer behaviour helps vendors forecast which of their goods will sell more, and it helps economists better understand the state of the economy as a whole.

2.5.1 Economic Theory (Schotter, 2008)

According to economic theory, the distribution of income determines the demand for goods and services. According to the conventional wisdom, consumers are aware of the prices of goods, and they choose which products to purchase based on their utility rather than their money. The demand for products and services is determined by the income distribution, in accordance with economic theory. The conventional wisdom holds that consumers are aware of product costs and pick which products to buy based more on usefulness than on cost. The consumer must choose how to allocate his or her income among various goods. However, a few well-known economists have referred to this as the choice problem. Every buyer typically wants to purchase a combination of goods that makes him or her the happiest. This depends on the customer's tastes and what the consumer is able to afford. Customers' preferences are sometimes referred to as their likes. Therefore, what the consumer can afford to buy depends on the cost of the goods and the customer's income.

2.5.1.1 Marginal Utility Theory (Kauder, 2015)

The marginal utility theory was coined by classical economists. In microeconomics, utility represents, the quantity of items consumed and the level of enjoyment or satisfaction a consumer experience. The concept of marginal utility describes how much more value or happiness a consumer receives by consuming a unit of a good. The marginal utility determines

whether people buy or keep shopping for the things that offer the greatest utility or satisfaction at reasonable prices. According to microeconomic theory, consumer decisions are based on margins, which means that consumers constantly weigh the marginal value of purchasing extra items against the cost of doing so. As long as the marginal utility of each extra unit is greater than its price, a buyer will purchase things. As soon as the price surpasses the marginal utility, a consumer quits consuming new things. Man makes sensible financial calculations and purchase judgments. Though this theory is not accepted as it does not explain how the brand or product performance.

2.5.2 Psychological Theory (Baltes, Staudinger and Lindenberger, 1999)

These theories emphasise the importance of experiential learners. The output or effects from these encounters will probably affect their behaviour going forward. They are also referred to as "Learning Theories." The idea of recurring purchases and brand loyalty gives marketing learning theory more relevance. Their mental state and thinking greatly influence what individuals purchase. Their viewpoint, attitude, and upbringing ultimately have an impact on what they choose to buy.

There are numerous models and theories of personal acceptance, such as the Theory of Reasoned Action (TRA), which forecasts how people will use technologies and discovered that attitudes toward behaviour and subjective norms have an impact on users' behavioural intentions (Montano and Kasprzyk, 2015).

According to the Theory of Planned Behaviour (TPB), subjective norms made up of normative beliefs, perceived behavioural control made up of control beliefs, and attitude toward the behaviour all have an impact on the behavior's aim (Ajzen, 1991)..

According to (Bandura and Walters, 1977), one of the most effective theories for understanding human behaviour is the social cognitive theory, which (Compeau, Higgins and Huff, 1999) expanded to include the use of computers. The core constructs of self-efficacy, affect, anxiety, outcome expectations-personal and outcome expectations performance as an independent variable and usage as a dependent variable were used in this model to study the use of computers, but the underlying theory and nature of the model allow it to be extended to acceptance and use of information technology. Perceived usefulness (PU) and perceived ease of use (PEU) are crucial in understanding technology adoption behaviour, according to the Technology Acceptance Model (TAM). These two elements affect attitude, which mediates the impact of PU and PEU on intention (Wu and Chen, 2005).

(Wu and Chen, 2005) has combined the predictors from the TPB and TAM models in an effort to explain usage intention. They concluded that attitude toward behaviour, which is composed of perceived usefulness, ease of use, and complexity, as well as normative influencer and subjective norms, influences the user's behavioural intention. Usage behaviour, on the other hand, is impacted by behavioural intention and perceived control. Apart from these, some well-known theories are

2.5.2.1 Stimulus response Theory (Koetting *et al.*, 2015)

The stimulus-response paradigm is a good place to start when trying to understand consumer behaviour. This theory was formulated by Purlon, Skinner, Thorndike and Kotler with performing experiments on the animals. According to the theory, learning occurs when a person responds to a stimulus and he or she is rewarded with the needs met because of a good reaction. The stimuli are continuous and fresh; they are remembered and addressed by the marketers through repetition of the adverts. This hypothesis was later improved, leading to the identification of four key processes including drive, cue, response, and reinforcement. Cues

indicate weaker stimuli, but drives are wants and motives that are stronger stimuli. The buyer is exposed to marketing and environmental cues. Certain purchasing decisions are influenced by the buyer's attributes and decision-making process.

To comprehend how each consumer makes purchases, the stimuli-response model of consumer behaviour is frequently employed (Koetting *et al.*, 2015). Four marketing stimuli dimensions are included in the model: product, price, place, and promotion. Other environmental stimuli, such as those related to politics, the economy, technology, and culture, can also have an impact on consumers (Kotler and Lee, 2008). The outcome of the stimulus is the response. The rewarding of prior experiences are reinforcements. Brand preferences are ramped up during the reinforcing phase, resulting in brand loyalty.

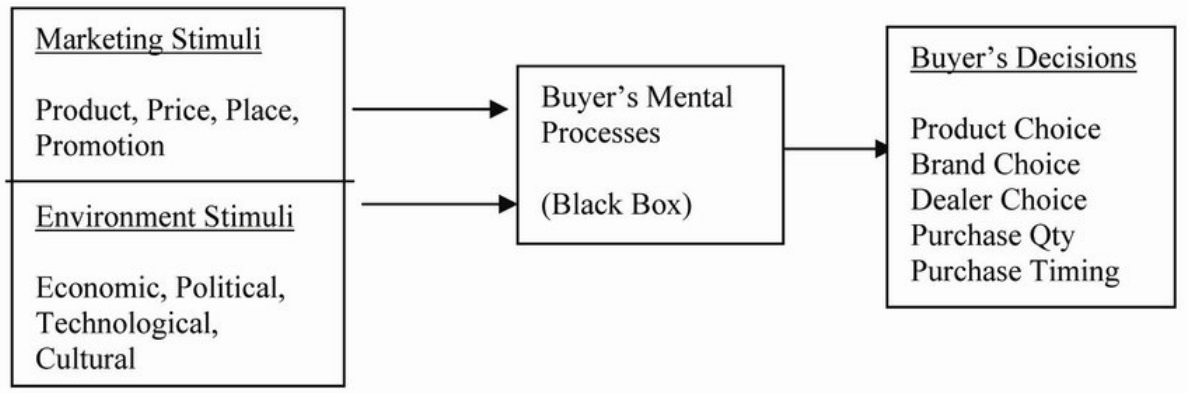


Fig 2.1 The basic Stimulus Response Model (Kotler, 1997)

2.5.2.2 Cognitive Dissonance Theory (Chapanis and Chapanis, 2017)

The cognitive Dissonance theory was developed by Festinger to explain the post-buying behaviour. Leon Festinger and James Carlsmith conducted an experiment in 1959 where volunteers were given monotonous activities to complete. According to Festinger and Carlsmith, individuals who had contradictory cognitions—telling someone that the activities were very entertaining and engaging while the reality was the opposite—experienced dissonance. It is concluded that to lessen cognitive dissonance, one of our beliefs must be

eliminated when it conflicts with another, previously held belief. According to researchers, dissonance can happen in three different ways: Dissonance can be produced by any logical contradiction, to start. Inconsistencies between a person's attitude and behaviour or between two of his behaviours might cause dissonance, which brings us to our second point. Third, when a deeply held anticipation is disappointed, dissonance might happen.

For marketers, these changes in attitude, judgement, decision-making, and evaluation are crucial because they enable them to identify and lessen elements that lead to cognitive dissonance. This theory holds that the information, perception, beliefs, and attitudes of the customer condition the stimulus and need. Even after making a carefully considered purchase, the customer may feel some degree of discomfort, fear, or dissonance. Doubts about the choices taken have led to this dissonance. The customer weighs the benefits of the goods they buy against those of alternatives and may attempt to understand the disadvantages of the goods. To persuade the customer, the vendor should offer guarantees about the goods and explain why they made a good choice. This theory analyses both pre- and post-purchase concerns as well as behaviour.

2.5.3 Psycho Analytic Theory (Fenichel, 2014)

The thoughts of Sigmund Freud emerged as a theory called psycho –analytic theory. He claims that the id, ego, and super ego are the three fundamental dimensions upon which the personality is built. The super ego is a high consciousness and helps the person recognise morality. The id acts as an enjoyable act as a result of strong urges, the ego acts as an arbitrator to decide whether or not to make a purchase.

Quality of goods and services, consumer satisfaction, and business profitability are all closely related. Marketers always concentrate on the shifting customer trends and develop new tactics. To keep their profitable customer and stay away from competition, marketers need to have a

thorough understanding of both the theory and reality of consumer behaviour. Each and every factor influences and directly affects purchases as well as day-to-day decisions. Therefore, it is crucial for online marketers to pay close attention to them to discover the connections between their lifestyle, environment, and the items that impact consumers' online purchases. The marketing professionals also make use of the psychoanalytic theory. In the modern world, customer preferences have a major role in both the longevity of established companies and the success of new ones. Brands occasionally identify a target market to market their goods and launch or grow their businesses.

2.5. Socio Cultural Theory (Lantolf, 2000)

Socio Cultural Theories are also termed as group theories. Thorstein Veblen developed the idea in the year (1899), and it is also known as the Veblenian model. He highlighted that because humans are social animals, the group to which they belong has a significant influence on their needs and goals. Despite their loves and dislikes, people generally fit within society. Individual decision-making is greatly influenced by social factors such as culture, family, peer groups, and social class. Veblen asserts that consumer spending is mostly motivated by the desire to preserve social standing and reputation rather than by genuine requirements.

2.6 Theoretical Framework for The Study

Consumer behaviour, according to (Priest, Carter and Statt, 2013), describes the mental and emotional processes people engage in while selecting, utilising, and discarding goods and services that meet their most fundamental needs and desires. Consumer Behaviour represents the process of selecting, purchasing, and consuming products and services to meet their requirements. The elements influencing consumer behaviour must be examined and understood before a product is purchased or a service is used. The element that one buyer may consider to be crucial may be considered as less significant by another. The decision to buy is influenced

by a variety of elements, including cultural, social, psychological, and demographic and economic aspects. Consumers in general are members of the Gen X, Gen Y, and Gen Z generational cohorts, which are distinct groups of people who share similar characteristics such as birth year, age, place of residence, and key life events (Dash, Kiefer and Paul, 2021). Different generational groupings have distinct values, attitudes, and tastes. Based on the extensive literature review researcher have constructed seven hypotheses related to consumer buying behaviour and purchase intention of the consumer. The conceptual model is demonstrated in below given framework.

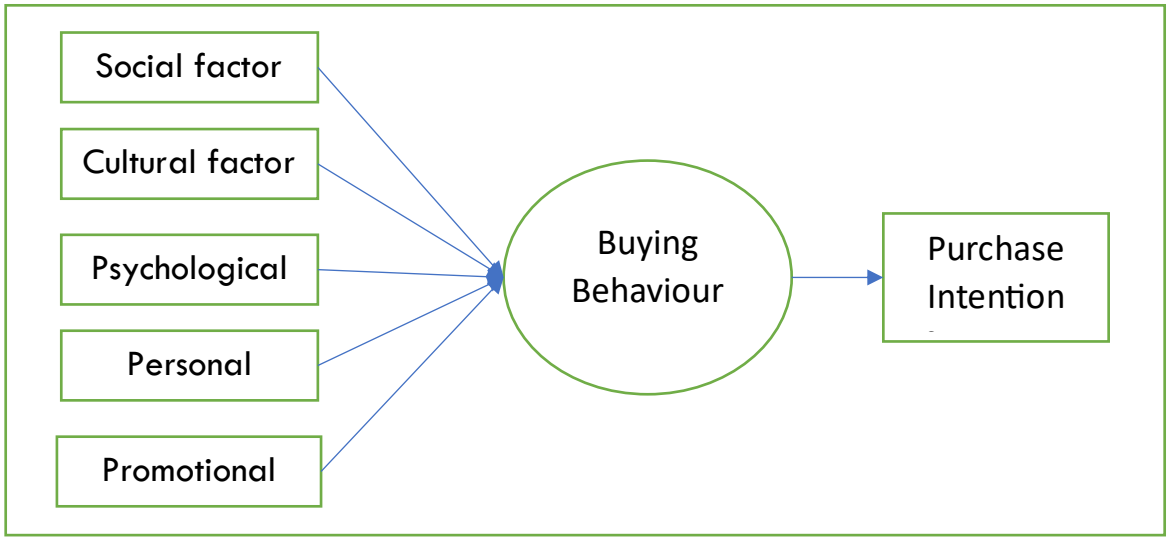


Figure 2.2: Theoretical Model

2.6.1 Theoretical Justification

Theory of Planned Behavior (TPB) (Conner and Armitage, 1998) can be applied to understand and analyze the factors influencing consumer buying behavior and purchase intention for Tussar silk products. The TPB is a well-established psychological model that explains how attitudes, subjective norms, and perceived behavioral control shape an individual's intentions and, subsequently, their actual behavior. Let's elaborate on how TPB can be linked to consumer behavior for Tussar silk products:

Application of TPB to Consumer Buying Behavior for Tussar Silk Products:

Attitudes :

In the context of Tussar silk products, attitudes refer to consumers' positive or negative evaluations of purchasing and owning Tussar silk items. Marketers can influence attitudes by highlighting the unique qualities of Tussar silk, such as its natural sheen, texture, and cultural significance.

Subjective Norms:

Subjective norms capture the perceived social pressure or influence regarding the purchase of Tussar silk. If individuals perceive that their peers, family, or social circles value and endorse Tussar silk products, it positively impacts their subjective norms and, consequently, their purchase intention.

Perceived Behavioral Control (PBC):

PBC in the context of Tussar silk products includes the consumer's perception of how easy or difficult it is to obtain, afford, and use Tussar silk. Factors such as availability, affordability, and knowledge about caring for Tussar silk contribute to perceived behavioral control.

Attitudes and Purchase Intention:

Positive attitudes toward Tussar silk, fostered through effective marketing and communication, contribute to a higher purchase intention. Emphasizing the luxurious feel, natural origins, and sustainable aspects of Tussar silk can shape positive attitudes.

Subjective Norms and Purchase Intention:

If consumers perceive that purchasing Tussar silk aligns with the expectations of their social circles or cultural norms, it positively influences their purchase intention. Marketing strategies can leverage social proof, endorsements, or cultural significance to strengthen subjective norms.

Perceived Behavioral Control and Purchase Intention:

Overcoming barriers related to Tussar silk, such as affordability or availability, enhances perceived behavioral control. Clear communication, accessibility, and affordability can positively influence consumers' confidence in their ability to purchase Tussar silk products.

Marketing Strategies:

Educational Campaigns:

Informing consumers about the unique features, craftsmanship, and cultural significance of Tussar silk can shape positive attitudes.

Cultural Significance:

Highlighting the cultural and traditional aspects of Tussar silk can strengthen subjective norms by connecting the purchase to cultural identity.

Affordability and Accessibility:

Ensuring competitive pricing, offering promotions, and enhancing accessibility through online platforms can address perceived behavioral control factors.

By integrating these elements, marketers can strategically use the Theory of Planned Behavior to understand, influence, and predict consumer behavior and purchase intentions for Tussar silk products.

Note: The source of the entire paragraph is (Conner and Armitage, 1998); however, author has interlinked the variables as per his understanding and requirement of the present research.

Summary

Consumer buying behavior within the context of the Tussar silk industry is a dynamic interplay of cultural, social, and economic factors that significantly influence purchasing decisions. This literature review aims to provide an in-depth examination of the existing research on consumer behavior specific to Tussar silk products, shedding light on the unique aspects that shape consumer choices in this niche market. The review commences with an exploration of the cultural significance of Tussar silk, particularly in regions where it is traditionally produced. It delves into how cultural values, rituals, and ceremonies impact consumer preferences, establishing a foundation for understanding the emotional and symbolic dimensions that influence Tussar silk purchasing decisions. Furthermore, the review investigates the role of social influences within the Tussar silk market, considering factors such as social norms, peer influence, and family traditions. It examines how societal perceptions of Tussar silk, including its perceived status and prestige, contribute to the formation of consumer attitudes and preferences. In the realm of marketing strategies, the review explores how branding,

advertising, and promotional activities affect consumer perceptions of Tussar silk products. It addresses the importance of conveying the unique qualities and craftsmanship associated with Tussar silk, and how these elements contribute to differentiation in a competitive market. Given the evolving landscape of e-commerce and digital platforms, the literature review also scrutinizes the impact of online channels on consumer behavior in the Tussar silk industry. It considers the role of online reviews, social media influence, and digital marketing in shaping consumer perceptions and choices, recognizing the need for a nuanced understanding of the digital consumer journey. Moreover, the review delves into the post-purchase behavior of consumers in the Tussar silk market, analyzing the significance of customer satisfaction, product quality, and after-sales service. It explores how positive post-purchase experiences contribute to brand loyalty and repeat purchases in the Tussar silk industry. In conclusion, this literature review offers a comprehensive synthesis of existing knowledge on consumer buying behavior specific to Tussar silk products. By illuminating the multifaceted factors that influence consumer decisions in this unique market, the review serves as a valuable resource for industry stakeholders, policymakers, and researchers seeking to navigate and capitalize on the intricacies of consumer behavior in the Tussar silk industry.

Chapter 3

Research Methodology

3.1 Overview

This chapter serves as the methodological cornerstone of the research, meticulously outlining the systematic approach undertaken to investigate the factors influencing the purchase intention of Tussar silk—a sustainable fabric. The choice of Tussar silk as the focal point of this study is deeply rooted in its cultural, economic, and ecological significance as a sustainable and eco-friendly fabric. As consumers increasingly gravitate towards environmentally conscious choices, understanding the intricate dynamics that drive their purchase intention regarding Tussar silk becomes paramount.

The primary objective of this research is to comprehensively unravel the multifaceted factors that underlie consumers' purchase intention towards Tussar silk. To achieve this, a sophisticated and multi-faceted research methodology has been methodically crafted. This methodology encompasses various critical components, including research questions, objectives, variables, hypotheses, data collection methods, and sophisticated statistical analysis techniques. The research philosophy underpinning this study primarily adopts a deductive approach, which involves testing existing theories and concepts to explore their direct applicability in the context of Tussar silk purchase intention. This deductive approach commences with the formulation of hypotheses grounded in established theories and subsequently tests them through rigorous empirical data analysis. Further, the study also takes a positive approach, focusing on objective measurements and looking for cause-and-effect relationships within the research framework.

To execute this research, a cross-sectional research design has been thoughtfully adopted. Cross-sectional studies are inherently valuable in capturing a snapshot of data at a specific

point in time, aligning with the dynamic nature of consumer preferences and perceptions, which can evolve over time (Olsen and St George, 2004; Setia, 2016). This design choice ensures a comprehensive exploration of the purchase intention of Tussar silk within the contemporary context (Levin, 2006). The data collection process employed in this study entails the careful assortment of primary data through structured questionnaires administered to a thoughtfully selected sample of respondents. These meticulously designed questionnaires serve as the primary instruments for capturing relevant information pertaining to consumer attitudes, perceptions, and crucial socio-demographic characteristics that may wield influence over their purchase intention towards Tussar silk. In the realm of data analysis, this research adopts a robust and multifaceted approach. It entails the deployment of advanced statistical techniques, including but not limited to multivariate regression analysis, Structural Equation Modelling (SEM) employing Smart-PLS, and the incorporation of cutting-edge machine learning approach namely hybrid SEM-ANN (Artificial Neutral Network) (Hair *et al.*, 2010; Akour *et al.*, 2022). These analytical tools empower the exploration of complex interactions among variables, providing a comprehensive and nuanced understanding of the multifarious determinants at play in shaping consumers' purchase intention for Tussar silk.

In summary, this chapter's comprehensive overview provides an illuminating and detailed insight into the research methodology employed to investigate the multifaceted factors that significantly influence the purchase intention of Tussar silk. It methodically outlines the hypothesized relationship, research design, data collection methods, and advanced analysis techniques.

3.2 Research Question

To investigate the research framework and assess the factor influencing Consumer Buying Behaviour and Purchase Intention, this study examines following questions:

Q1. How different factors (Personal, Cultural, Psychological, Promotional and Social) influence Consumer Buying Behaviour regarding Tussar Silk products?

Q2. How does Consumer Buying Behaviour influence the purchase intention for Tussar Silk products?

Q3. How does demographic background (Age, Gender, Income level, Occupation, family size and marital status) affect Consumer Buying Behaviour and Purchase Intention for Tussar silk products?

3.2.1 Statement of Problem

In the 21st century, the world grapples with monumental environmental challenges, including climate change, waste management, deforestation, and broader environmental degradation issues. These challenges necessitate a paradigm shift towards sustainable resource consumption and eco-friendly actions, making the promotion of sustainable practices imperative for contemporary society. The United Nations, through its Sustainable Development Goal 12 within the 2030 Agenda, underscores the global importance of sustainable consumption and production (Cf, 2015). In this context, understanding and influencing consumer behaviour is paramount. As consumers increasingly prioritize environmental protection and conservation, they are gravitating towards eco-conscious choices (Jhunjhunwala, 2022). This shift towards sustainable consumer behaviour addresses critical societal problems, such as the over-exploitation of natural resources and environmental degradation (Wang *et al.*, 2012; Varshneya, Pandey and Das, 2017). It aligns with the broader global objective of fostering sustainable development and mitigating the adverse impacts of human activities on the environment.

The purchase intention of Tussar silk, a sustainable and culturally significant textile, is influenced by a complex interplay of factors, including personal attributes, cultural norms, psychological motivations, promotional strategies, and social networks (Wu and Chen, 2014;

Ghose and Chandra, 2020; Mann and Kaur, 2020). Understanding the intricate dynamics that underlie consumer decision-making regarding Tussar silk is crucial in the context of shifting consumer preferences towards eco-friendly and culturally significant products. Moreover, the influence of demographic variables, such as age, gender, income, occupation, family size, and marital status, on consumer buying behaviour and purchase intention in this specific context remains an understudied aspect. While previous research has explored factors influencing consumer behaviour in various domains, there is a gap in the literature concerning the holistic understanding of how these factors collectively impact the purchase intention of Tussar silk. Furthermore, limited empirical research has examined the role of demographic variables as potential determinants in shaping consumer choices regarding Tussar silk.

This study aims to address these gaps in the literature by comprehensively investigating the multifaceted factors that affect consumer buying behaviour and purchase intention concerning Tussar silk. By exploring the interrelationships among personal, cultural, psychological, promotional, and social factors, as well as the influence of demographic variables, this research seeks to provide valuable insights for both scholars and industry practitioners. Ultimately, this study aims to contribute to a deeper understanding of the purchase intention of Tussar silk, facilitating informed marketing strategies and sustainable consumer choices in the textile industry.

3.3 Research Objective

The formulation of research objectives is a result of a thorough analysis of the research problem statement, conducted subsequent to an extensive exploration of the field and a comprehensive review of the literature presented in Chapter 2. These research gaps have been methodically identified to steer this research endeavour. The central focus of this study revolves around a critical examination of different factors and its effect on Consumer Buying Behaviour and Purchase Intention towards Tussar Silk products. Additionally, the effect of consumers'

demographic profile will also be considered for this study. Consequently, the research objectives have been thoughtfully crafted to align with this overarching theme, and they are outlined as follows:

1. To examine how different factors (Personal, Cultural, Psychological, Promotional, and social) influence Consumer Buying Behaviour regarding Tussar Silk products.
2. To understand how Consumer Buying Behaviour influences the purchase intention for Tussar Silk products.
3. To understand the relationship between demographic factors such as age, income, occupation, family size, marital status, and Consumer Buying Behaviour as well as Purchase Intention concerning Tussar Silk products.

3.4 Operationalization of Variables

This section expounds on the operationalization of key variables within the research framework, offering a comprehensive understanding of their definitions, measurement methods, and expected impacts on Consumer Buying Behaviour and purchase intention.

A. **Personal Factors**: Personal factors encompass the unique preferences, lifestyles, and individual characteristics that shape consumer choices. These will be assessed using a Likert scale within surveys to gauge the extent to which respondents' preferences, lifestyle, and characteristics influence their buying behaviour. Personal factors are anticipated to wield a significant influence on consumer buying behaviour, with individuals inclined towards sustainability displaying a higher propensity to purchase Tussar Silk products.

B. **Cultural Factors**: Cultural factors pertain to cultural norms, values, and traditions that mould consumer behaviour. These factors will be evaluated through survey questions designed to probe how cultural influences impact respondents' purchasing decisions.

Cultural factors are pivotal in influencing consumer buying behaviour, particularly within a context where sustainability aligns with cultural values, potentially driving higher purchase intention for eco-friendly products like Tussar Silk.

C. **Psychological Factors**: Psychological factors encompass the cognitive processes such as perception and motivation that underlie consumer choices. Surveys will delve into respondents' perceptions, motivations, and cognitive processes regarding Tussar Silk products to gauge these factors. It is expected that psychological factors will exert a substantial impact on consumer buying behaviour, with positive perceptions and motivations towards sustainability potentially leading to an increased purchase intention for Tussar Silk.

D. **Promotional Factors**: Promotional factors encompass advertising, sales promotions, and marketing strategies. They will be assessed by analyzing marketing campaigns and promotions, along with consumer feedback gathered through surveys. Effective promotional strategies are anticipated to positively influence consumer buying behaviour, potentially increasing the likelihood of purchasing Tussar Silk products.

E. **Social Factors**: Social factors encompass the influence of family, peers, and social networks on consumer choices. Analysis of social network interactions, family influence, and peer recommendations through survey responses will be conducted to gauge these factors. Social factors can exert a substantial influence on consumer buying behaviour, especially when there are positive endorsements from family and peers, potentially enhancing purchase intention for Tussar Silk.

F. **Demographic Factors**: Demographic factors include age, gender, income, occupation, family size, and marital status. General Information Schedule (a part of structured questionnaire) will be employed to collect data on these factors and understand their impact on consumer buying behaviour and purchase intention. Demographic factors are

expected to reveal distinct patterns in consumer behaviour, such as income levels correlating with the propensity to purchase sustainable products like Tussar Silk.

G. **Consumer Buying Behaviour**: Consumer buying behaviour refers to the process by which individuals make choices and decisions regarding the purchase of products or services. It involves a complex interplay of various factors, including personal preferences, cultural influences, psychological motivations, social interactions, and external stimuli such as promotional efforts. Understanding consumer buying behaviour is crucial for businesses as it enables them to tailor their marketing strategies and product offerings to meet the specific needs and desires of their target audience. In the context of this study, consumer buying behaviour is the focal point of analysis, aiming to uncover how various factors influence the decisions of consumers when considering Tussar Silk products and further how this behaviour purchase intention of consumers.

H. **Purchase Intention**: Purchase intention is a critical component of consumer behavior and reflects an individual's predisposition or willingness to buy a particular product or service in the near future. It is an important predictor of actual purchasing behavior and serves as an indicator of a consumer's inclination to make a purchase. Factors such as personal preferences, attitudes, and perceptions play a significant role in shaping purchase intention.

3.5 Hypothesis of the Study

Hypotheses in research represent educated guesses or statements that researchers make about the expected relationships between variables in a study. These statements are pivotal in guiding

the research process and serve as the backbone of scientific inquiry (Spencer, 1875; Diehr *et al.*, 1990). The concept of a hypothesis lies in its role as a testable proposition that, when investigated through empirical research, helps validate or disprove specific claims or expectations. These hypotheses provide a clear direction and purpose to a study, offering a structured framework for data collection, analysis, and interpretation. By explicitly stating what is expected, hypotheses allow researchers to focus their efforts and resources on investigating specific relationships. Moreover, hypotheses contribute to the objectivity and rigor of research, ensuring that conclusions drawn are based on evidence rather than intuition. They serve as a benchmark against which research outcomes are evaluated, enabling researchers to draw meaningful conclusions about the phenomena under investigation. For the present study these following hypothesis will be tested:

H1: There is a significant impact of Personal Factors on the Consumer Buying Behaviour regarding Tussar Silk products.

H2: There is a significant impact of Cultural Factors on the Consumer Buying Behaviour regarding Tussar Silk products.

H3: There is a significant impact of Psychological Factors on the Consumer Buying Behaviour regarding Tussar Silk products.

H4: There is a significant impact of Promotional Factors on the Consumer Buying Behaviour regarding Tussar Silk products.

H5: There is a significant impact of Social Factors on the Consumer Buying Behaviour regarding Tussar Silk products.

H6: There is a significant impact of Consumer Buying Behaviour over Purchase Intention for Tussar Silk products.

H7a: There is a significant impact of different gender on Consumer Buying Behaviour regarding Tussar Silk products.

H7b: There is a significant impact of different age groups on Consumer Buying Behaviour regarding Tussar Silk products.

H7c: There is a significant impact of income level on Consumer Buying Behaviour regarding Tussar Silk products.

H7d: There is a significant impact of occupation on Consumer Buying Behaviour regarding Tussar Silk products.

H7e: There is a significant impact of different family size on Consumer Buying Behaviour regarding Tussar Silk products.

H7f: There is a significant impact of marital status on Consumer Buying Behaviour regarding Tussar Silk products.

H8a: There is a significant impact of different gender on Purchase Intention regarding Tussar Silk products.

H8b: There is a significant impact of different age level on Purchase Intention regarding Tussar Silk products.

H8c: There is a significant impact of different income level on Purchase Intention regarding Tussar Silk products.

H8d: There is a significant impact of different occupation on Purchase Intention regarding Tussar Silk products.

H8e: There is a significant impact of different family size on Purchase Intention regarding Tussar Silk products.

H8f: There is a significant impact of different marital status on Purchase Intention regarding Tussar Silk products.

3.6 Research Design

The overarching goal of this study is to comprehensively explore and understand the various factors influencing consumer behaviour and purchase intention towards Tussar Silk products, employing a descriptive, quantitative, and cross-sectional research design. The descriptive element serves to offer a detailed portrayal of consumer behaviour concerning Tussar Silk products. Our quantitative strategy involves the systematic collection of numerical data through structured surveys distributed among the target audience. Employing a cross-sectional design allows us to capture a snapshot of consumer attitudes, preferences, and purchasing intentions related to Tussar Silk products at a specific moment in time. This comprehensive approach aims to provide nuanced insights into the current dynamics of consumer behaviour, enriching the study with valuable and timely information.

3.6.1. Sampling Unit

Sampling is a strategic method employed in research to choose specific individuals or a subset from a more extensive population. This process facilitates the selection of the group from which the researcher will gather data for their study (Thompson, 2012). In the realm of statistics, sampling serves as a means for researchers to assess hypotheses concerning the traits of a population, providing insights into the characteristics of the participants involved (Morse, 1991). This technique is fundamental in ensuring that the collected data is representative and holds relevance to the broader population under scrutiny. It acts as a pivotal tool, enabling researchers to make informed generalizations about the larger group based on the characteristics observed within the chosen sample (Morse, 1991; Thompson, 2012; Acharya *et al.*, 2013). The study was conducted in 4 major cities of Jharkhand namely Ranchi, Dhanbad, Dumka and Jamshedpur. A single respondent was considered as the a single sampling unit for this study.

3.6.2 Sample Subject

The participants in this study exclusively comprise individuals who play a crucial role in the consumer ecosystem—consumers, buyers, or prospective consumers/buyers of Tussar silk products. The selected sample represents a diverse range of individuals aged between 18 years and 60 years and beyond. This age spectrum ensures a comprehensive exploration of consumer perspectives across different life stages. The inclusion of individuals with varying preferences and purchasing behaviours within the specified age range enriches the study's capacity to capture a holistic understanding of the factors influencing consumer choices and behaviours in the realm of Tussar silk products.

3.6.3 Population

Jharkhand, located in eastern India, is characterized by a diverse and vibrant population that contributes to the rich cultural tapestry of the state. As per the latest available data, the population of Jharkhand is marked by a mix of various communities, ethnic groups, and linguistic backgrounds. The state is known for its tribal communities, including Santhals, Oraons, and Munda, who play a significant role in shaping the cultural ethos. According to Aadhar Statistics, the population of Jharkhand in 2022-2023 was 37,329,128. The population growth rate from 2011 to 2021 was 16.99%. The majority religion in Jharkhand is Hinduism, with 67.8% of the population. Islam is the second largest religion with 14.5% of the population, followed by Christianity with 4.3%. Other religions, primarily Sarnaism, make up 12.8% of the population. The total population in our research sample area for the 4 districts is 1.03 crores and the sample population for our study is taken as 770 and the sample size calculation is narrated in the next section.

3.6.4 Sample Size

To ensure the study has adequate sample size a three-fold approach was utilized. Initially, the G*power analysis program was used to estimate minimum sample size for this study

(Cunningham and McCrum-Gardner, 2007). Additionally the Cochran's formula were also used to find the adequate sample size (Woolson, Bean and Rojas, 1986). Finally, the rule of thumb of 10 times was also kept in mind while finalizing the sample size (VanVoorhis and Morgan, 2007).

To determine the study's minimum sample size, G-Power, a widely employed power analysis program in social and behavioural research for statistical tests was utilized (Erdfelder, Faul and Buchner, 1996; Faul *et al.*, 2007). The calculation involved specifying an effect size (f2) of 0.1, a type-I error chance (α) of 0.05, and a power of 0.95. Through this process, a minimum sample size of 146 was derived for the model under investigation (Cunningham and McCrum-Gardner, 2007; Kang, 2021). Consequently, the sample size chosen for our study is deemed sufficient based on these parameters, ensuring robustness and reliability in statistical analyses.

After getting the minimum sample size, in the next level the adequate sample size for present study was determined using Cochran's formula (Woolson, Bean and Rojas, 1986; Ahmad and Halim, 2017). The formula for Cochran's sample size estimation is:

$$n = \frac{Z^2 \times p \times (1-p)}{E^2}$$

Where,

- n is the required sample size.
- Z is the critical value from the standard normal distribution corresponding to 95% confidence level (1.96).
- p is the estimated proportion of the population with the characteristic of interest.
- E is the desired margin of error at 5% (0.05).

Following the provided steps and substituting the given values into the formula, the sample size is initially calculated as 385. To adjust for the difference in the field survey, a design effect (D) of 2.00 is applied, resulting in a revised sample size of 770.

Finally, the 10 times rule of thumb were also considered, since (Raykov and Marcoulides, 2006) suggests that the sample size should be at least ten times greater than the number of free parameters in the proposed model. In this study, a comprehensive set of 50 items encompassing all constructs was utilized, with an additional 7 items dedicated to gathering demographic information. Consequently, a minimum of 570 observations or more would be deemed necessary to ensure an ample dataset for the current investigation (VanVoorhis and Morgan, 2007; RVSPK, Priyanath and Megama, 2020).

Therefore, considering all three approaches, a total of 770 sample size were fixed for present study following the Cochran's formula.

3.6.5 Sampling Technique

For data collection in our study, non-probability sampling technique, i.e., purposive sampling has been utilised as it provides a practical and efficient means of data collection. Considering the goals and objectives of the current study where customer intention perception is intended to be assessed, purposive sampling technique is an appropriate sampling technique (Campbell *et al.*, 2020). Further, to identify and select responses that uses limited research resources effectively, purposive sampling is "used to select respondents that are most likely to yield appropriate and useful information" (Palinkas *et al.*, 2015). On account of unknown population this sampling method involves selecting participants based on their easy accessibility, availability, and willingness to participate, making it a convenient choice for studies where logistical constraints may limit the feasibility of other sampling techniques (Sedgwick, 2013; Stratton, 2021). In the context of researching consumer behaviour toward Tussar Silk products,

purposive sampling allows for quick and straightforward data collection from individuals who are easily reachable and willing to provide insights. While purposive sampling may introduce some degree of sampling bias, the trade-off in terms of practicality and resource efficiency is often justified, especially in exploratory studies or those with constraints on time and resources. The utilization of purposive sampling aligns with the study's objectives, facilitating an efficient collection of diverse perspectives within the specified constraints (Das and Panja, 2022; El-Masri, Al-Yafi and Kamal, 2023; Pinochet *et al.*, 2023).

3.6.6 Sampling Criteria

To ensure relevance and reliability of the collected data, certain criterion was fixed that a survey participant required to meet. Firstly, participants should be aged 21 or above, indicating a level of maturity and life experience that contributes meaningfully to the survey's objectives. Additionally, a minimum educational qualification (matriculation) is expected, ensuring a certain level of understanding and cognitive ability for comprehending the survey content. Importantly, participation in the survey is entirely voluntary, emphasizing the ethical principle of informed consent. All respondents are encouraged to provide their responses willingly, and it is explicitly communicated that the information shared will be strictly used for academic purposes, maintaining confidentiality and privacy. This stringent eligibility criteria and ethical considerations enhance the credibility and integrity of the survey data.

3.6.7 Test Administration

In conducting the survey, a standardized questionnaire was meticulously crafted in both hard copy and in Google form to ensure convenience of respondents. The researcher visited all pre-fixed locations (mention in Data Collection section) to facilitate the data collection process, ensuring the absence of biases or distortions in the responses. The researcher has opted for a dual approach to data collection, utilizing both online and offline modes, to ensure broad

accessibility and convenience for respondents. While the Google form facilitates cost-effectiveness and streamlined data recording, the paper-based survey enables swift response times and enhances the validity of the data collected. This comprehensive approach ensures a robust and reliable result, capturing diverse perspectives while accommodating varying respondent preferences and circumstances. Special care was taken to maintain objectivity and eliminate any factors that could potentially influence the authenticity of the collected data. This approach underscores the commitment to a rigorous and unbiased data collection process, enhancing the reliability and validity of the survey outcomes.

3.7 Measures Used

General Information Schedule

This is the first section of questionnaire that measured various demographic details of respondents. The GIS section includes:

- Age
- Gender
- Income Level
- Occupation
- Marital Status
- Family size

Personal Factor

The **Personal Factor** variable in this study is gauged through a 4-item scale adapted from the work of (Ayuniyyah, Hafidhuddin and Hambari, 2017). Participants are asked to express their level of agreement on a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) regarding various statements. The scale aims to capture the influence of personal beliefs and values on the consumer's decision to purchase Tussar silk-made handloom products. An example item from the scale is: "I buy Tussar silk-made handloom products because of my own

belief." Other items probe into the role of personal values, individual preferences, and convictions in shaping the respondent's choices regarding Tussar silk items. This measurement scale provides a nuanced understanding of how personal factors contribute to consumer behaviour in the context of Tussar silk products.

Social Factor

The **Social Factor** variable is assessed using a 4-item scale, adapted from (Ayuniyyah, Hafidhuddin and Hambari, 2017), where respondents rate their agreement on a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale delves into the impact of social influences on the consumer's decision to purchase Tussar silk-made handloom products. One illustrative item from the scale is: "I buy Tussar silk-made handloom products because it represents social class." The other items explore the influence of social circles, societal trends, and the desire to conform to certain social standards in shaping the respondent's inclination toward Tussar silk items. This measurement scale offers valuable insights into how social factors play a role in influencing consumer behaviour in the context of Tussar silk products. 4-item I buy Tussar silk-made handloom products because it represents social class.

Promotional Factor

The **Promotional Factor** variable is gauged through a 12-item scale adapted from (Hanaysha, 2018), employing a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale probes the respondent's perception of promotional activities related to Tussar silk handloom products. An illustrative item from the scale is: "Price deals for handloom products are frequently offered." The remaining items explore various promotional strategies, including discounts, special offers, and advertising, to evaluate their impact on the respondent's buying behaviour. By employing this scale, the study aims to decipher the significance of promotional factors in shaping consumer attitudes and purchase intentions regarding Tussar silk-made handloom products.

Cultural Factor

Cultural Factor (CF) was assessed through a comprehensive 9-item scale, adapted from the conceptual framework proposed by Vijaykumar et al. (2014). Participants were tasked with rating their level of agreement or disagreement using a five-point Likert-type scale. This scale delves into various dimensions of cultural influence, allowing respondents to articulate their perspectives and attitudes toward Tussar silk products within the context of cultural factors.

Psychological Factor

The **Psychological Factor** variable is assessed through an 11-item scale adapted from (Sreen, Purbey and Sadarangani, 2018), utilizing a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This comprehensive scale delves into the respondent's psychological disposition towards Tussar silk products, particularly focusing on the belief that these products contribute to nature and resource conservation. An exemplar statement from the scale is: "I believe that Tussar silk products help to save nature and its resources." The remaining items explore various psychological aspects, such as perceived eco-friendliness, emotional connection, and ethical considerations related to Tussar silk. By employing this scale, the study seeks to unravel the intricate psychological factors influencing consumer perceptions and decisions in the context of Tussar silk-made handloom products.

Consumer Buying Behaviour

The **Consumer Buying Behaviour** variable is evaluated through a 6-item scale adapted from (Khare, 2015). This scale employs a Likert-type response format, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to assess the consumer's inclination towards purchasing products with minimal or no environmental harm, even if they come at a higher cost. An illustrative statement from the scale is: "I try to purchase products with little and/or no environmental harm, even though they are more expensive." The scale comprehensively explores the respondent's environmentally conscious buying patterns, providing insights into

their willingness to prioritize eco-friendly attributes despite potential financial implications. Through this scale, the study aims to uncover the nuances of consumer behaviour concerning Tussar silk products with a particular emphasis on their environmental considerations during the purchasing process.

Purchase Intention

The Purchase Intention (PI) construct was thoroughly examined in this study through a concise yet comprehensive 4-item scale, drawing inspiration from the work of (Bian and Forsythe, 2012). Participants engaged with statements that delved into their likelihood of considering the purchase of Tussar silk products, with a particular emphasis on the perceived probability of choosing this luxury brand. Utilizing a Likert-type scale with five response options, respondents were able to express the degree of their intent to engage in purchasing Tussar silk items. This methodological approach sought to capture the subtle nuances of consumers' intentions regarding Tussar silk, shedding light on the factors influencing their likelihood of making a purchase.

3.8 Pilot Testing

In the preliminary phase of this research, 140 consumers, constituting around 20% of the overall sample size, were purposefully selected for the pilot study. Data collection was conducted through a combination of questionnaire administration and personal discussions. The collected feedback underwent a thorough examination to identify and address potential issues, including ambiguities and challenging questions. Additionally, the time taken by participants to complete the survey was assessed for reasonability, evaluating responsiveness and the necessity for any re-scaling. To enhance respondent engagement and streamline the survey process, a rigorous review resulted in a refinement of the questionnaire, condensing its original 9-page structure to a more concise and focused 6-page format. This revision aimed to

ensure that essential factors for response adequacy were retained while optimizing the survey's efficiency.

3.9 Data Collection Details

Information was gathered from four prominent cities in Jharkhand: Ranchi, Dumka, Dhanbad, and Jamshedpur. To enhance respondent convenience, the questionnaire was meticulously crafted in both hard copy and soft copy formats, the latter being facilitated through Google Forms. The selection of data collection areas was strategic, driven by the presence of Tussar silk stores or outlets. In total, questionnaires were distributed in offline mode, of which 187 were received. Upon scrutiny, 150 responses met the stringent inclusion criteria (with no missing values) and were chosen for further analysis. Similarly, for the online mode of data collection, a Google Form was created, and the link was shared with over 800 individuals via email, WhatsApp, and QR code scanning. Out of these, 620 responses were deemed adequate and selected for further analysis. This criterion was instrumental in targeting consumers or potential consumers of Tussar silk within those specific zones.

- Firayalal Chowk, Ranchi
- Nucleus Mall, Ranchi
- Upper Bazaar, Ranchi
- Jharcraft, Ranchi
- GEL Church Complex, Ranchi
- Centre Point Mall, Dhanbad
- Laxmi Market, Dhanbad
- Pinnacle, Dhanbad
- City Centre Mall, Dhanbad
- P&M Mall, Jamshedpur

- Kamani Centre, Jamshedpur
- Main Rd, Jamshedpur
- Tower Chowk, Deoghar
- Satsang Chowk, Deoghar

Apart from these major locations, data was also collected from various retail outlets that sells Tussar Silk products across these cities. Table 3.1 exhibit the overall data collected from various cities through different modes

Table 3.1 Data Collected in various cities

SI No.	City	No. of Respondents	
		Offline	Online
1	Ranchi	50	235
2	Dhanbad	35	163
3	Jamshedpur	35	137
4	Deoghar	30	85

3.10 Statistical Analysis Tool

The data collected undergoes thorough analysis utilizing various softwares such as MS-Excel, IBM-SPSS, and SmartPLS to yield comprehensive results. Descriptive statistics, encompassing measures of central tendency such as mean, median, mode, and standard deviation, are employed to provide an insightful overview of the sample. Descriptive statistics serve as a pivotal tool for gauging the central tendency of the sample. The trio of central tendency measures—mean, median, mode, and standard deviation—offer a nuanced understanding of the dataset. The mean, specifically, represents the average score derived from the collected sample data. Computed by summing all data points and dividing by the total number of data in

the sample ($\bar{x} = \sum x / N$), the mean provides a calculated central tendency, offering valuable insights into the overall trends and characteristics of the dataset. This statistical measure is instrumental in deriving a representative value that reflects the central position of the data distribution.

Further, the research incorporates a multifaceted statistical analysis approach to comprehensively investigate the complex relationships within the study. The analysis involves the use of three distinct statistical methods: Analysis of Variance (ANOVA), Partial Least Squares Structural Equation Modelling (PLS-SEM), and Structural Equation Modelling with Artificial Neural Networks (SEM-ANN). In the next section, details of these advanced techniques has been illustrated.

3.10.1 ANOVA (Analysis of Variance)

ANOVA, or Analysis of Variance, is a statistical technique employed in this study to assess variations among different groups and determine if there are statistically significant differences between them (St and Wold, 1989; Miller Jr, 1997). Specifically, ANOVA allows for the examination of whether the means of several groups are equal, addressing the variation between group means and within groups (Girden, 1992; Cardinal and Aitken, 2013). In the context of studying the impact of demographic factors on consumer buying behaviour and purchase intention regarding Tussar Silk products, ANOVA is invaluable. It enables the exploration of potential disparities in buying behaviour across distinct demographic categories, such as age, gender, income, occupation, family size, and marital status. By comparing means and variances, ANOVA aids in identifying which demographic factors exert a significant influence on consumer preferences and purchase intentions. This statistical tool adds depth to the analysis by revealing nuanced patterns and nuances in consumer behaviour that might be concealed in a simpler examination. In essence, ANOVA serves as a powerful analytical

approach to unravel the intricate interplay between demographic variables and consumer choices within the context of Tussar Silk products (Miller Jr, 1997; Kim, 2014, 2017). In the present study, IBM-SPSS 25.0 software has been utilized for performing ANOVA and the F-ratio (ratio of between-group variability to the within-group variability) has been used to test and accept the hypotheses regarding demographic factors.

3.10.2 Smart-PLS

The researchers employed the SmartPLS 4.0 software to conduct Partial Least Square Structural Equation Modelling (PLS-SEM), a robust statistical approach utilized to scrutinize the collected data and evaluate the proposed relationships within the context of the present study. PLS-SEM, falling under the umbrella of Structural Equation Modelling (SEM), is particularly suitable for datasets exhibiting non-normal distribution (Hair, Ringle and Sarstedt, 2011; Jha, Pal and Sarkar, 2023). In contrast to conventional methods like Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA), PLS-SEM offers enhanced interpretability, providing a clearer understanding of the relationships between variables. One of its notable advantages lies in its ability to facilitate the visualization of the significance of each predictor and the nature of their interconnections. Furthermore, PLS-SEM is adept at handling intricate models featuring numerous mediating and moderating effects, surpassing the capabilities of other SEM techniques such as CFA and EFA (Hair *et al.*, 2010, 2019, 2021; Hair, Ringle and Sarstedt, 2013; Hair, M.Hult and Ringle, 2014; Henseler *et al.*, 2014; Hair Jr. *et al.*, 2017). This choice of methodology ensures a comprehensive and detailed exploration of the intricate web of relationships within the studied variables.

3.10.3 Artificial Neural Network (Hybrid SEM-ANN based Approach)

In the context of the present study, Structural Equation Modelling-Artificial Neural Network (SEM-ANN) will be employed as an advanced analytical approach to unravel complex

relationships within the dataset. SEM-ANN represents an integration of Structural Equation Modelling (SEM) and Artificial Neural Network (ANN) techniques, synergizing the strengths of both methodologies. While SEM is adept at modelling complex relationships among latent constructs, ANN excels in capturing intricate patterns and non-linearities within data. Moreover, this hybrid approach accommodates latent variables and observed indicators, facilitating a simultaneous examination of measurement and structural aspects. The neural network component enhances the model's ability to detect intricate patterns and non-linear relationships often overlooked by traditional statistical methods. Particularly beneficial for large datasets and intricate relationships, SEM-ANN provides a comprehensive view of the multifaceted dynamics in consumer behaviour, ensuring rigorous scrutiny of both structural relationships and underlying data patterns. In present study, SEM-ANN will be particularly used to determine most influential or important factor that affects the Consumer Buying Behaviour and ultimately Purchase Intention. This approach contributes to a holistic and accurate representation of factors influencing purchase intention (Das and Panja, 2022; El-Masri, Al-Yafi and Kamal, 2023; Pinochet *et al.*, 2023). 'Multilayer Neural Perceptron' analysis in the IBM-SPSS 25.0 software will be employed to perform the ANN for this study.

3.11 Summary

The research methodology chapter systematically outlines the approach to achieving the study's objective: understanding the factors shaping consumer behaviour towards Tussar silk products. The research design, a cross-sectional quantitative approach, is chosen for its suitability in capturing a snapshot of consumer behaviour. The sampling unit consists of individuals aged 18 to 60 and above, specifically those who are consumers, buyers, or potential consumers/buyers of Tussar silk products. The study employs well-established measurement tools to evaluate Personal, Social, Promotional, and Psychological Factors influencing Consumer Buying Behaviour and Purchase Intention of respondents.

The primary data collection methods include surveys through questionnaires and data collection begun with a pilot study involving 140 participants to refine the questionnaire and in later stage a total of 770 data points were collected to ensure a robust empirical result. In summary, this research methodology chapter serves as a robust framework for systematically addressing research questions, testing hypotheses, and gaining insights into the nuanced dynamics of consumer behaviour towards Tussar silk products.

Chapter 4

DATA ANALYSIS & INTERPRETATION

4.1 Overview

This chapter undertakes a meticulous analysis of the data amassed during the investigation into consumer behaviour regarding Tussar Silk products. Its multifaceted nature encompasses a thorough demographic profile and employs a spectrum of statistical techniques to derive comprehensive insights. Initiating the analytical discourse is an exploration of demographic attributes, meticulously detailing the gender, age, education, occupation, marital status, income, and family particulars of respondents. This comprehensive profiling sets the stage for subsequent analyses. The chapter systematically progresses with statistical examinations. It employs the normality test to examine the nature of the data collected. The reliability analysis safeguards the consistency of measurement scales, while rigorous checks for common method biases fortify the integrity of findings against potential distortions. The quantitative dimension unfolds with non-parametric ANOVA results, dissecting relationships between demographic variables with Consumer Buying Behaviour and the Purchase Intentions of Tussar Silk products. This prefaces more intricate analyses involving Structural Equation Modelling (SEM) and Artificial Neural Network (ANN). Within SEM, an exhaustive examination ensues, covering the reliability and validity of the measurement model and unravelling intricate relationships within the structural model. Further scrutiny involves mediation analysis, shedding light on latent factors influencing the purchase intention of Tussar Silk. The exploration extends into Artificial Neural Networks, navigating non-linearities and discerning the significance of diverse factors shaping consumer behaviour. This chapter concludes with a synthesis, encapsulating the richness of analytical findings and their broader implications. It stands as the analytical epicentre of the thesis, offering profound insights into the intricate dynamics steering consumer behaviour in the Tussar Silk product domain.

4.2 Demographic Profile of Respondents

For data collection, the structured questionnaire of the study was administered in the four prominent cities of Jharkhand, India and mainly seven basic demographic criteria were considered to represent a broad profile of the total sample of the respondents, i.e., Gender, Age Level, Marital Status, Employment Category, Income Level, Number of family members and City of the Respondents.

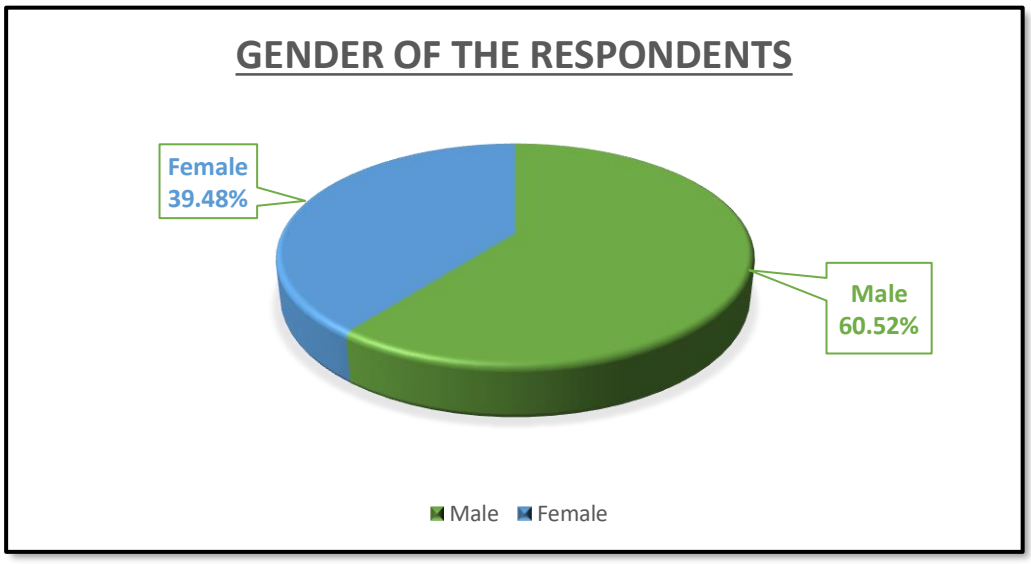
4.2.1 Gender of Respondents

In the Indian social situation, gender is one of the critical variables that is invariably affected by any social or economic phenomenon. Therefore, gender is assessed since the impact of purchase intention of consumer varies according to it.

The total sample consists of 770 respondents, out of which 304 are female respondents and 466 are male respondents. The percentage distribution of male and female participation is 60.52% and 39.48% respectively, as shown in the following pie chart.

Table 4.1: Gender

Gender of the Respondents			
	Number	Percent	Cumulative %
Male	466	60.52%	60.52%



Female	304	39.48%	100.00%
Total	770	100.00%	

Figure 4.1: Gender of the respondents

4.2.2 Age of Respondents

Age is an essential demographic characteristic of the respondents that influences their purchase intention of Tussar Silk products. The respondents are divided into five categories of age groups ranging from 18 years to 57 years & and above. A total of 507 (65.84%) respondents belong to the age group of 18 to 30 years; 240 (31.17%) respondents belong to the age group of 31 to 43 years. Further, 21 (2.73%) respondents constitute the age group of 44 to 56 years; and only, 2 (0.26%) respondents belong to the age group ranging from 57 years and above.

The age distribution of our sample highlights that most of the respondents out of a total of 770 respondents are between the age group of 18 to 30 years and can be considered as the target group to study the underlying factors affecting individual consumers' purchase intention. The pie chart provides a pictorial representation of the age-wise distribution of the total sample.

Table 4.2: Age Level

Age Level of the Respondents			
	Number	Percent	Cumulative %
18 to 30 years	507	65.84%	65.84%
31 to 43 years	240	31.17%	97.01%
44 to 56 years	21	2.73%	99.74%
57 years & above	2	0.26%	100.00%
Total	770	100.00%	

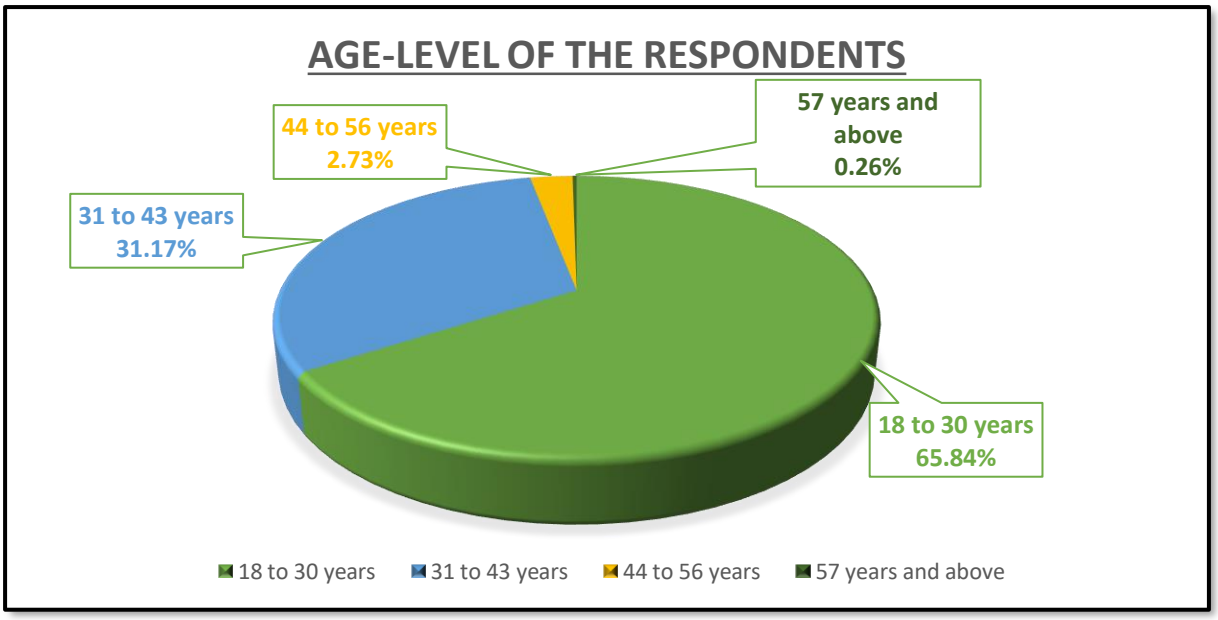


Figure 4.2: Age level of the respondents

4.2.3 Marital Status of Respondents

Marital Status is an important factor that affects the purchase intention of a consumer. Out of the total 770 respondents, 537 (69.74%) belong to the married category and 233 (30.26%) belong to the unmarried category, clearly indicating that the married respondents are more inclined to have an intention to purchase Tussar Silk products. The pie chart provides a pictorial representation of the marital status of the total sample.

Table 4.3: Marital Status

Marital Status of the Respondents			
	Number	Percent	Cumulative %
Married	537	69.74%	69.74%
Unmarried	233	30.26%	100.00%
Total	770	100.00%	

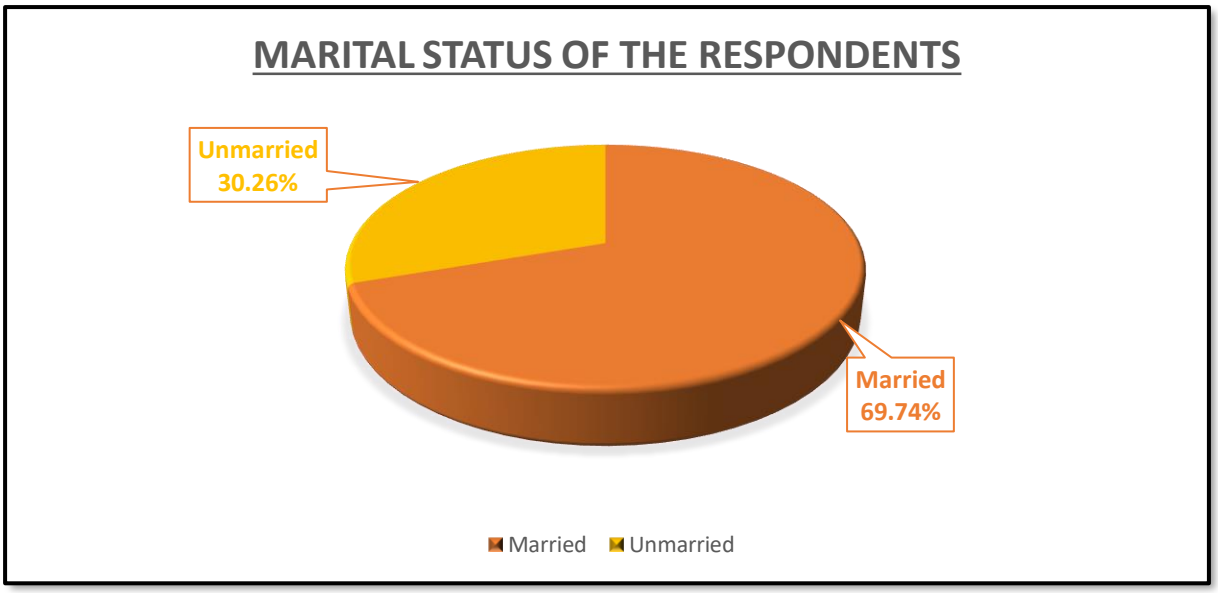


Figure 4.3: Marital Status of the respondents

4.2.4 Occupation of Respondents

The occupation of the respondents are divided into five groups- business, government sector , private sector employee, professional (including self-employed and free-lancer) and retired. Out of the total 770 respondents, business constitute 28.44% (219 respondents); 181 respondents (23.51%) belong to government sector employees; 293 respondents (38.05%) belong to employed in the private sector, 75 (9.74%) belong to professional individuals and only 2 (0.26%) were found to be belonging from respondents who are retired. The pie chart provides a pictorial representation of the occupation category of the total sample.

Table 4.4: Occupation

Occupation of the Respondents			
	Number	Percent	Cumulative %
Business	219	28.44%	28.44%
Government Sector	181	23.51%	51.95%
Private Sector	293	38.05%	90.00%
Professional (including Self-employed and Free-lancer)	75	9.74%	99.74%
Retired	2	0.26%	100.00%
Total	770	100.00%	

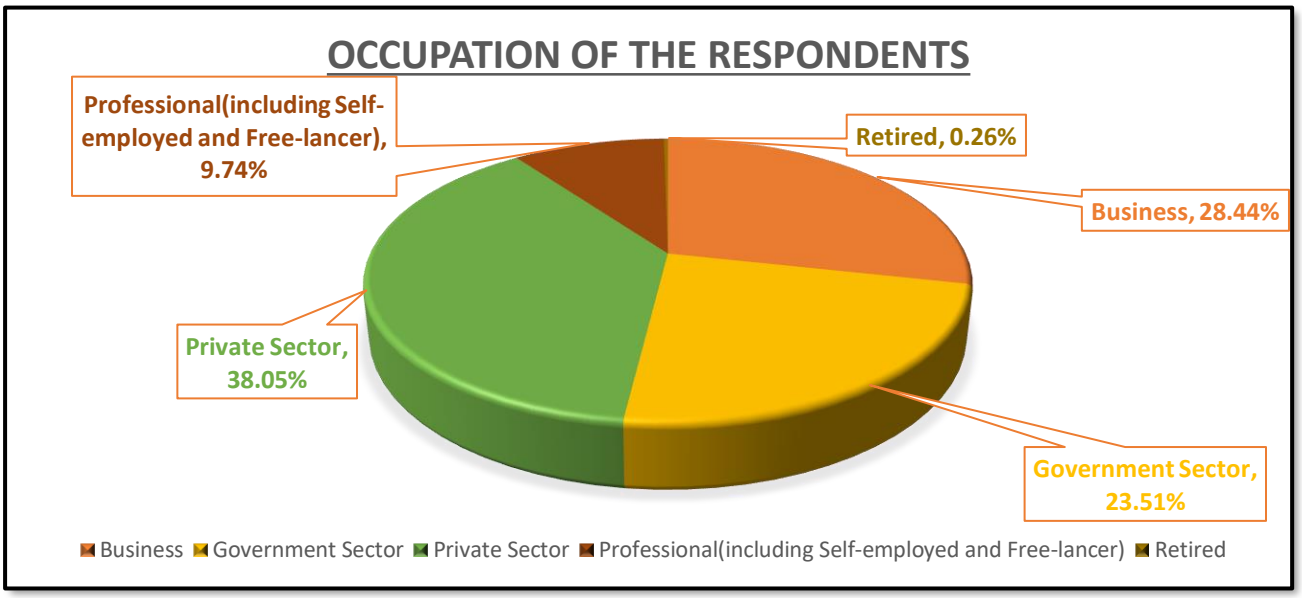


Figure 4.4: Occupation of the respondents

4.2.5 Income of Respondents

The income of an individual shapes his/her economic conditions and plays an important role. The distribution of annual income of the respondents is divided into four levels: 40k to 60k, 60k to 80k, 80k to 1 lakh and 1 lakh & above. Out of the total sample, 307 (39.87%) respondents have a monthly income bracket of 40k to 60k; 378 (49.09%) respondents have a monthly income between 60k to 80k. Further, 77 (10%) respondents have a monthly income between 80k to 1 lakh while 8 (1.04%) respondents have a monthly income of more than 1 lakh. The pie chart provides a pictorial representation of the income level of the total sample.

Table 4.5: Income Level

Income Level of the Respondents			
	Number	Percent	Cumulative %
40k to 60k	307	39.87%	39.87%
60k to 80k	378	49.09%	88.96%
80k to 1 lakh	77	10.00%	98.96%
1 lakh & above	8	1.04%	100.00%
Total	770	100.00%	

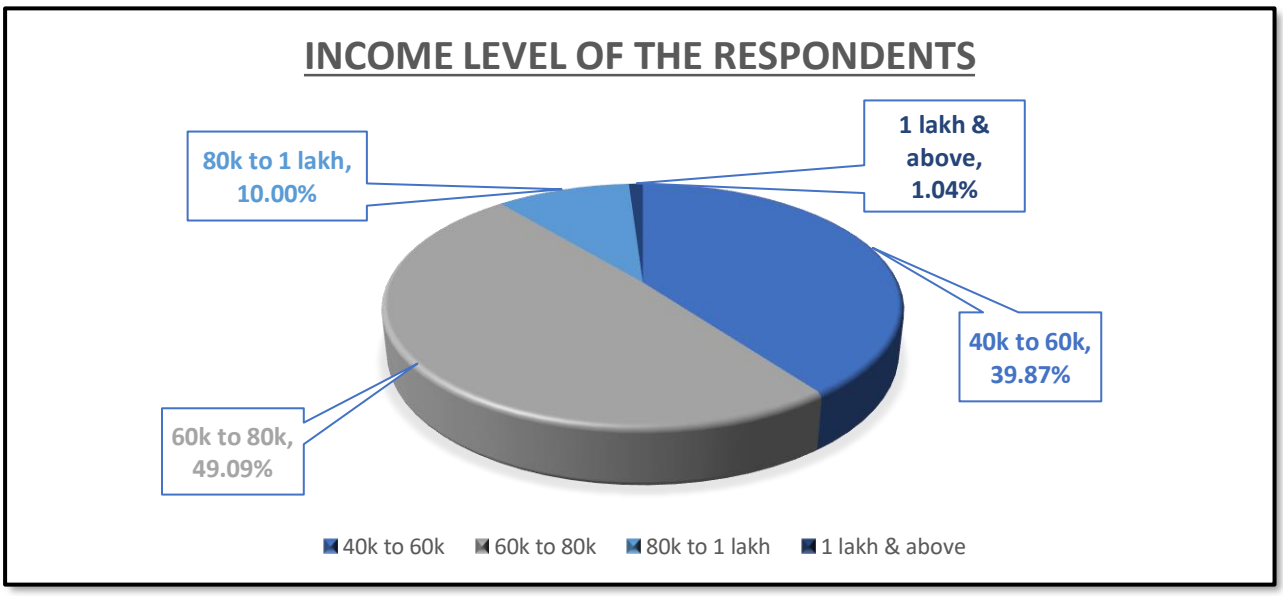


Figure 4.5: Income level of the respondents

4.2.6 Family Details of Respondents

The number of family members of the respondents is considered for the study since it can provide insights into consumer behaviour and preferences like consumption needs, product preferences and target individuals. Out of the total 770 respondents, 583 (75.71%) respondents have 2 to 4 members in their family. Further, 177 (22.99%) respondents have 4 to 6 dependent members in their family while only 10 (1.3%) respondents have 6 and above dependent members in their family. The pie chart provides a pictorial representation of the distribution of the number of family members of the total sample.

Table 4.6: Number of Family Members

Number of family members of the Respondents			
	Number	Percent	Cumulative %
2 to 4	583	75.71%	75.71%
4 to 6	177	22.99%	98.70%
6 to 8	10	1.30%	100.00%
Total	770	100.00%	

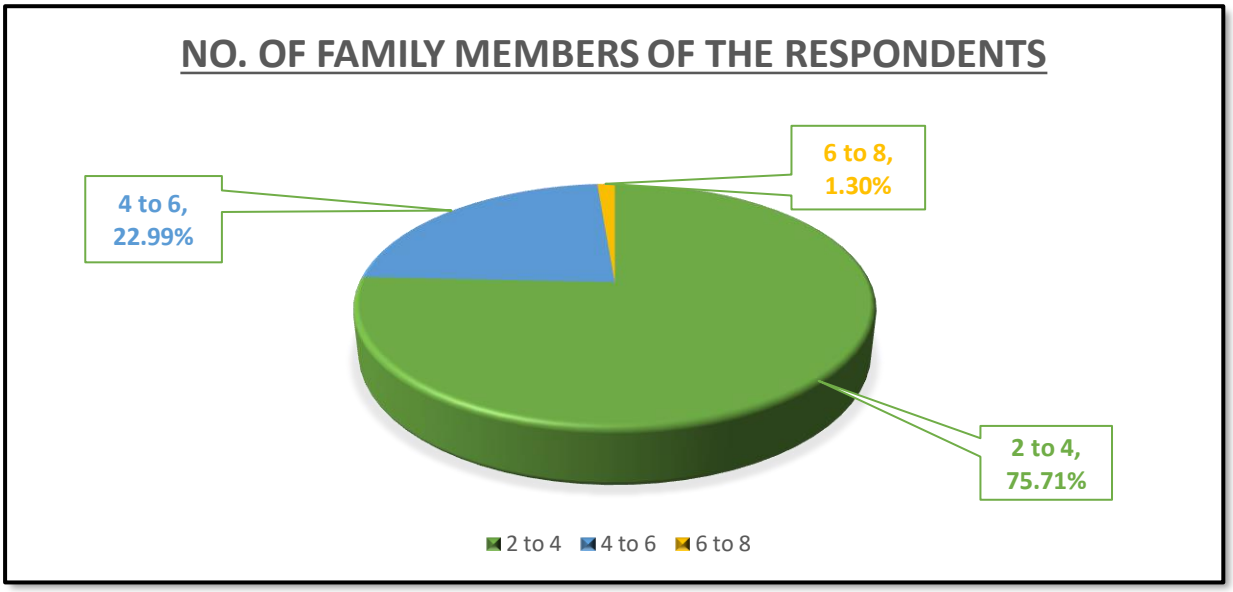


Figure 4.6: Number of family members of the respondents

4.2.7 City Details of Respondents

The city details of the individual may have an effect on their inclination to have the intention to purchase and are therefore assessed by the study. Further, this criterion was instrumental in targeting consumers or potential consumers of Tussar silk within those specific zones. Out of the total 770 respondents, 285 (37.01%) respondents were from Ranchi; 198 (25.71%) respondents were from Dhanbad; 172 (22.34%) respondents were from Jamshedpur and 115 (14.94%) respondents were from Deogarh. The pie chart provides a pictorial representation of the city details of the total sample.

Table 4.7: City Details

City of the Respondents			
	Number	Percent	Cumulative %
Ranchi	285	37.01%	37.01%
Dhanbad	198	25.71%	62.73%
Jamshedpur	172	22.34%	85.06%
Deogarh	115	14.94%	100.00%
Total	770	100.00%	

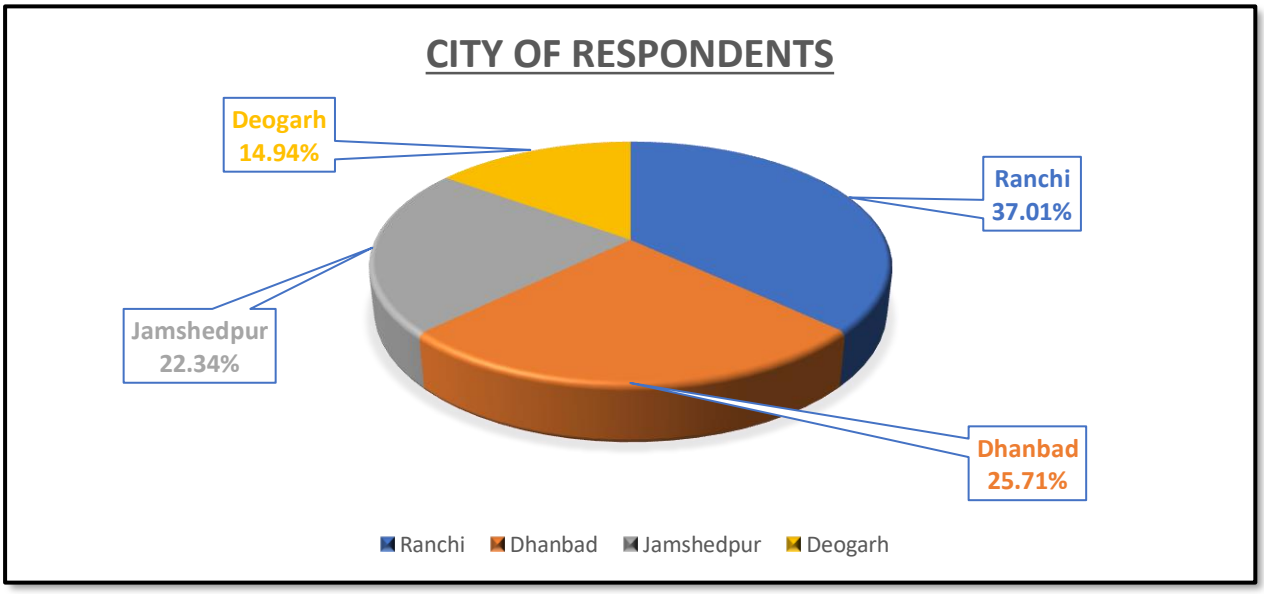


Figure 4.7: City of the Respondents

4.3 Normality Test Report

The normality tests, namely the Kolmogorov-Smirnov and Shapiro-Wilk tests, were conducted to assess the distributional characteristics of the study's variables. The Kolmogorov-Smirnov test indicated that the data significantly deviated from a normal distribution ($p < 0.05$). Similarly, the Shapiro-Wilk test supported this finding, revealing a departure from normality in the dataset ($p < 0.05$). The normality test report for the dataset revealed a departure from the assumption of normal distribution, indicating that the data does not follow a normal pattern (see Table 4.3). This departure from normality is a common occurrence in real-world datasets and may arise due to various factors. Given the non-normal distribution of the data, the study

will employ non-parametric statistical tests, which are robust against the assumption of normality. Non-parametric tests do not rely on the assumption of a normal distribution and are therefore suitable for analyzing data that deviates from normality. This approach ensures the reliability of the statistical analyses and enhances the validity of the study's findings, providing a robust methodology for investigating the research questions at hand.

Table 4.8: Normality Analysis

	Tests of Normality						
Constructs		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Personal Factor	PF1	.221	770	.000	.895	770	.000
	PF2	.284	770	.000	.850	770	.000
	PF3	.184	770	.000	.893	770	.000
	PF4	.217	770	.000	.893	770	.000
Social Factor	SF1	.275	770	.000	.861	770	.000
	SF2	.181	770	.000	.892	770	.000
	SF3	.205	770	.000	.893	770	.000
	SF4	.201	770	.000	.867	770	.000
Promotional Factor	PrF1	.300	770	.000	.835	770	.000
	PrF2	.204	770	.000	.870	770	.000
	PrF3	.214	770	.000	.890	770	.000
	PrF4	.191	770	.000	.874	770	.000
	PrF5	.198	770	.000	.892	770	.000
	PrF6	.207	770	.000	.867	770	.000
	PrF7	.186	770	.000	.908	770	.000
	PrF8	.195	770	.000	.883	770	.000
	PrF9	.207	770	.000	.890	770	.000
	PrF10	.199	770	.000	.877	770	.000
Psychological Factor	PsyF1	.418	770	.000	.685	770	.000
	PsyF2	.203	770	.000	.893	770	.000
	PsyF3	.234	770	.000	.871	770	.000
	PsyF4	.193	770	.000	.887	770	.000
	PsyF5	.243	770	.000	.875	770	.000
	PsyF6	.207	770	.000	.882	770	.000
	PsyF7	.208	770	.000	.886	770	.000
	PsyF8	.222	770	.000	.879	770	.000
	PsyF9	.207	770	.000	.888	770	.000
	PsyF10	.201	770	.000	.883	770	.000

	PsyF11	.194	770	.000	.887	770	.000
Consumer Buying Behaviour	CBB1	.287	770	.000	.826	770	.000
	CBB2	.196	770	.000	.884	770	.000
	CBB3	.207	770	.000	.889	770	.000
	CBB4	.187	770	.000	.886	770	.000
	CBB5	.218	770	.000	.901	770	.000
Purchase Intention	PI1	.322	770	.000	.810	770	.000
	PI2	.181	770	.000	.880	770	.000
	PI3	.270	770	.000	.850	770	.000
	PI4	.220	770	.000	.852	770	.000
Cultural Factor	CF1	.298	770	.000	.820	770	.000
	CF2	.187	770	.000	.892	770	.000
	CF3	.232	770	.000	.885	770	.000
	CF4	.204	770	.000	.882	770	.000
	CF5	.237	770	.000	.862	770	.000
	CF6	.222	770	.000	.878	770	.000
	CF7	.207	770	.000	.893	770	.000
	CF8	.238	770	.000	.871	770	.000
	CF9	.252	770	.000	.884	770	.000
	CF10	.180	770	.000	.893	770	.000
	a. Lilliefors Significance Correction						

4.4 Common Method Bias Analysis

The present study utilised self-reported measures and therefore, this may cause concerns pertaining to common method bias. To reduce this likelihood, respondents were guaranteed about their anonymity and the confidentiality of their responses (Chang, van Witteloostuijn and Eden, 2010), thereby ensuring their honest responses. Further, the survey questions were crafted to be straightforward and clear, ensuring that respondents could easily comprehend them (Podsakoff *et al.*, 2003). Additionally, Harman's single-factor test was conducted (Podsakoff *et al.*, 2003). The test results indicated a poor fit for the single-factor solution, as the single-factor matrix only explained 42.877 percent of the variance, which falls below the threshold value of 50 percent. As a result, these findings suggest that common method variance

was not a significant threat to the validity of our study (Podsakoff, MacKenzie and Podsakoff, 2012).

4.5 Structural Equation Modelling Analysis

The researchers chose to employ SmartPLS4.0 software as their tool of choice to execute the intricate process of Partial Least Square Structural Equation Modelling (PLS-SEM) for the thorough analysis and validation of their hypothesized relationships within the dataset. PLS-SEM, categorized as a form of Structural Equation Modelling, was deemed highly suitable for this study due to its adaptability to datasets characterized by non-normal data patterns (Hair, Ringle and Sarstedt, 2011; Wong, 2013; Hair Jr *et al.*, 2021).

In contrast to traditional methodologies like Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA), the superiority of PLS-SEM lies in its heightened interpretability. This methodology facilitates a more straightforward and lucid understanding of the significance associated with each predictor and the intricate nature of their interconnections. Furthermore, the robustness of PLS-SEM becomes apparent when grappling with complex models laden with numerous mediating and moderating effects, a flexibility that sets it apart from other SEMs like CFA and EFA, as underscored by (Hair, Ringle and Sarstedt, 2013; Hair *et al.*, 2014; Dash and Paul, 2021; Hair Jr *et al.*, 2021; Jha, Pal and Sarkar, 2023). This nuanced choice reflects the researchers' commitment to employing a method that not only suits the peculiarities of their dataset but also allows for comprehensive insights and a deeper understanding of the underlying relationships (Fornell and Larcker, 1981; Hair *et al.*, 2010; Henseler, Ringle and Sarstedt, 2015).

4.5.1 Measurement Model Analysis

Prior to engaging in PLS-SEM, the dataset underwent a comprehensive preprocessing phase, marked by a thorough examination of missing data, a stringent evaluation of reliability and

validity, and a meticulous assessment for multicollinearity. The dataset, initially comprising 800 collected responses, was refined to a dataset of 770 respondents, with 30 responses excluded from further analysis due to adherence to a predetermined criterion that involved eliminating responses with more than 15% missing values. This rigorous approach, in accordance with established practices found in studies by Ahmad et al. (2021) and Jha et al. (2023), underscores a commitment to data quality and integrity. The resulting dataset of 770 responses forms a robust foundation for the subsequent hypothesis testing phase, ensuring the reliability and credibility of the analytical framework.

Moreover, a systematic two-step procedure was employed using SmartPLS4.0 for the analysis. In the initial step, a meticulous evaluation of the measurement model was undertaken. This step aimed to guarantee the inclusion of only those constructs in the structural path model that exhibited sufficient reliability and validity. Rigorous scrutiny of the measurement model is imperative as it serves as the bedrock for establishing the credibility and accuracy of the subsequent structural path model. This methodological precision enhances the robustness of the analytical framework, ensuring that the ensuing structural model is built upon a foundation of reliable and valid constructs.

4.5.1.1 Factor Loading

During the initial phase of the Measurement Model Analysis, a meticulous evaluation was conducted to guarantee the inclusion of only those constructs that demonstrated satisfactory levels of reliability and validity in the subsequent structural path model. The original set consisted of 50 items. However, it was observed that few items— SF1, PrF1, PrF11, PrF12, CF1, CF6, CF8, PsyF1, PsyF8, CBB1, CBB6 and SF1—displayed factor loadings below the recommended threshold value of 0.60 (Hair *et al.*, 2010; Dash and Paul, 2021). Consequently, these items were deemed unfit for the model and were consequently excluded from further

consideration. This discerning approach aims to uphold the robustness and accuracy of the ensuing analytical framework.

4.5.1.2 Reliability Analysis

To ascertain the reliability of the adapted measures, a critical evaluation was conducted using Cronbach's alpha, a widely recognized metric for assessing internal consistency (Nunnally, 1978; Hair, Ringle and Sarstedt, 2013). The computed values, ranging from 0.706 to 0.882, consistently exceeded the conventional threshold of 0.70 (see Table 4.1), as recommended by scholars like Hair et al. (2011) and Nunnally (1978). This robust range of alpha values affirms the internal consistency of the constructs under consideration, instilling confidence in the reliability of the measurement instruments.

Additionally, the examination extended to composite reliability coefficients (rho_c) for the constructs. Composite reliability (rho_c) is preferred in structural equation modelling for reliability analysis as it accommodates non-equivalence of factor loadings among indicators, providing a more accurate estimate of reliability, particularly in multidimensional models (Henseler, Ringle and Sinkovics, 2009; Henseler and Sarstedt, 2013). The obtained coefficients, ranging from 0.837 to 0.908, surpassed the acceptable threshold of 0.60 (Fornell and Larcker, 1981; Hair Jr *et al.*, 2021). This crucial analysis provides further assurance that each latent construct within the model exhibits commendable composite reliability. These comprehensive evaluations, detailed in Table 4.9 and visually represented in Figure 2, underscore the stability and trustworthiness of the latent constructs, laying a solid foundation for subsequent structural analyses.

Table 4.9: Reliability Analysis

Variables	Cronbach's alpha	Composite reliability (rho_c)
CBB	0.766	0.851
CF	0.882	0.908

PF	0.743	0.839
PI	0.784	0.858
PrF	0.874	0.899
PsyF	0.874	0.9
SF	0.706	0.837

4.5.1.3 Validity Analysis

Having established the reliability of the constructs, the subsequent step focused on examining their validity. In this section, both Convergent and Discriminant validity has been tested to ensure the validity of constructs. Convergent validity, in this context, ensures that the indicators of a particular construct measure the same underlying concept and are appropriately related. It serves as a crucial element in validating the accuracy and coherence of the measurement model within the structural equation modelling framework (Henseler, Ringle and Sinkovics, 2009; Henseler and Sarstedt, 2013). In terms of convergent validity, the scrutiny of Average Variance Explained (AVE) disclosed values ranging from 0.500 to 0.633 (exhibited in Table 4.10), exceeding the recommended threshold of 0.5 (Hair et al., 2011). This suggests a commendable level of convergent validity, indicating that each latent variable effectively elucidates more than half of the observed variance in its associated indicators.

Table 4.10: Convergent Validity

Variables	Average variance extracted (AVE)
CBB	0.59
CF	0.588
PF	0.569
PI	0.604
PrF	0.5
PsyF	0.502
SF	0.633

In the pursuit of validating the measurement model, discriminant validity was assessed employing the concept of cross-loading (Hair, Ringle and Sarstedt, 2013). This involved scrutinizing the correlation between latent constructs and examining the extent to which each indicator predominantly loaded on its corresponding construct rather than on others. This approach ensures that distinct constructs are indeed measuring different concepts, fortifying the robustness and precision of the overall structural equation model. The outcome provides confidence that each latent variable is uniquely capturing the variance within its construct and not conflating with other constructs inappropriately. The detailed cross-loading result is exhibited in Table 4.11**.**

Table 4.11: Cross Loading of Items

Items	**CBB**	**CF**	**PF**	**PI**	**PrF**	**PsyF**	**SF**
CBB2	***0.818***	0.708	0.721	0.492	0.741	0.73	0.765
CBB3	***0.767***	0.728	0.697	0.503	0.739	0.723	0.667
CBB4	***0.685***	0.593	0.638	0.44	0.645	0.64	0.634
CBB5	***0.794***	0.697	0.683	0.463	0.698	0.692	0.66
CF10	***0.671***	0.769	0.639	0.341	0.664	0.602	0.621
CF2	0.712	***0.806***	0.702	0.508	0.711	0.712	0.687
CF3	0.654	***0.692***	0.632	0.374	0.676	0.657	0.647
CF4	0.7	***0.706***	0.699	0.442	0.702	0.652	0.652
CF5	0.704	***0.832***	0.708	0.514	0.727	0.71	0.697
CF7	0.694	***0.82***	0.676	0.439	0.681	0.659	0.662
CF9	0.631	***0.729***	0.647	0.478	0.65	0.647	0.618
PF1	0.747	0.744	***0.827***	0.465	0.765	0.747	0.744
PF2	0.543	0.553	***0.623***	0.37	0.582	0.587	0.524
PF3	0.683	0.654	***0.738***	0.424	0.684	0.665	0.675
PF4	0.703	0.685	***0.813***	0.467	0.703	0.698	0.717
PI1	0.369	0.341	0.331	***0.735***	0.347	0.436	0.336
PI2	0.425	0.392	0.386	***0.768***	0.402	0.445	0.371
PI3	0.306	0.252	0.239	***0.661***	0.267	0.322	0.233
PI4	0.694	0.668	0.673	***0.923***	0.675	0.763	0.646
PrF10	0.637	0.626	0.643	0.403	***0.747***	0.661	0.662
PrF2	0.744	0.74	0.737	0.443	***0.795***	0.726	0.727
PrF3	0.728	0.715	0.699	0.452	***0.738***	0.685	0.689

PrF4	0.632	0.609	0.637	0.46	***0.708***	0.659	0.621
PrF5	0.601	0.608	0.63	0.36	***0.654***	0.615	0.606
PrF6	0.627	0.616	0.6	0.409	***0.695***	0.631	0.612
PrF7	0.647	0.621	0.649	0.375	***0.701***	0.652	0.617
PrF8	0.621	0.541	0.575	0.458	***0.643***	0.637	0.562
PrF9	0.603	0.618	0.604	0.384	***0.669***	0.616	0.583
PsyF10	0.626	0.609	0.623	0.432	0.644	***0.641***	0.601
PsyF11	0.709	0.657	0.685	0.499	0.694	***0.778***	0.686
PsyF2	0.731	0.701	0.732	0.542	0.755	***0.814***	0.717
PsyF3	0.672	0.611	0.662	0.473	0.669	***0.688***	0.631
PsyF4	0.665	0.639	0.662	0.551	0.714	***0.742***	0.654
PsyF5	0.594	0.562	0.593	0.421	0.581	***0.643***	0.583
PsyF6	0.576	0.561	0.569	0.505	0.606	***0.628***	0.538
PsyF7	0.593	0.578	0.604	0.424	0.622	***0.708***	0.594
PsyF9	0.602	0.585	0.565	0.474	0.596	***0.711***	0.566
SF2	0.756	0.715	0.751	0.468	0.742	0.724	***0.863***
SF3	0.701	0.681	0.684	0.469	0.709	0.7	***0.71***
SF4	0.658	0.64	0.679	0.384	0.681	0.665	***0.807***

4.5.2 Structural Model Analysis

Following a thorough evaluation of the measurement model, the subsequent stage in appraising PLS-SEM outcomes involves scrutinizing the structural model. Key evaluation criteria encompass the coefficient of determination (R^2), the Q^2 measure based on blindfolding cross-validation, and the statistical significance and significance of the path coefficients. Furthermore, researchers are advised to gauge their model's predictive efficacy beyond the sample by employing the PLSpredict procedure. This multifaceted assessment ensures a comprehensive understanding of the model's explanatory power, predictive capability, and the relevance of the path coefficients, thereby fortifying the robustness and applicability of the overall structural equation model (Hair *et al.*, 2014; Henseler *et al.*, 2014).

4.5.2.1 Multicollinearity Analysis

The coefficients in the structural model, representing the associations between the constructs, are determined through the estimation of a series of regression equations. Before delving into

the assessment of these relationships, it is imperative to scrutinize collinearity to ensure its absence, preventing any bias in the regression outcomes. This process, akin to evaluating formative measurement models, involves calculating Variance Inflation Factor (VIF) values using the latent variable scores of predictor constructs in a partial regression. In this study, all VIF values for the items were found to be below 5, adhering to the recommended threshold (Hair, M.Hult and Ringle, 2014), affirming the absence of collinearity issues (see Table 4.12). This meticulous examination ensures the integrity and reliability of the structural model coefficients, providing a robust foundation for the subsequent analyses and interpretations.

Table 4.12: VIF Values of Items

Items	VIF
CBB2	1.962
CBB3	1.765
CBB4	1.59
CBB5	2
CF10	3.278
CF2	3.757
CF3	2.198
CF4	2.37
CF5	3.791
CF7	3.74
CF9	3.211
PF1	1.779
PF2	1.342
PF3	1.504
PF4	1.74
PI1	1.772
PI2	1.831
PI3	1.399
PI4	2.537
PrF10	2.355
PrF2	2.324
PrF3	2.148
PrF4	2.188
PrF5	2.099
PrF6	2.409
PrF7	2.357
PrF8	1.808
PrF9	2.165

PsyF10	2.202
PsyF11	2.336
PsyF2	2.751
PsyF3	2.243
PsyF4	2.441
PsyF5	1.787
PsyF6	2.246
PsyF7	2.132
PsyF9	2.141
SF2	1.833
SF3	1.183
SF4	1.717

4.5.2.2 Coefficient of Determinant (R^2) Analysis

The coefficient of determination (R2) serves as a crucial metric, capturing the extent of variance explained in each of the endogenous constructs and thus representing the model's explanatory prowess. This parameter is also synonymous with in-sample predictive power (Gefen, Rigdon and Straub, 2011). Spanning from 0 to 1, higher R2 values signify a more robust explanatory capability. Established benchmarks propose R2 values of 0.75, 0.50, and 0.25 as substantial, moderate, and weak, respectively (Hair, Ringle and Sarstedt, 2013; Henseler, Ringle and Sarstedt, 2015). In this study, the value for R^2 ranges from 0.383 to 0.891 (Table 4.13); reflecting a moderate to substantial predictive power of the model, aligning with established guidelines. The R2 measure signifies the proportion of variance in the endogenous variable explained by exogenous variables, crucial for understanding the overall predictive strength of the model.

Table 4.13: R^2 Values

	R-square	**Predictive Power**
CBB	0.891	Substantial
PI	0.383	Moderate

4.5.2.3 In-sample Predictive Power Analysis (Q^2 Analysis)

To gauge the predictive accuracy of the PLS path model, an additional measure, Q^2, is employed (Geisser, 1974; Stone, 1974). This metric is derived from a blindfolding procedure, systematically omitting individual points from the data matrix, replacing the omitted points with the mean, and then estimating the model parameters (Hair *et al.*, 2014). Conventionally, Q2 values exceeding 0, 0.25, and 0.50 signify small, medium, and large predictive relevance of the PLS-path model. In the context of the present study, the Q^2 values are 0.392 for PI and 0.889 for CBB. These values indicate a medium to strong level of predictive relevance for the model, emphasizing its efficacy in anticipating outcomes.

4.5.2.4 Relationship Testing

Following this, an examination of the path coefficient within the structural model was undertaken to determine the statistical significance of the proposed relationship (Jha, Pal and Sarkar, 2023). To rigorously test the hypotheses, a bootstrapping procedure was employed, encompassing 5000 bootstrap samples. This resampling technique, conducted without sign changes, provided robust and reliable estimates, accompanied by 95% bias-corrected confidence intervals, ensuring the validity and precision of the results.

Factors affecting Consumer Buying Behaviour

Hypothesis 1 posited that Personal Factor (PF) would exhibit a significantly positive impact on Consumer Buying Behaviour (CBB). The obtained result ($\beta = 0.093$, $t = 2.638$, $p = 0.004$) reveals a robust and statistically significant positive association between Personal Factor and Consumer Buying Behaviour, thereby providing substantial support for Hypothesis 1.

Hypothesis 2 proposed that the influence of Cultural Factors (CF) on Consumer Buying Behaviour (CBB) would be significantly positive. The resulting outcome ($\beta = 0.204$, $t = 5.982$,

p<0.001) demonstrates a strong and statistically significant positive correlation between Cultural Factor and Consumer Buying Behaviour, affirming substantial support for H_2.

Hypothesis 3 suggested a positive and significant impact of Psychological Factor (PsyF) on Consumer Buying Behaviour (CBB). The analysis result (β = 0.246, t = 7.293, p<0.001) underscores a robust and statistically significant positive connection between Psychological Factor and Consumer Buying Behaviour, offering substantial validation for Hypothesis 3.

Hypothesis 4 posited that Promotional Factor (PrF) would exhibit a significantly positive impact on Consumer Buying Behaviour (CBB). The obtained result (β = 0.267, t = 6.093, p<0.001) reveals a robust and statistically significant positive association between Promotional Factor and Consumer Buying Behaviour, thereby supporting Hypothesis 4.

Hypothesis 5 proposed that the influence of Social Factors (SF) on Consumer Buying Behaviour (CBB) would be significantly positive. The resulting outcome (β = 0.177, t = 5.977, p<0.001) demonstrates a strong and statistically significant positive correlation between Social Factor and Consumer Buying Behaviour, affirming substantial support for H_5. The detailed analysis is provided in Table 4.14.

Table 4.14: Hypothesis Testing

Hypothesis	**Relationship**	**β- value**	**Standard deviation (STDEV)**	**t-value**	**P-value**
H1	PF → CBB	0.093	0.035	2.638	0.004
H2	CF → CBB	0.204	0.034	5.982	0
H3	PsyF → CBB	0.246	0.034	7.293	0
H4	PrF → CBB	0.267	0.044	6.093	0
H5	SF → CBB	0.177	0.03	5.977	0

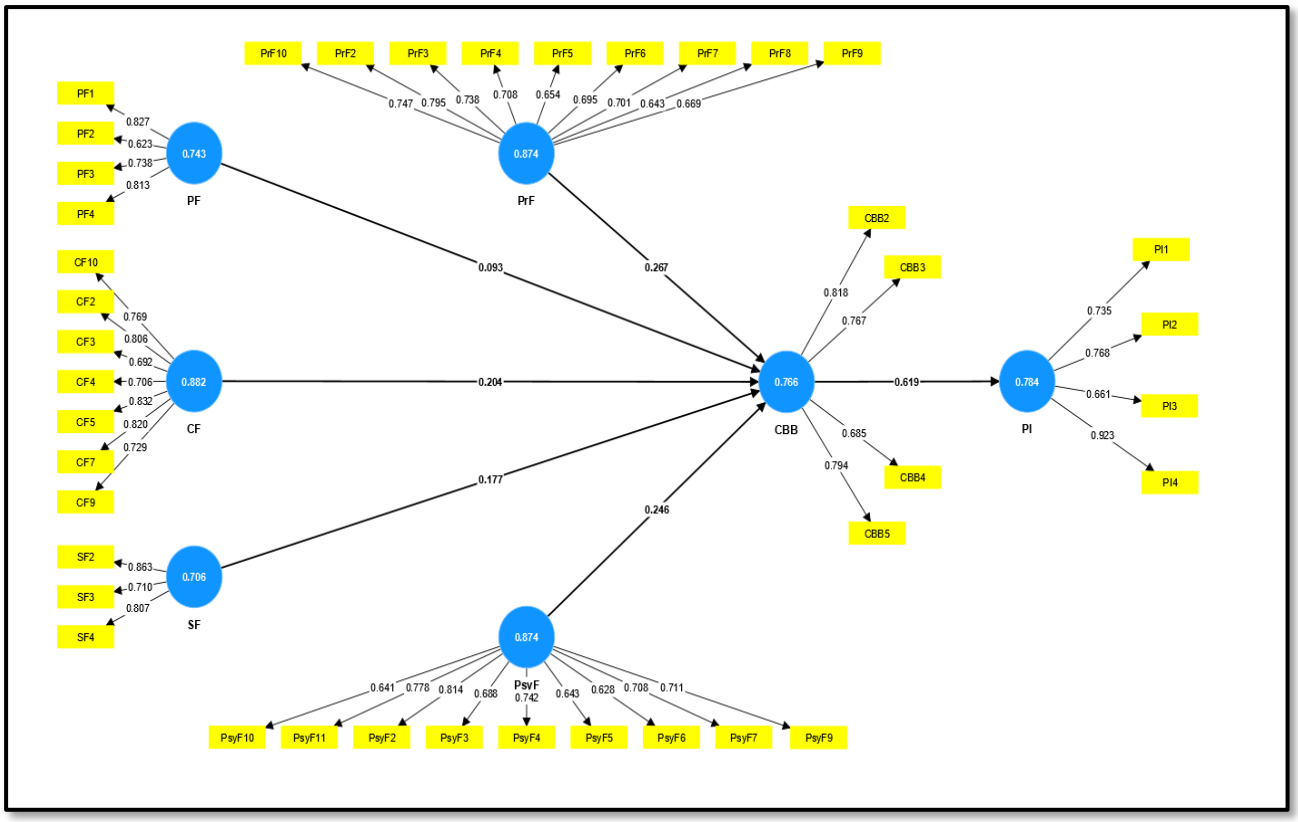


Figure 4.8: Measurement Model

Consumer Buying Behaviour and Purchase Intention

Hypothesis 6 suggested a positive and significant impact of Consumer Buying Behaviour (CBB) on Purchase Intention (PI) of consumers. The analysis result (β = 0.093, t = 2.638, p = 0.004) underscores a robust and statistically significant positive connection between Consumer Buying Behaviour and Purchase Intention, offering substantial validation for Hypothesis 6 (See table 4.15).

Table 4.15: Hypothesis Testing

Hypothesis	**Relationship**	**β- value**	**Standard deviation (STDEV)**	**t-value**	**P-value**
H6	CBB→ PI	0.093	0.035	2.638	0.004

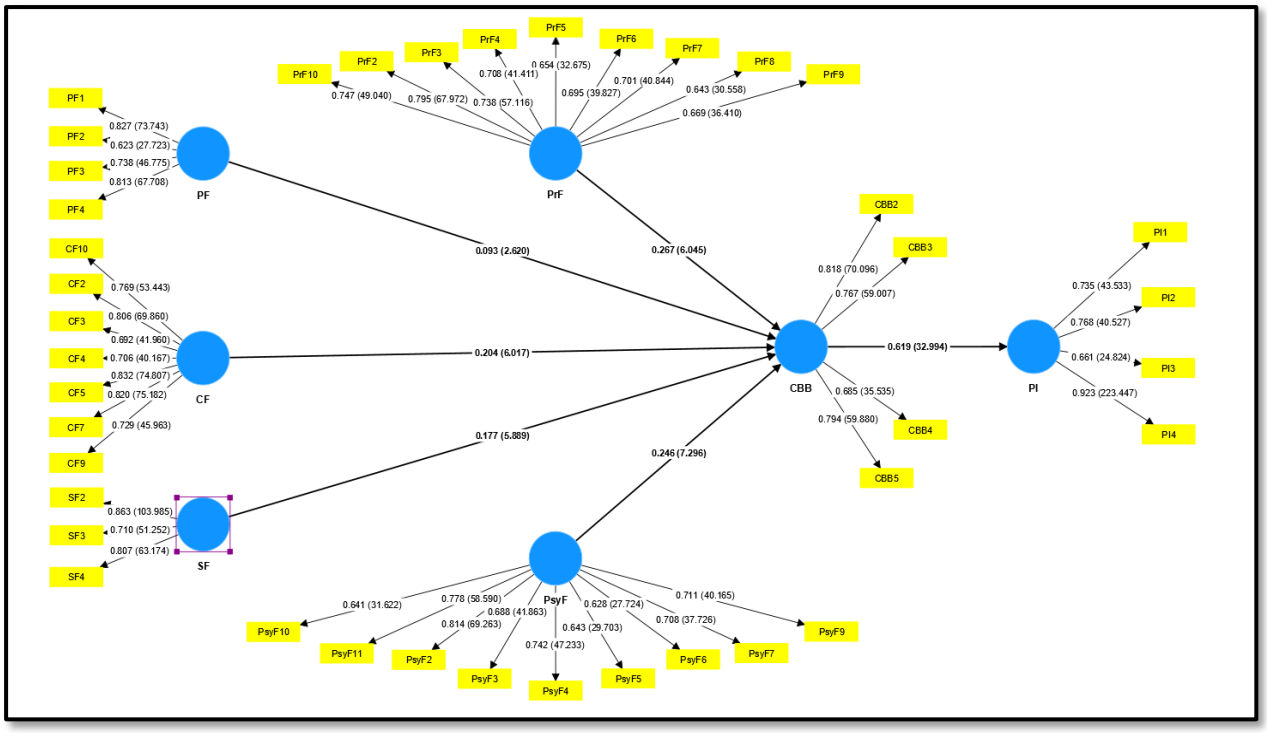


Figure 4.9: Bootstrapping (t-values) for the model

4.6 Artificial Neural Network Analysis

The research employed a two-step approach, first utilizing SEM-PLS path analysis to identify crucial variables, and then employing an Artificial Neural Network (ANN) model. On account of presence of non-normal data distributions and intricate non-linear relationships between dependent and independent variables, the normalized importance of the relevant predictors of consumer' Purchase Intention (PI) has been ranked through artificial neural network (ANN) analysis (Liébana-Cabanillas, Marinković and Kalinić, 2017).

An artificial neural network (ANN) is defined as "a complex system of interconnected processing units that can store and utilize experiential knowledge in a parallel and distributed manner" (Haykin, 1998). Exhibiting greater strength and capacity to provide enhance forecasting accuracy, the ANN model has been conducted to robust the prediction accuracy of PLS-SEM results (Chong, 2013; Sharma *et al.*, 2022). Besides, the artificial neural network analysis is robust to noise, outliers, and smaller sample sizes. The ANN model is stronger and

can offer a higher forecasting accuracy, which conventional methods such as MRA and SEM cannot perform (Chong, 2013).

In addition, ANN is a statistical learning model that performs tasks similar to those of the human brain. Inter-connected processing units form the basis of the ANN model, which are called neurons. The ANN hierarchical model comprises of input layer, hidden layer and output layer. In our study, the independent variables- PF, SF, PrF, PsyF, CF and CBB are taken in the input layer and the dependent variable employees' FWB is taken as the outer layer. Various types of ANNs exist; however, for this study, the feed-forward approach utilizing a back-propagation multilayer perceptron (MLP) method has been employed (Negnevitsky, 2011) via SPSS v25.

4.6.1 Non-linearity Analysis

Linearity of data refers to the relationship between variables in a dataset, specifically how well a straight line can represent the pattern of the data points. In linear relationships, as one variable changes, the other variable changes at a constant rate. This means that when the data pointsare plotted on a graph, they form a straight line. However, in real-world scenarios, data is often more complex and may not follow a perfect linear pattern.

For our study, the Linearity of data has been assessed through Analysis of Variance (ANOVA). The results indicate that the independent variables, i.e., PF, SF, PrF, PsyF and CF share a non-linear relationship with the dependent variables, i.e., Consumer buying behaviour (CBB) and Purchase Intention (PI) showing the significant value of devation from linearity ($p < 0.05$).

Table 4.16: Linearity Testing

		Linearity		Deviation from linearity	
		F-value	**p-value**	**F-value**	**p-value**
CBB	**PF**	4033.266	0	25.956	0
	SF	3396.941	0	21.14	0
	PrF	5276.383	0	17.563	0
	PsyF	4505.091	0	11.505	0
	CF	4188.772	0	11.813	0
PI	**PF**	308.467	0	4.378	0
	SF	272.58	0	3.519	0.001
	PrF	342.788	0	2.756	0
	PsyF	559.557	0	4.489	0
	CF	342.769	0	3.025	0

4.6.2 Validation of ANN Model

To mitigate the risk of model overfitting, the study employs the cross-validation technique. Enhanced accuracy is attributed to individual hidden layer nodes for input variable prediction. In efforts to counter overfitting, a 10-fold cross-validation approach is executed, wherein 90% of data points are allocated for network training, and the remaining 10% are earmarked for testing (Alam *et al.*, 2021).

Root Mean Square Error (RMSE), indicator of predictive accuracy of ANN model is assessed for all 10 neural networks, both in training and testing data; the results from Table 3 reveal that the average RMSE values (training = 0.4821, testing = 0.4632) and their respective standard deviations (training = 0.0146, testing = 0.0627) within the neural network model are notably low, underscoring the high accuracy and reliability of the predictions.

Table 4.17: Validation ANN Model (RMSE Values)

Sl.No	TRAINING			TESTING			TOTAL SAMPLE
	N	SSE	RMSE	N	SSE	RMSE	
1	693	169.459	0.49	77	12.036	0.375	770
2	691	169.06	0.49	79	16.95	0.511	770
3	684	159.345	0.467	86	22.5	0.57	770
4	678	161.267	0.476	92	19.931	0.394	770
5	689	163.709	0.476	81	17.449	0.47	770
6	693	158.638	0.458	77	18.569	0.411	770
7	689	163.551	0.475	81	20.712	0.463	770
8	695	173.098	0.499	75	15.202	0.42	770
9	690	174.364	0.506	80	18.406	0.497	770
10	688	166.366	0.484	82	17.333	0.521	770
Average		165.8857	**0.4821**		17.9088	**0.4632**	
Std Deviation		5.51568805	**0.0146018**		2.9247643	**0.0626982**	

4.6.3 Sensitivity Analysis

To ascertain the order of variables in terms of their normalized relative significance to the dependent variable, a sensitivity analysis was employed (Stern and Garson, 1999). The sensitivity analysis revealed the importance of each predictor, whilst the significance of each independent variable indicated how much the value projected by the network structure differs with different independent variable values (Chong, 2013).

The sensitivity analysis can be deciphered as "the importance of each independent factor is to measure the degree to which the predicted value of the network model changes with the value of the independent variable" (Chong, 2013). The normalized importance value can be calculated by dividing the importance value of each independent variable by the maximum importance value, representing the result as a percentage (Sim *et al.*, 2014; Sharma *et al.*, 2018).

Based on the results of sensitivity analysis as exhibited in Table 4.18, Psychological Factor (PsyF) (100%) was the most influencing predictor of consumer' Purchase Intention, followed by CBB (35.72%), PrF (29.04%), SF (25.87%), PF (21.82%) and CF (12.38%) respectively. The results of ANN support PLS-SEM results; it is established that the most influential variable

affecting consumer's Purchase Intention has obtained the highest normalised importance ratio in comparison to others.

Table 4.18: Independent Variable Importance

Variables	Importance	Normalised Importance
PF	0.097	21.82%
SF	0.114	25.87%
PrF	0.128	29.04%
PsyF	0.455	100.00%
CF	0.053	12.38%
CBB	0.154	35.72%

PF = PERSONAL FACTOR; SF = SOCIAL FACTOR; PrF = PROMOTIONAL FACTOR; PsyF = PSYCHOLOGICAL FACTOR; CF = CULTURAL FACTOR; CBB = CONSUMER BUYING BEHAVIOUR

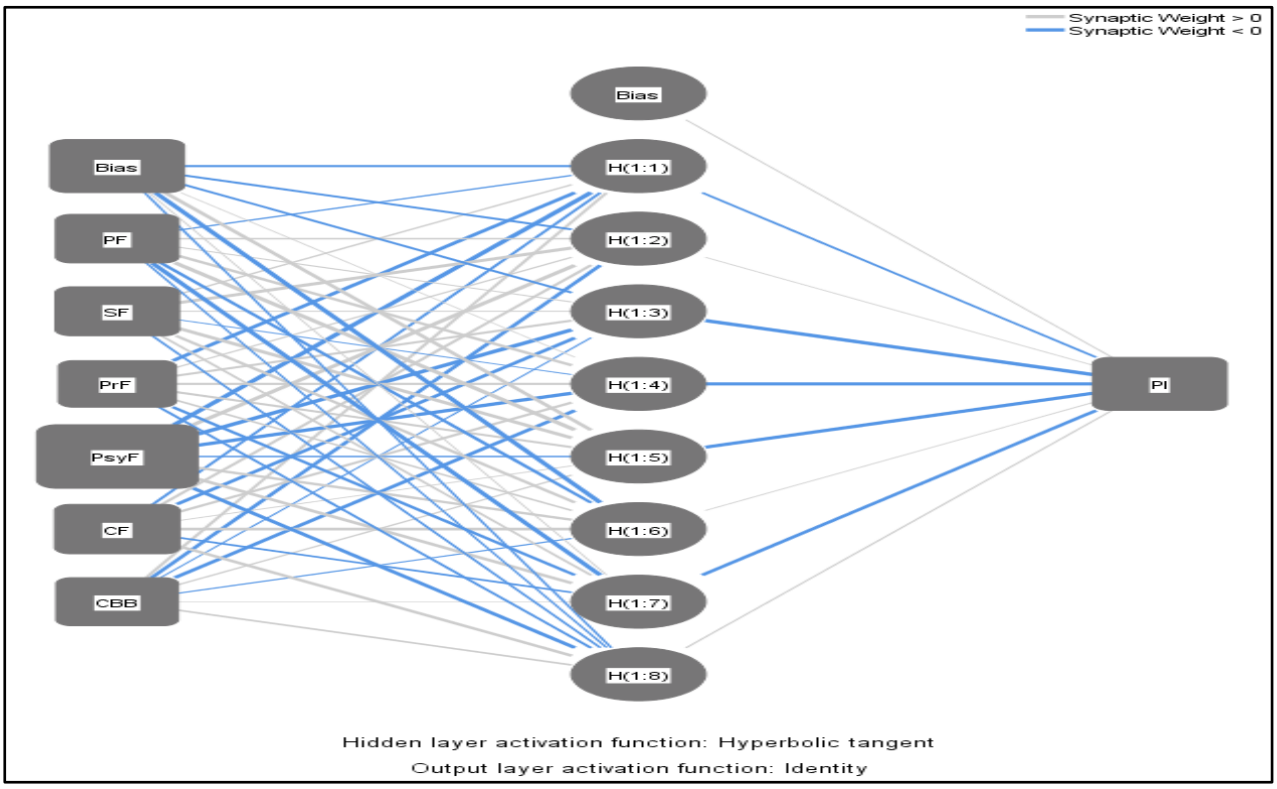


Figure 4.10: Synaptic Daigram

4.7 ANOVA Result

In statistics, data distributions need to be normal and the population of the data should be homogenous in nature. However, in real-world scenarios, data is often more complex and may not follow normal distributions or the population from where the study data is drawn may not

be homogenous. In such cases, to analyse the data, nonparametric tests are used as an alternative method to parametric tests.

Nonparametric tests are methods of statistical analysis that do not require a distribution to meet the required assumptions to be analyzed (especially if the data is not normally distributed). Due to this reason, they are sometimes referred to as distribution-free tests.

Since our study data do not meet the requirement of normal distribution, we have used the Mann-Whitney U Test (alternative for Independent sample t-test) for analysing the gender and marital status of the respondents and the Kruskal Wallis Test (alternative for ANOVA) for analysing age level, occupation, income level and family details of the respondents.

4.7.1 Gender of Respondents and Consumer Buying Behaviour and Purchase Intention of Tussar Silk Products

To evaluate the significant difference between male and female respondents for their Consumer buying behaviour and Purchase Intention, the Mann-Whitney U test has been utilised.

For Consumer Buying Behaviour, the tests revealed insignificant differences in the buying behaviour of males (Median = 3, n = 466) and females (Median = 3, n = 304), $U = 68284$, z = 0.851, p = 0.395, r = 0.0317 (small effect size). Hence, the hypothesis (there is a significant difference between males and females in their Consumer buying behaviour) is not supported.

Similarly, for Purchase Intention, the tests revealed insignificant differences in the males (Median = 3, n = 466) and females (Median = 3, n = 304), $U = 69090$, z = 0.582, p = 0.561, r = 0.2097 (small effect size) (Cohen, 1992). Hence, the hypothesis (there is a significant

difference between males and females for their Purchase Intention) is not supported.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CBB_avg is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.395	Retain the null hypothesis.
2	The distribution of PI_avg is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.561	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

4.7.2 Age of Respondents and Consumer Buying Behaviour and Purchase Intention of Tussar Silk Products

To evaluate siginificant differences in Consumer buying Behaviour and Purchase Intention across different levels of age of the respondents, the Independent sample Kruskal Wallis Test has been utilised.

For Consumer buying behaviour, the tests revealed insignificant differences (Asymp. Sig = 0.934) for the four age levels (18 to 30 years, n = 507; 31 to 43 years, n = 240; 44 to 56 years, n = 21; 57 years and above, n = 2). Hence, the hypothesis (there is a significant difference across different age levels of respondents for their Consumer buying behaviour) is not supported.

Similarly, for Purchase Intention, the tests revealed insignificant differences (Asymp. Sig = 0.879) for the four age levels (18 to 30 years, n = 507; 31 to 43 years, n = 240; 44 to 56 years, n = 21; 57 years and above, n = 2). Hence, the hypothesis (there is a significant difference across different age levels of respondents for their Purchase Intention) is not supported.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CBB_avg is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.934	Retain the null hypothesis.
2	The distribution of PI_avg is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.879	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

4.7.3 Marital Status of Respondents and Consumer Buying Behaviour and Purchase Intention of Tussar Silk Product

To evaluate the significant difference between married and unmarried respondents for their Consumer buying behaviour and Purchase Intention, the Mann-Whitney U test has been utilised.

For Consumer Buying Behaviour, the tests revealed insignificant differences in the buying behaviour of married (Median = 3, n = 537) and unmarried (Median = 3, n = 233), $U = 61012$, $z = 0.550$, $p = 0.582$, $r = 0.0198$ (small effect size). Hence, the hypothesis (there is significant difference between married and unmarried for their Consumer buying behaviour) is not supported.

Similarly, for Purchase Intention, the tests revealed insignificant differences in the married (Median = 3, n = 537) and unmarried (Median = 3, n = 233), $U = 58477$, $z = 1.451$, $p = 0.147$, $r = 0.0523$ (small effect size) (Cohen, 1992). Hence, the hypothesis (there is significant difference between married and unmarried for their Purchase Intention) is not supported.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CBB_avg is the same across categories of Marital_status.	Independent-Samples Mann-Whitney U Test	.582	Retain the null hypothesis.
2	The distribution of PI_avg is the same across categories of Marital_status.	Independent-Samples Mann-Whitney U Test	.147	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

4.7.4 Occupation of Respondents and Consumer Buying Behaviour and Purchase Intention of Tussar Silk Products

To evaluate siginificant differences in Consumer buying Behaviour and Purchase Intention across different occupation categories of the respondents, the Independent sample Kruskal Wallis Test has been utilised.

For Consumer buying behaviour, the tests revealed insignificant differences (Asymp. Sig = 0.961) for the five occupation categories (Business, n = 219; Government sector, n = 181; Private sector, n = 293; Professionals, n = 75 and Retired, n = 2). Hence, the hypothesis (there is a significant difference across different occupation categories of respondents for their Consumer buying behaviour) is not supported.

Similarly, for Purchase Intention, the tests revealed insignificant differences (Asymp. Sig = 0.908) for the five occupation categories (Business, n = 219; Government sector, n = 181; Private sector, n = 293; Professionals, n = 75 and Retired, n = 2). Hence, the hypothesis (there

is a significant difference across different occupation categories of respondents for their Purchase Intention) is not supported.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CBB_avg is the same across categories of Occupation.	Independent-Samples Kruskal-Wallis Test	.961	Retain the null hypothesis.
2	The distribution of PI_avg is the same across categories of Occupation.	Independent-Samples Kruskal-Wallis Test	.908	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

4.7.5 Income of Respondents and Consumer Buying Behaviour and Purchase Intention of Tussar Silk Products

To evaluate siginificant differences in Consumer buying Behaviour and Purchase Intention across different income levels of the respondents, the Independent sample Kruskal Wallis Test has been utilised.

For Consumer buying behaviour, the tests revealed significant differences (Asymp. Sig = 0.003) for the four levels of monthly income (40k to 60k, n = 307; 60k to 80k, n = 378; 80k to 1 lakh, n = 77; 1 lakh & above, n = 8). Hence, the hypothesis (there is a significant difference across different levels of monthly income for the respondents' Consumer buying behaviour) is supported.

Similarly, for Purchase Intention, the tests revealed significant differences (Asymp. Sig = 0.037) for the four levels of monthly income (40k to 60k, n = 307; 60k to 80k, n = 378; 80k to

1 lakh, n = 77; 1 lakh & above, n = 8). Hence, the hypothesis (there is a significant difference across different levels of monthly income for the respondents' Purchase Intention) is supported.

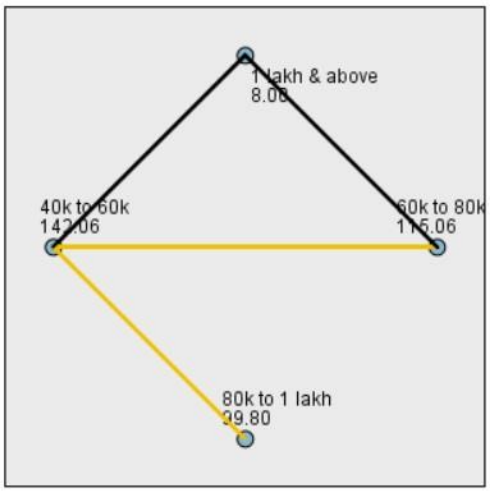
Further, for post-hoc analysis the pair-wise comparisons was conducted to assess the particular monthly income level of the respondents which highlights siginificant differences with their Consumer buying Behaviour and Purchase Intention; the findings demonstrate that the following two monthly income levels- 80k to 1 lakh with 40k to 60k and 60k to 80k with 40k to 60k show siginificant results (p-value < 0.05).

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CBB_avg is the same across categories of Income_level.	Independent-Samples Kruskal-Wallis Test	.003	Reject the null hypothesis.
2	The distribution of PI_avg is the same across categories of Income_level.	Independent-Samples Kruskal-Wallis Test	.037	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Pairwise Comparisons of Income_level



Each node shows the sample average rank of Income_level.

Sample1-Sample2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
1 lakh & above-80k to 1 lakh	91.800	71.644	1.281	.200	1.000
1 lakh & above-60k to 80k	107.060	70.533	1.518	.129	.774
1 lakh & above-40k to 60k	134.058	70.621	1.898	.058	.346
80k to 1 lakh-60k to 80k	15.260	15.392	.991	.321	1.000
80k to 1 lakh-40k to 60k	42.258	15.791	2.676	.007	.045
60k to 80k-40k to 60k	26.998	9.562	2.823	.005	.029

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is .05.
Significance values have been adjusted by the Bonferroni correction for multiple tests.

4.7.6 Family Details of Respondents and Consumer Buying Behaviour and Purchase Intention of Tussar Silk Products

To evaluate siginificant differences in Consumer buying Behaviour and Purchase Intention across number of family members of the respondents, the Independent sample Kruskal Wallis Test has been utilised.

For Consumer buying behaviour, the tests revealed insignificant differences (Asymp. Sig = 0.778) for the three categories of number of family members of the respondents (2 to 4, n = 583; 4 to 6, n = 177; 6 to 8, n = 10). Hence, the hypothesis (there is a significant difference across different categories of number of family members of the respondents for their Consumer buying behaviour) is not supported.

Similarly, for Purchase Intention, the tests revealed insignificant differences (Asymp. Sig = 0.512) for the three categories of number of family members of the respondents (2 to 4, n = 583; 4 to 6, n = 177; 6 to 8, n = 10). Hence, the hypothesis (there is a significant difference across different categories of number of family members of the respondents for their Purchase Intention) is not supported.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of CBB_avg is the same across categories of No_family_members.	Independent-Samples Kruskal-Wallis Test	.778	Retain the null hypothesis.
2	The distribution of PI_avg is the same across categories of No_family_members.	Independent-Samples Kruskal-Wallis Test	.512	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

CHAPTER – V

SUMMARY OF FINDINGS AND DISCUSSION

5.1 INTRODUCTION

Within the intricate tapestry of consumer behaviour lies a nuanced exploration into the world of Tussar Silk products, a journey that intertwines theoretical concepts with empirical scrutiny. This discussion chapter serves as the crucible where theories of Marginal Utility, Socio-Cultural dynamics, Stimulus-response mechanisms, Cognitive Dissonance, and Income and Saving intricately converge with the lived experiences of consumers in the vibrant marketplace of Tussar Silk. As we delve into the core of consumer decision-making, our focus extends beyond the theoretical frameworks to encompass the empirical validation through rigorous analysis, predominantly employing Partial Least Square Structural Equation Modelling (PLS-SEM) with the precision of Artificial Neural Network (ANN) modelling along with the non-parametric ANOVA. Consumer Buying Behaviour and Purchase Intention emerge as the focal points, each thread of theory and analytical exploration woven into the broader fabric of understanding how individuals navigate the realm of Tussar Silk, making choices that resonate with their personal, cultural, psychological, promotional, and social contexts. This chapter unfolds the narrative, unravelling the intricacies that shape consumer choices and paving the way for strategic insights into the dynamic market landscape of Tussar Silk. This chapter unfolds in three distinctive sections to illuminate the myriad factors influencing consumer behaviour. The initial section meticulously explores the impact of demographic profiles on consumer buying behaviour and purchase intention. Leveraging non-parametric tests such as the Mann-Whitney U test and Kruskal-Wallis, this section unravels the nuanced relationships between demographic characteristics of respondents and their preferences in the Tussar Silk market. The subsequent section delves into a comprehensive analysis of hypotheses, employing the robust methodology of PLS-SEM to scrutinize the intricate relationships posited in the research objectives. Finally, the chapter culminates in a profound exploration of variable importance through SEM-ANN, shedding light on the significant predictors within the

consumer decision-making process. This structured approach ensures a thorough examination of the multifaceted dimensions that contribute to the vibrant consumer landscape of Tussar Silk.

5.2 Role of Demographic profile in influencing Consumer Buying Behaviour and Purchase Intention:

5.2.1 Gender of the Respondents: -

The Mann-Whitney U Test results indicated that there are insignificant differences in both Consumer Buying Behaviour and Purchase Intention between males and females.

The p-value of 0.395 suggests that there is a 39.5% chance of observing the observed difference in Consumer Buying Behaviour between males and females due to random sampling variability. With a significance level commonly set at 0.05, the obtained p-value is higher, indicating that the observed differences are not statistically significant. The small effect size (r = 0.0317) reinforces this, suggesting a minimal impact even if there were differences.

Similarly, the p-value of 0.561 for Purchase Intention indicates a 56.1% chance of observing the observed difference by random chance alone. Again, this exceeds the typical 0.05 significance level. The small effect size (r = 0.2097) further emphasizes that any differences, even if present, are of minor practical significance.

The findings suggest that gender does not play a significant role in determining Consumer Buying Behaviour or Purchase Intention in the context under study. This lack of significance is supported by both the p-values and the small effect sizes.

The non-significant differences can be attributed to (1) homogeneity of consumer preferences where both genders exhibit similar attitudes, perceptions, and behaviours regarding Tussar silk; (2) Marketing strategies and promotional campaigns do not target gender-specific preferences, as a result of which gender differences are insignificant; (3) Cultural and social factors are

playing a role in aligning the attitudes and behaviours of the respondents, as mentioned in this study. So, societal norms or cultural influences shape consumer preferences uniformly across the genders leading to non-significant differences in Consumer Buying Behaviour and Purchase Intention.

5.2.2 Marital Status of the Respondents: -

The Mann-Whitney U Test results indicated that there are insignificant differences in both Consumer Buying Behaviour and Purchase Intention between married and unmarried respondents.

The p-value of 0.582 suggests that there is a 58.2% chance of observing the observed difference in Consumer Buying Behaviour between married and unmarried respondents due to random sampling variability. This exceeds the typical 0.05 significance level, indicating that the observed differences are not statistically significant. The small effect size (r = 0.0198) further supports this, suggesting a minimal impact even if there were differences.

The p-value of 0.147 for Purchase Intention indicates a 14.7% chance of observing the observed difference by random chance alone. While this is below the typical 0.05 significance level, it is not low enough to establish statistical significance. The small effect size (r = 0.0523) reinforces that any differences, even if present, are of minor practical significance.

It is conceivable that, in the context of the study, both married and unmarried individuals exhibit similar attitudes and behaviours regarding Tussar Silk, leading to non-significant results. Further, Marketing strategies and promotional efforts may not be tailored to target differences in Consumer Buying Behaviour and Purchase Intention based on marital status. The small effect sizes (r = 0.0198 for Consumer Buying Behaviour, r = 0.0523 for Purchase Intention) indicate small magnitudes of differences. Even if statistically significant differences were present, the small effect sizes suggest that these differences may not be practically significant or meaningful in the real-world context. Therefore, understanding the context,

consumer behaviour nuances and the specific dynamics of the studied population is crucial for interpreting and contextualizing insignificant results in marital status-based analyses.

5.2.3 Age-Level of the Respondents: -

The use of the Kruskal-Wallis test to assess differences in Consumer Buying Behaviour and Purchase Intention across different age levels did not yield significant results. The asymptotic significance values were 0.934 for Consumer Buying Behaviour and 0.879 for Purchase Intention. Consequently, both hypotheses, suggesting significant differences in Consumer Buying Behaviour and Purchase Intention across age groups, are not supported.

The relatively small sample sizes in some age groups, particularly the 44 to 56 years (n = 21) and 57 years and above (n = 2) categories, may limit the variability needed to detect significant differences. Small sample sizes in certain groups can reduce the statistical power of the analysis leading to insignificant results. The characteristics of the sample, such as cultural background, socioeconomic status, or geographic location, may contribute to the observed results. If the sample is relatively homogeneous in terms of relevant attributes, it could limit the variability needed to detect significant differences based on age. The observed differences may be within the realm of random sampling variability. In other words, the differences observed could occur by chance rather than representing systematic differences across age groups.

The lack of significant differences across age groups implies that age may not be a critical factor influencing Consumer Buying Behaviour and Purchase Intention in the context of Tussar Silk. Understanding the specific dynamics of consumer behaviour in this market and tailoring marketing strategies accordingly could be crucial for effectively reaching and engaging individuals across various age brackets.

So, while age-related differences were not found to be significant in this context, further investigation into specific factors influencing consumer behaviour and preferences may provide valuable insights for targeted marketing efforts.

5.2.4 Occupation of the Respondents: -

The utilization of the Independent Sample Kruskal-Wallis Test to assess differences in Consumer Buying Behaviour and Purchase Intention across various occupation categories did not yield significant results. The asymptotic significance values were 0.961 for Consumer Buying Behaviour and 0.908 for Purchase Intention. Consequently, both hypotheses, suggesting significant differences in Consumer Buying Behaviour and Purchase Intention across occupation categories, are not supported.

The insignificant results of the study can be attributed to (1) Tussar Silk is perceived as a product with broad appeal, irrespective of occupation, as a result, individuals from diverse occupational backgrounds might demonstrate similar preferences; (2) Marketing strategies and promotional efforts may not be tailored to target differences in Consumer Buying Behaviour and Purchase Intention based on occupation. If advertising and promotional campaigns do not consider occupation as a significant factor, it could contribute to the lack of significant differences; (3) The characteristics of the sample, such as educational background, income levels, or geographic location, may contribute to the observed results. If the sample is relatively homogeneous in terms of relevant attributes, it could limit the variability needed to detect significant differences based on occupation.

5.2.5 Income Level of the Respondents: -

The Independent Sample Kruskal-Wallis Test for four levels of monthly income (40k to 60k, 60k to 80k, 80k to 1 lakh, and 1 lakh & above) revealed significant differences in both Consumer Buying Behaviour (Asymp. Sig = 0.003) and Purchase Intention (Asymp. Sig = 0.037). Additionally, post-hoc analysis showed specific significant differences between the

income levels 80k to 1 lakh with 40k to 60k and 60k to 80k with 40k to 60k in terms of Consumer Buying Behaviour and Purchase Intention.

Individuals with higher monthly incomes (80k to 1 lakh and 1 lakh & above) may be more sensitive to pricing and have the financial capacity to make purchases based on preferences rather than budget constraints. Further, higher income levels may be associated with specific lifestyles and aspirations whereas individuals with higher incomes may perceive products differently in terms of value and quality. Consumers with greater financial resources might be inclined to make purchases that align with their lifestyle choices, considering factors beyond just the cost. Monthly income levels might intersect with cultural and social influences. Certain income groups may attach cultural or social significance to products like Tussar Silk, impacting their propensity to purchase and influencing overall Consumer Buying Behaviour and Purchase Intention. Moreover, Tussar Silk may possess qualities that resonate more with individuals in higher income brackets, such as exclusivity, craftsmanship, or unique design. This appeal could lead to significant differences in Consumer Buying Behaviour and Purchase Intention. These are some of the reasons that can be attributed to the significant differences in Consumer Buying Behaviour and Purchase Intention compared to those with lower incomes.

5.2.6 Family Details of the Respondents: -

The utilization of the Independent Sample Kruskal-Wallis Test to assess differences in Consumer Buying Behaviour and Purchase Intention across various number of family members did not yield significant results. The asymptotic significance values were 0.778 for Consumer Buying Behaviour and 0.512 for Purchase Intention. Consequently, both hypotheses, suggesting significant differences in Consumer Buying Behaviour and Purchase Intention across occupation categories, are not supported.

The insignificance in differences across family size categories may suggest that regardless of family size, consensus or shared preferences among family members play a crucial role in

Consumer Buying Behaviour and Purchase Intention since purchase decisions within families often involve shared decision-making. Further, families, regardless of their size, might share common cultural or lifestyle influences that impact their perception of Tussar Silk. Insignificant differences could reflect shared values and preferences, minimizing the influence of family size on Consumer Buying Behaviour and Purchase Intention. It is also mentionable that family size might have a limited impact on budget allocation for discretionary items like Tussar Silk. In cases where the product is considered a luxury or non-essential, family size may not significantly influence spending behaviour. Moreover, Tussar Silk is perceived as a product with universal appeal, suitable for individuals and families across various sizes. In this case, the intrinsic qualities of the product might overshadow any potential impact of family size on purchasing decisions. Shared socioeconomic factors could also contribute to the lack of significant differences in Consumer Buying Behaviour and Purchase Intention.

Therefore, the lack of significant differences in Consumer Buying Behaviour and Purchase Intention across different family size categories suggests that family size may not be a major determinant in shaping preferences for Tussar Silk. Other factors, such as cultural influences and shared decision-making, may play a more substantial role in influencing consumer behaviour in this context.

5.3 Factors affecting Consumer Buying Behaviour and Purchase Intention of Consumers

Drawing upon a rich theoretical framework and the robust statistical validation of hypotheses using Partial Least Square Structural Equation Modelling (PLS-SEM) through SmartPLS 4.0, the discussion is crafted. This narrative aims to provide a nuanced and in-depth understanding of the complex interplay between theoretical constructs and empirical findings, unravelling the mysteries of consumer decision-making in the realm of Tussar Silk products.

The academic exploration commences by drawing upon a constellation of theoretical perspectives, each contributing distinct insights into the complex realm of consumer preferences. The Marginal Utility Theory, guiding the examination of Personal Factors, establishes a framework to understand how individual preferences and lifestyle choices impact Consumer Buying Behaviour (CBB) regarding Tussar Silk products (H1). The Income and Saving Theory, woven into the fabric of the exploration, elucidates the intricate relationship between CBB and Purchase Intention (H6), offering a lens to comprehend the continuum of consumer decision-making.

The Stimulus-response Theory, embedded in the investigation of Promotional Factors (H4), unveils the underlying mechanisms through which advertising and sales promotions influence CBB in the specific context of Tussar Silk products. The Cognitive Dissonance Theory, intricately linked to the analysis of Psychological Factors (H3), provides a framework to decipher the role of perception and motivation in shaping consumer choices, adding layers of understanding to the psychological dimensions of purchase behaviour. Finally, the Socio-Cultural Theory, interwoven throughout the exploration, guides the examination of Cultural Factors (H2) and Social Factors (H5), offering insights into the societal context shaping consumer decisions.

Theoretical Underpinnings

5.3.1 Unveiling Personal Factors (Objective 1 - H1): Unravelling the Inner Drivers

Grounded in the venerable Marginal Utility Theory, the inaugural objective embarks on a meticulous exploration of the intricate interplay between Personal Factors and Consumer Buying Behaviour (CBB) concerning Tussar Silk products. This undertaking seeks to decipher the nuanced impact of individual preferences and lifestyle choices, positioned as the bedrock of consumer decision-making. In essence, the research endeavours to illuminate the inner

drivers propelling individuals towards or away from Tussar Silk purchases. Employing the robust methodology of Partial Least Square Structural Equation Modelling (PLS-SEM), the analysis serves as a beacon, illuminating the path to a profound understanding of the significant correlation (substantiated by H1) that exists between Personal Factors and the intricate dance of Consumer Buying Behaviour in the realm of Tussar Silk.

5.3.2 Resonance of Cultural Factors (Objective 2 - H2): Navigating the Cultural Tapestry

Steered by the venerable Socio-Cultural Theory, the second objective ventures into the rich tapestry of Cultural Factors that envelop the consumer landscape in the context of Tussar Silk products. Here, the exploration transcends mere observation, seeking to understand how cultural norms and values intricately shape Consumer Buying Behaviour (CBB). The empirical terrain unfolds with compelling evidence, staunchly affirming H2 and spotlighting the profound influence that cultural elements exert on the decision-making process. As the researcher navigates the cultural tapestry, the resonance of these factors becomes evident, underscoring their pivotal role in moulding consumer choices within the unique domain of Tussar Silk.

5.3.3 Exploring Psychological Dimensions (Objective 3 - H3): Decoding the Cognitive Canvas

Guided by the venerable Cognitive Dissonance Theory, the third objective immerses itself in the intricate canvas of Psychological Factors that paint the landscape of Consumer Buying Behaviour (CBB) concerning Tussar Silk products. This exploration goes beyond surface-level understanding, delving deep into the realms of perception and motivation. The statistical scrutiny, a robust companion to the theoretical framework, staunchly supports H3. It unveils a tapestry where cognitive and emotional factors dance in harmony, influencing the very core of purchase decisions. The research, akin to a psychological archaeologist, unearths the hidden

drivers, laying bare the complex interplay of elements that guide consumers on their Tussar Silk purchasing journey.

5.3.4 Influence of Promotional Factors (Objective 4 - H4): Deciphering the Marketing Alchemy

Aligned with the illustrious Stimulus-response Theory, the fourth objective embarks on a journey to decipher the alchemy of Promotional Factors within the realm of Tussar Silk products. Here, the researcher endeavours to unravel the impact of advertising and sales promotions on Consumer Buying Behaviour (CBB). The statistical revelation, firmly affirming H4, unveils a realm where promotional stimuli wield tangible influence, shaping the decision-making matrix of consumers. As the research peers into the intricacies of this marketing alchemy, it sheds light on the subtle yet potent forces that steer individuals towards Tussar Silk purchases.

5.3.5 Interwoven Social Factors (Objective 5 - H5): Untangling the Social Web

Drawing threads from the venerable Socio-Cultural Theory, the fifth objective embarks on the complex task of untangling the intricate web of Social Factors that permeate the consumer landscape in the context of Tussar Silk products. The empirical analysis, a steadfast companion in this journey, robustly upholds H5. It reveals a tapestry where the influences of family, peers, and social networks intricately weave into the fabric of Consumer Buying Behaviour (CBB). As the researcher navigates the social web, the profound impact of interpersonal dynamics on Tussar Silk purchase decisions comes to the fore, adding a layer of complexity to the understanding of consumer choices.

5.3.6 Culmination in Purchase Intention (Objective 6 - H6): Bridging Consideration and Intent

Mirroring the sagacity of the Income and Saving Theory, the final objective serves as a bridge, connecting the intricate dance of Consumer Buying Behaviour (CBB) to the ultimate destination – Purchase Intention for Tussar Silk products. The PLS-SEM analysis, a reliable guide in this culmination, firmly validates H6. It highlights a clear continuum, akin to a well-charted path, where consideration seamlessly transforms into intention in the realm of consumer decision-making. The research, akin to a seasoned navigator, charts the course through this transformative journey, offering profound insights into the dynamics steering individuals from contemplation to the decisive realm of purchase intention within the unique domain of Tussar Silk products.

5.4 SEM-ANN

This study implemented the ANN approach using the most common type of back-propagation MLP to predict the most influential factor in customers' Purchase Intention of Tussar Silk. The use of Artificial Neural Networks (ANN) with back-propagation MLP is well-suited for complex and non-linear relationships within the dataset. This approach allows the model to capture intricate patterns and dependencies among the variables, providing a nuanced understanding of the factors influencing purchase intention.

The ANN results indicate that the Psychological Factor is the most influential factor in predicting the purchase intention of consumers in buying Tussar Silk. Consumer Buying Behaviour is the second most important factor in predicting the purchase intention of consumers, followed by promotional factor, social factor, personal factor, and cultural factor.

It can be mentioned that the significance of psychological factors aligns with the idea that consumers often make purchasing decisions based on emotions, aesthetics, and individual preferences. In the context of purchasing Tussar Silk, consumers may be influenced by the emotional appeal, perceived quality, and personal preferences associated with the product. The

specific focus on Tussar Silk implies that consumers may prioritize the intrinsic qualities and emotional appeal associated with this particular product. Tussar Silk is known for its unique texture, sheen, and cultural significance, which could explain why psychological factors play a predominant role in influencing purchase intentions.

Secondly, consumer buying behaviour reinforces the idea that understanding how consumers approach the buying process is crucial. Factors such as previous buying patterns, decision-making processes, and post-purchase evaluations contribute to shaping their purchase intention. Analysing and catering to these behavioural aspects can significantly impact consumers' likelihood of purchasing Tussar Silk.

Further, the descending order of importance for promotional, social, personal, and cultural factors is consistent with established marketing principles. Promotional factors, including marketing efforts and advertising, hold a substantial influence on consumers' awareness and perception. Social factors reflect the impact of social circles and societal trends, while personal factors consider individual characteristics. Cultural factors encompass cultural influences on preferences and traditions. The study's findings suggest that while these factors contribute to purchase intention, they might be relatively less influential compared to psychological and consumer behaviour aspects.

Therefore summarising, the results suggest that marketers and businesses should prioritize strategies that appeal to consumers' psychological factors and align with observed consumer buying behaviour. Recognizing the prominence of these factors can guide targeted marketing efforts, product positioning, and promotional activities for Tussar Silk.

5.5 Summary of the Findings

This comprehensive discussion intricately weaves together the strands of each research objective with its corresponding hypothesis, fostering a harmonious interplay between

theoretical frameworks, research pursuits, and empirical substantiation. As a seasoned research scholar, the significance of this exploration extends beyond the mere realms of statistical affirmation, transcending into a narrative that seamlessly aligns theory with real-world application. The synergy between theoretical foundations and empirical scrutiny paints a vivid tapestry, illuminating subtle nuances in the market dynamics that mould consumer preferences within the unique landscape of Tussar Silk products. In essence, this chapter serves as a testimony to the profound depth and expansive scope of the research, propelling the comprehension of Tussar Silk product consumption to unprecedented levels.

The symbiotic relationship between theoretical constructs and the research objectives unveils a multifaceted understanding of the intricate forces at play. Rooted in the Marginal Utility Theory, the exploration of Personal Factors not only delves into individual preferences and lifestyles but solidifies the correlation between these factors and Consumer Buying Behaviour (CBB) regarding Tussar Silk products. This revelation, validated through the robust PLS-SEM analysis, enriches our grasp of the psychological dimensions steering consumer decisions in the realm of Tussar Silk. Similarly, the resonance of Cultural Factors, guided by the Socio-Cultural Theory, becomes palpable as the research illuminates the profound influence of cultural norms and values on CBB concerning Tussar Silk. The empirical evidence resoundingly supports this, elevating our understanding of the intricate cultural mosaic that shapes consumer choices within this unique market. The exploration of Psychological Factors, intertwined with the Cognitive Dissonance Theory, unfolds a captivating narrative of how perception and motivation intricately impact CBB for Tussar Silk products. The statistical robustness of this analysis, supporting H3, brings to light the complex interplay of cognitive and emotional facets, unravelling the intricate layers of consumer decision-making.

Delving into the realm of Promotional Factors, aligned with the Stimulus-response Theory, the research decrypts the marketing alchemy shaping CBB in the context of Tussar Silk. The

validation of H4 underscores the tangible influence of advertising and sales promotions, unravelling the subtle yet potent forces guiding individuals toward Tussar Silk acquisitions. The complex web of Social Factors, drawing inspiration from the Socio-Cultural Theory, is meticulously untangled as the research navigates through family, peers, and social networks. H5 finds robust support, showcasing the profound impact of interpersonal dynamics on Tussar Silk purchase decisions and adding layers of complexity to our scholarly understanding of consumer choices. Finally, the culmination in Purchase Intention, mirroring the sagacity of the Income and Saving Theory, serves as the apex of this scholarly journey. The validated H6 establishes a clear continuum, bridging the realms of Consumer Buying Behaviour to the decisive territory of purchase intention for Tussar Silk products. This concluding objective not only synthesizes the preceding objectives but also acts as a pivotal linkage, providing a comprehensive narrative that extends beyond theoretical conjecture into the pragmatic realm of consumer decision-making. In essence, this discussion transcends the ordinary, offering a panoramic view that encapsulates the essence of Tussar Silk product consumption. It is not merely a culmination of statistical analyses but an intellectual voyage that elevates the understanding of market dynamics, consumer behaviour, and the intricate dance between theory and practice within the context of Tussar Silk products.

CHAPTER – VI

CONCLUSION & FUTURE SCOPE OF THE STUDY

6.1 Overview of the Study

This study stands as a meticulous exploration into the intricate dynamics of consumer behaviour within the context of Tussar silk—a distinctive and sustainable silk variety with cultural resonance. The backdrop of the global fashion industry's paradigm shift towards sustainability set the stage for understanding Tussar silk as a compelling choice in an era marked by heightened environmental consciousness. By weaving together the threads of eco-friendliness, cultural significance, and consumer preferences, this study ventured into the heart of Tussar silk's appeal.

The exploration commenced by unravelling the multifaceted layers of Tussar silk, transcending its physical attributes to delve into the profound cultural narrative it carries. Beyond being a textile, Tussar silk emerged as a symbol of tradition, elegance, and artisanal craftsmanship deeply rooted in the fabric of Indian heritage. The unique production process, with its minimal human intervention and reliance on natural ecosystems, not only gives Tussar silk an inherently sustainable edge but also connects it intricately to the lives of artisans in rural and forested regions of India.

Consumer buying behaviour emerged as a central theme, and the study meticulously navigated the stages from problem recognition to post-purchase behaviour. The theoretical frameworks of consumer behaviour models, such as the Engel-Kollat-Blackwell Model, Howard-Sheth Model, and Maslow's Hierarchy of Needs, were seamlessly integrated. This synthesis provided a holistic understanding of how personal, psychological, social, and economic factors converge to influence consumers in their choices related to sustainable fashion, particularly Tussar silk.

The research methodology and analysis section, employing Partial Least Squares Structural Equation Modeling (PLS-SEM) through smartpls4.0 software, served as the scientific compass

guiding the exploration. This robust methodology allowed for a rigorous examination of six hypotheses derived from established theories. The results revealed significant impacts of personal, cultural, psychological, promotional, and social factors on consumer buying behaviour regarding Tussar silk. Moreover, the culmination of consumer buying behaviour leading to purchase intention was empirically validated, providing a comprehensive understanding of the intricate web of factors influencing consumer choices.

The applied value of this study extended beyond theoretical exploration to a pragmatic examination of government initiatives supporting the Tussar silk industry. By scrutinizing these interventions, the study not only illuminated the efforts to sustain traditional silk weaving but also underscored the economic and cultural importance of Tussar silk within India's broader textile heritage. This insight contributes to a more comprehensive understanding of the socio-economic ecosystem supporting Tussar silk production. Moreover, the study touched upon the contemporary relevance of Tussar silk in the context of sustainability, ethical consumerism, and the changing dynamics of the fashion industry. The unique attributes of Tussar silk, coupled with its rich cultural narrative, position it as more than a mere fabric—it is a conscientious choice that resonates with modern consumers seeking a harmonious blend of style, tradition, and environmental responsibility.

In essence, the overview of this study encapsulates the rich tapestry woven from the threads of Tussar silk's cultural heritage, sustainable essence, and its profound impact on contemporary consumer behaviour. It paints a portrait of Tussar silk not just as a fabric but as a living tradition, a sustainable choice, and a cultural emblem with enduring appeal in the evolving landscape of global fashion.

6.2 Limitations & Future Scope of the Study

As we wrap up this exploration, it illuminates exciting prospects for future research within the dynamic realm of marketing and consumer behaviour. The ever-changing landscape of the fashion industry, coupled with the evolving consciousness of consumers, beckons for a continuous inquiry that aligns with practical marketing considerations. Future studies could take a deeper dive into the evolving terrain of sustainable fashion, specifically investigating its direct influence on the consumption patterns of Tussar silk. This strategic focus ensures that research findings remain pertinent and actionable amid the ongoing transformations within the industry.

Embarking on longitudinal studies becomes imperative to trace the nuanced shifts in consumer behaviour, industry dynamics, and policy frameworks over time. Such studies would not only provide a real-time understanding of the sustained impact of sustainability initiatives but also offer invaluable insights for businesses and policymakers. Evaluating the long-term effectiveness of government interventions in fostering sustainability and economic development within the Tussar silk sector emerges as a promising avenue for further investigation. This approach contributes directly to evidence-based policy formulation, catering to the dynamic needs of the industry. Furthermore, there is an untapped space for exploration in innovative marketing strategies that resonate with the cultural significance and sustainable attributes of Tussar silk. Understanding how these strategies can influence consumer perceptions and choices presents an exciting challenge for marketers. Collaborative efforts between businesses, policymakers, and researchers will play a pivotal role in shaping a future where Tussar silk not only aligns with the ethical and sustainable aspirations of consumers but also emerges as a resilient symbol of cultural richness and economic vitality. This collaborative vision aims to foster a harmonious blend of tradition and modernity,

ensuring that Tussar silk remains not just a fabric but an enduring narrative in the evolving tapestry of global fashion.

Bibliography

Acharya, A.S. *et al.* (2013) 'Sampling: why and how of it?', *Indian Journal of Medical Specialities*, 4(2). Available at: https://doi.org/10.7713/ijms.2013.0032.

Agrawal, M.A. (no date) 'HANDLOOM AND HANDICRAFT SECTOR IN INDIA: A REVIEW OF LITERATURE ON ITS DEMAND IN THE MARKET AND AVAILABILITY OF ORIGINAL PRODUCT'.

Ahmad, H. and Halim, H. (2017) 'Determining sample size for research activities', *Selangor Business Review*, pp. 20–34.

Ajzen, I. (1991) 'The theory of planned behavior', *Organizational Behavior and Human Decision Processes*, 50(2), pp. 179–211. Available at: https://doi.org/10.1016/0749-5978(91)90020-T.

Akour, I.A. *et al.* (2022) 'A conceptual framework for determining metaverse adoption in higher institutions of gulf area: An empirical study using hybrid SEM-ANN approach', *Computers and Education: Artificial Intelligence*, 3, p. 100052.

Alam, M.M.D. *et al.* (2021) 'Factors influencing mHealth adoption and its impact on mental well-being during COVID-19 pandemic: A SEM-ANN approach', *Journal of Biomedical Informatics*, 116(January), p. 103722. Available at: https://doi.org/10.1016/j.jbi.2021.103722.

Ayuniyyah, Q., Hafidhuddin, D. and Hambari, H. (2017) 'Factors Affecting Consumers' Decision in Purchasing MUI Halal-Certified Food Products', *Tazkia Islamic Finance and Business Review*, 10(2), pp. 122–143. Available at: https://doi.org/10.30993/tifbr.v10i2.111.

Bai, Y., Yao, Z. and Dou, Y.-F. (2015) 'Effect of social commerce factors on user purchase behavior: An empirical investigation from renren. com', *International Journal of Information Management*, 35(5), pp. 538–550.

Baltes, P.B., Staudinger, U.M. and Lindenberger, U. (1999) 'Lifespan psychology: Theory

and application to intellectual functioning', *Annual review of psychology*, 50(1), pp. 471–507.

Bandura, A. and Walters, R.H. (1977) *Social learning theory*. Englewood cliffs Prentice Hall.

Barrera-Verdugo, G. and Villarroel-Villarroel, A. (2022) 'Influence of product selection criteria on clothing purchase and post-purchase behaviours: A gender and generational comparison', *Plos one*, 17(6), p. e0267783.

Bian, Q. and Forsythe, S. (2012) 'Purchase intention for luxury brands: A cross cultural comparison', *Journal of Business Research*, 65(10), pp. 1443–1451. Available at: https://doi.org/10.1016/j.jbusres.2011.10.010.

Campbell, S. *et al.* (2020) 'Purposive sampling: complex or simple? Research case examples', *Journal of Research in Nursing*, 25(8), pp. 652–661. Available at: https://doi.org/10.1177/1744987120927206.

Cardinal, R.N. and Aitken, M.R.F. (2013) *ANOVA for the behavioral sciences researcher*. Psychology Press.

Cf, O. (2015) 'Transforming our world: the 2030 Agenda for Sustainable Development', *United Nations: New York, NY, USA* [Preprint].

Chang, S.-J., van Witteloostuijn, A. and Eden, L. (2010) 'From the Editors: Common method variance in international business research', *Journal of International Business Studies*, 41(2), pp. 178–184. Available at: https://doi.org/10.1057/jibs.2009.88.

Chapanis, N.P. and Chapanis, A. (2017) 'Cognitive dissonance: Five years later', *Attitude change*, pp. 116–153.

Chen, Y.-H., Hsu, I.-C. and Lin, C.-C. (2010) 'Website attributes that increase consumer purchase intention: A conjoint analysis', *Journal of business research*, 63(9–10), pp. 1007–1014.

Chong, A.Y.L. (2013) 'A two-staged SEM-neural network approach for understanding and predicting the determinants of m-commerce adoption', *Expert Systems with Applications*, 40(4), pp. 1240–1247. Available at: https://doi.org/10.1016/j.eswa.2012.08.067.

Cohen, J. (1992) 'A power primer.', *Psychological Bulletin*, 112(1), pp. 155–159. Available at: https://doi.org/10.1037/0033-2909.112.1.155.

Compeau, D., Higgins, C.A. and Huff, S. (1999) 'Social cognitive theory and individual reactions to computing technology: A longitudinal study', *MIS quarterly*, pp. 145–158.

Conner, M. and Armitage, C.J. (1998) 'Extending the theory of planned behavior: A review and avenues for further research', *Journal of applied social psychology*, 28(15), pp. 1429–1464.

Cunningham, J.B. and McCrum-Gardner, E. (2007) 'Power, effect and sample size using GPower: practical issues for researchers and members of research ethics committees', *Evidence-Based Midwifery*, 5(4), pp. 132–137.

Das, A.R. and Panja, S. (2022) 'An Empirical Investigation on the Influence of Behavioural Factors on Investment Decision Making', *Vision*, p. 09722629221131101.

Dash, G., Kiefer, K. and Paul, J. (2021) 'Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention', *Journal of business research*, 122, pp. 608–620.

Dash, G. and Paul, J. (2021) 'CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting', *Technological Forecasting and Social Change*, 173(July), p. 121092. Available at: https://doi.org/10.1016/j.techfore.2021.121092.

Dhaliwal, A. (2016) 'Effect of Advertisment on Consumer Buying Behavior', *International Journal of scientific research and management (IJSRM)*, 4(9).

Diehr, P. *et al.* (1990) 'What is too much variation? The null hypothesis in small-area

analysis.', *Health services research*, 24(6), p. 741.

Durmaz, A.P.D.Y. (2014) 'The Influence of cultural factors on consumer buying behaviour and an application in Turkey', *Global Journal of Management and Business Research-GJMBR-E*, 14(1).

El-Masri, M., Al-Yafi, K. and Kamal, M.M. (2023) 'A task-technology-identity fit model of smartwatch utilisation and user satisfaction: A hybrid SEM-neural network approach', *Information Systems Frontiers*, 25(2), pp. 835–852.

Erdfelder, E., Faul, F. and Buchner, A. (1996) 'GPOWER: A general power analysis program', *Behavior Research Methods, Instruments, and Computers*, 28(1), pp. 1–11. Available at: https://doi.org/10.3758/BF03203630.

Farley, J.U. and Ring, L.W. (1970) 'An empirical test of the Howard-Sheth model of buyer behavior', *Journal of Marketing Research*, 7(4), pp. 427–438.

Faruque, S. and Guha, P. (2023) 'Determinants of Marketing Channel Choice Among Handloom Micro-entrepreneurs: Evidence From Rural Assam, India', *International Journal of Rural Management*, p. 09730052231185412.

Faul, F. *et al.* (2007) 'G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences', *Behavior Research Methods*, 39(2), pp. 175–191. Available at: https://doi.org/10.3758/BF03193146.

Fenichel, O. (2014) *The psychoanalytic theory of neurosis*. Routledge.

Fornell, C. and Larcker, D.F. (1981) 'Evaluating Structural Equation Models with Unobservable Variables and Measurement Error', *American Marketing Association*, 18(1), pp. 39–50.

Friedman, M. (1988) 'Models of consumer choice behavior', in *Handbook of economic*

psychology. Springer, pp. 332–357.

Gefen, Rigdon and Straub (2011) 'Editor's Comments: An Update and Extension to SEM Guidelines for Administrative and Social Science Research', *MIS Quarterly*, 35(2), p. iii. Available at: https://doi.org/10.2307/23044042.

Geisser, S. (1974) 'effect to the random model A predictive approach', *Biometrika*, 61(1), pp. 101–107. Available at: https://academic.oup.com/biomet/article-abstract/61/1/101/264348.

Ghose, A. and Chandra, B. (2020) 'Models for predicting sustainable durable products consumption behaviour: A review article', *Vision*, 24(1), pp. 81–89.

Girden, E.R. (1992) *ANOVA: Repeated measures*. sage.

Gopura, S. and Wickramasinghe, A. (2023) 'Dreams of Weaving: Creative Practice-Led Approach to Handloom Product Development in Sri Lanka Using Artisans' Socio-Emotional Identities', *Fashion Practice*, 15(2), pp. 208–229.

Grace Annapoorani, S. (2021) 'Sustainable development in the handloom industry', *Handloom Sustainability and Culture: Artisanship and Value Addition*, pp. 95–118.

Hair, J. *et al.* (2010) 'Multivariate data analysis 7th Pearson prentice hall', *Upper Saddle River, NJ*, pp. 629–686.

Hair, J.F. *et al.* (2014) 'Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research', *European Business Review*, 26(2), pp. 106–121. Available at: https://doi.org/10.1108/EBR-10-2013-0128.

Hair, J.F. *et al.* (2019) 'When to use and how to report the results of PLS-SEM', *European Business Review*, 31(1), pp. 2–24. Available at: https://doi.org/10.1108/EBR-11-2018-0203.

Hair, J.F. *et al.* (2021) *Review of Partial Least Squares Structural Equation Modeling (PLS-*

SEM) Using R: A Workbook, *Structural Equation Modeling: A Multidisciplinary Journal*. Available at: https://doi.org/10.1080/10705511.2022.2108813.

Hair, J.F., M.Hult, G.T. and Ringle, C.M. (2014) *A Primer on Partial Least Squares Structural Equation Modeling*, *Long Range Planning*. Available at: https://doi.org/10.1016/j.lrp.2013.01.002.

Hair, J.F., Ringle, C.M. and Sarstedt, M. (2011) 'PLS-SEM: Indeed a silver bullet', *Journal of Marketing Theory and Practice*, 19(2), pp. 139–152. Available at: https://doi.org/10.2753/MTP1069-6679190202.

Hair, J.F., Ringle, C.M. and Sarstedt, M. (2013) 'Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance', *Long Range Planning*, 46(1–2), pp. 1–12. Available at: https://doi.org/10.1016/j.lrp.2013.01.001.

Hair Jr., J.F. *et al.* (2017) 'PLS-SEM or CB-SEM: updated guidelines on which method to use', *International Journal of Multivariate Data Analysis*, 1(2), p. 107. Available at: https://doi.org/10.1504/ijmda.2017.10008574.

Hair Jr, J.F. *et al.* (2021) *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.

Hanaysha, J.R. (2018) 'An examination of the factors affecting consumer's purchase decision in the Malaysian retail market', *PSU Research Review*, 2(1), pp. 7–23. Available at: https://doi.org/10.1108/PRR-08-2017-0034.

Hasan, A. and Nika, F.A. (2017) 'CONSUMERS'DECISION MAKING: A LITERATURE REVIEW', *Prestige International Journal of Management and Research*, p. 35.

Haykin, S. (1998) *Neural networks: a comprehensive foundation*. Prentice Hall PTR.

Henseler, J. *et al.* (2014) 'Common Beliefs and Reality About PLS: Comments on Rönkkö

and Evermann (2013)', *Organizational Research Methods*, 17(2), pp. 182–209. Available at: https://doi.org/10.1177/1094428114526928.

Henseler, J., Ringle, C.M. and Sarstedt, M. (2015) 'A new criterion for assessing discriminant validity in variance-based structural equation modeling', *Journal of the Academy of Marketing Science*, 43(1), pp. 115–135. Available at: https://doi.org/10.1007/s11747-014-0403-8.

Henseler, J., Ringle, C.M. and Sinkovics, R.R. (2009) 'The use of partial least squares path modeling in international marketing', *Advances in International Marketing*, 20(2009), pp. 277–319. Available at: https://doi.org/10.1108/S1474-7979(2009)0000020014.

Henseler, J. and Sarstedt, M. (2013) 'Goodness-of-fit indices for partial least squares path modeling', *Computational Statistics*, 28(2), pp. 565–580. Available at: https://doi.org/10.1007/s00180-012-0317-1.

Hogg, M. *et al.* (2006) 'Consumer behaviour: a European perspective.'

Jha, I.N., Pal, D. and Sarkar, S. (2023) 'Unlocking the secret to happiness at work: the power of inclusive leadership, organizational justice and workplace inclusion', *Journal of Management Development*, ahead-of-p(ahead-of-print). Available at: https://doi.org/10.1108/JMD-04-2023-0136.

Jhunjhunwala, R. (2022) *Textile industry goes green*, *The Times of India*.

Joshi, Y. and Rahman, Z. (2015) 'Factors affecting green purchase behaviour and future research directions', *International Strategic management review*, 3(1–2), pp. 128–143.

Kang, H. (2021) 'Sample size determination and power analysis using the G*Power software', *Journal of Educational Evaluation for Health Professions*, 18, pp. 1–12. Available at: https://doi.org/10.3352/JEEHP.2021.18.17.

Kauder, E. (2015) *History of marginal utility theory*. Princeton University Press.

Kethan, M. *et al.* (2022) 'A study on issues and challenges on production of handloom sector with special reference to rayalaseema and costal region of Andhra Pradesh', *IJAR*, 8(6), pp. 89–95.

Khare, A. (2015) 'Antecedents to green buying behaviour: a study on consumers in an emerging economy', *Marketing Intelligence & Planning*, 33(3), pp. 309–329. Available at: https://doi.org/10.1108/MIP-05-2014-0083.

Kim, H.-Y. (2014) 'Analysis of variance (ANOVA) comparing means of more than two groups', *Restorative dentistry & endodontics*, 39(1), pp. 74–77.

Kim, T.K. (2017) 'Understanding one-way ANOVA using conceptual figures', *Korean journal of anesthesiology*, 70(1), pp. 22–26.

Koetting, M.C. *et al.* (2015) 'Stimulus-responsive hydrogels: Theory, modern advances, and applications', *Materials Science and Engineering: R: Reports*, 93, pp. 1–49.

Koli, A.K. (2023) 'Handmade OK please: key criteria for purchasing craft items by Indian consumers', *Journal of Cultural Heritage Management and Sustainable Development*, 13(1), pp. 43–65.

Kotler, P. *et al.* (1993) *Marketing: an introduction*. Prentice Hall Englewood Cliffs.

Kotler, P. and Lee, N. (2008) *Social marketing: Influencing behaviors for good*. Sage.

Krishnaraj, G., Elangovan, N. and Prakash, C. (2022) 'Factors influencing consumer purchasing behaviour towards purchase of palm leaf craft', *Journal of Natural Fibers*, 19(15), pp. 11610–11620.

Lantolf, J.P. (2000) 'Introducing sociocultural theory', *Sociocultural theory and second*

language learning, 1, pp. 1–26.

Levin, K.A. (2006) 'Study design III: Cross-sectional studies', *Evidence-based dentistry*, 7(1), pp. 24–25.

Liébana-Cabanillas, F., Marinković, V. and Kalinić, Z. (2017) 'A SEM-neural network approach for predicting antecedents of m-commerce acceptance', *International Journal of Information Management*, 37(2), pp. 14–24. Available at: https://doi.org/10.1016/j.ijinfomgt.2016.10.008.

Lussier, K. (2019) 'Of Maslow, motives, and managers: The hierarchy of needs in American business, 1960–1985', *Journal of the History of the Behavioral Sciences*, 55(4), pp. 319–341.

Management, M. and Science, A. (2021) 'Handloom and Handicraft Sector in India : a Review of Literature', 03(02), pp. 203–208.

Mann, B.J.S. and Kaur, H. (2020) 'Sustainable supply chain activities and financial performance: An Indian experience', *Vision*, 24(1), pp. 60–69.

Miller Jr, R.G. (1997) *Beyond ANOVA: basics of applied statistics*. CRC press.

Mishra, P. and Devakumar, G. (2018) 'Factors Influencing Consumer Preference for Purchase Intention of Organic Apparel Products–A Structured Review', *Pacifi c Business Review International*, 11(6), pp. 130–146.

Mohitkumar Trivedi, P., Vasavada-Oza, F. and Krishna, R. (2020) 'Tell me a story! Antecedents to purchase of handloom products in India', *Global Business Review*, p. 0972150920907251.

Montano, D.E. and Kasprzyk, D. (2015) 'Theory of reasoned action, theory of planned behavior, and the integrated behavioral model', *Health behavior: Theory, research and practice*, 70(4), p. 231.

Morrison, D.G. (1979) 'Purchase intentions and purchase behavior', *Journal of marketing*, 43(2), pp. 65–74.

Morse, J.M. (1991) 'Strategies for sampling', *Qualitative nursing research: A contemporary dialogue*, 127, p. 145.

Negnevitsky, M. (2011) *Artificial intelligence: a guide to intelligent system*, *Polyhedron*. Available at: https://doi.org/10.1016/j.poly.2016.11.012.

Nunnally, J.C. (1978) *Psychometric Theory*. McGraw-Hill Companies.

Olsen, C. and St George, D.M.M. (2004) 'Cross-sectional study design and data analysis', *College entrance examination board*, 26(03), p. 2006.

Palinkas, L.A. *et al.* (2015) 'Purposeful Sampling for Qualitative Data Collection and Analysis in Mixed Method Implementation Research', *Administration and Policy in Mental Health and Mental Health Services Research*, 42(5), pp. 533–544. Available at: https://doi.org/10.1007/s10488-013-0528-y.

Pandit, P. *et al.* (2020) 'Challenges and opportunities of waste in handloom textiles', *Recycling from waste in fashion and textiles: a sustainable and circular economic approach*, pp. 123–149.

Patra, S. (2021) 'A study on profitability of handloom products of Maniabandha and Mohammadpur of Cuttack District of Odisha', *Splint International Journal of Professionals*, 8(1), pp. 77–84.

Peter, J.P., Olson, J.C. and Grunert, K.G. (1999) 'Consumer behavior and marketing strategy'.

Pinochet, L.H.C. *et al.* (2023) 'Predicting the Antecedents of Quality of Life from the Use of Smart Technologies in Supermarket Retail: An in-depth Investigation Using Artificial Neural

Networks', *Procedia Computer Science*, 221, pp. 450–457.

Podsakoff, P.M. *et al.* (2003) 'Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies', *Journal of Applied Psychology*, 88(5), pp. 879–903. Available at: https://doi.org/10.1037/0021-9010.88.5.879.

Podsakoff, P.M., MacKenzie, S.B. and Podsakoff, N.P. (2012) 'Sources of method bias in social science research and recommendations on how to control it', *Annual Review of Psychology*, 63, pp. 539–569. Available at: https://doi.org/10.1146/annurev-psych-120710-100452.

Prathap, S.K. and CC, S. (2022) 'Determinants of purchase intention of traditional handloom apparels with geographical indication among Indian consumers', *Journal of Humanities and Applied Social Sciences*, 4(1), pp. 21–38.

Priest, J., Carter, S. and Statt, D.A. (2013) 'Consumer behaviour', *Edinburgh Business School, Hariot–Watt University, UK* [Preprint].

Ramya, N. and Ali, S.M. (2016) 'Factors affecting consumer buying behavior', *International journal of applied research*, 2(10), pp. 76–80.

Raykov, T. and Marcoulides, G. (2006) *A First Course in Structural Eqaution Modeling*.

Reddy, C.V.K. and Abdul, N. (2013) 'Economic Reforms–Declining Handloom Industry–Role of Microfinance', *American International Journal of Research in Humanities, Arts and Social Sciences*, 4(1), pp. 66–72.

Robins, K. (2005) 'Tradition and translation: national culture in its global context', in *Enterprise and heritage*. Routledge, pp. 29–52.

Roy, S. and Mohapatra, S. (2023) 'Exploring the culture–creativity–innovation triad in the handicraft industry using an interpretive approach', *Journal of Business Research*, 156, p.

113460.

RVSPK, R., Priyanath, H.M.S. and Megama, R.G.N. (2020) 'Methods and rules-of-thumb in the determination of minimum sample size when applying structural equation modelling: A review', *J Soc Sci Res*, 15(2), pp. 102–109.

Schotter, A. (2008) 'The economic theory of social institutions', *Cambridge Books* [Preprint].

Sedgwick, P. (2013) 'Convenience sampling', *Bmj*, 347(oct25 2), pp. f6304–f6304. Available at: https://doi.org/10.1136/bmj.f6304.

Setia, M.S. (2016) 'Methodology series module 3: Cross-sectional studies', *Indian journal of dermatology*, 61(3), p. 261.

Sharma, M. *et al.* (2022) 'Impact of Digital Assistant Attributes on Millennials' Purchasing Intentions: A Multi-Group Analysis using PLS-SEM, Artificial Neural Network and fsQCA', *Information Systems Frontiers* [Preprint]. Available at: https://doi.org/10.1007/s10796-022-10339-5.

Sharma, S.K. *et al.* (2018) 'Mobile applications in government services (mG-App) from user's perspectives: A predictive modelling approach', *Government Information Quarterly*, 35(4), pp. 557–568. Available at: https://doi.org/10.1016/j.giq.2018.07.002.

Shrum, L.J., McCarty, J.A. and Lowrey, T.M. (1995) 'Buyer characteristics of the green consumer and their implications for advertising strategy', *Journal of advertising*, 24(2), pp. 71–82.

Sim, J.J. *et al.* (2014) 'Understanding and predicting the motivators of mobile music acceptance - A multi-stage MRA-artificial neural network approach', *Telematics and Informatics*, 31(4), pp. 569–584. Available at: https://doi.org/10.1016/j.tele.2013.11.005.

Sivakavitha, S. and Selvasundaram, K. (2019) 'A Study On Consumer Behaviour Towards

Arignar Anna Silk Co Operative Society Ltd In Kanchipuram', *Think India Journal*, 22(14), pp. 6050–6059.

Solomon, M.R. and Panda, T.K. (2004) *Consumer behavior, buying, having, and being*. Pearson Education India.

Spencer, H. (1875) 'The development hypothesis.', in *Illustrations of universal progress: A series of discussions.* New York: D Appleton & Company, pp. 377–383. Available at: https://doi.org/10.1037/12203-009.

Sreen, N., Purbey, S. and Sadarangani, P. (2018) 'Impact of culture, behavior and gender on green purchase intention', *Journal of Retailing and Consumer Services*, 41(December 2017), pp. 177–189. Available at: https://doi.org/10.1016/j.jretconser.2017.12.002.

St, L. and Wold, S. (1989) 'Analysis of variance (ANOVA)', *Chemometrics and intelligent laboratory systems*, 6(4), pp. 259–272.

Stern, C. and Garson, G.D. (1999) 'Neural Networks. An Introductory Guide for Social Scientists', *Contemporary Sociology*, 28(6), p. 753. Available at: https://doi.org/10.2307/2655607.

Stone, M. (1974) 'Cross-Validatory Choice and Assessment of Statistical Predictions Author (s): M . Stone Source : Journal of the Royal Statistical Society . Series B (Methodological), Vol . 36 , No . 2 Published by : Blackwell Publishing for the Royal Statistical Soci', *Journal of the Royal Statistical Society*, 36(2), pp. 111–147. Available at: https://www.jstor.org/stable/2984809.

Stratton, S.J. (2021) 'Population Research: Convenience Sampling Strategies', *Prehospital and Disaster Medicine*, 36(4), pp. 373–374. Available at: https://doi.org/10.1017/S1049023X21000649.

Thompson, S.K. (2012) *Sampling*. John Wiley & Sons.

Tirpude, R., Alam, T. and Saha, N.C. (2019) 'Effect of package design of handloom products to influence consumer perception', *Journal of Packaging Technology and Research*, 3(2), pp. 169–179.

Tripathi, S. and Gurjar, C.P. (2016) 'IMPACT STUDY OF SERICULTURE AND PRODUCTION OF KOSA SILK ON ECONOMIC MAP OF CHHATTISGARH: A COMPREHENSIVE LITERATURE SURVEY', *Indian Journal of Management Science*, 6(1), p. 22.

VanVoorhis, C.R.W. and Morgan, B.L. (2007) 'Understanding power and rules of thumb for determining sample sizes', *Tutorials in quantitative methods for psychology*, 3(2), pp. 43–50.

Varshneya, G., Pandey, S.K. and Das, G. (2017) 'Impact of social influence and green consumption values on purchase intention of organic clothing: a study on collectivist developing economy', *Global Business Review*, 18(2), pp. 478–492.

Verma, K., Prerna, P.P. and Singha, K. (no date) 'Unraveling the Weaver's Scenario of Indian Handloom Sector: A Case Study', *S. No. Title of Paper Page No.*, p. 125.

Vyshnavi and Nair (2017) 'Handloom Sector in India: A literature Review of Government reports', *International Research Journal of Management and Commerce ISSN*, 564(8), pp. 2348–9766.

Wang, C.L. *et al.* (2012) 'Country image, product image and consumer purchase intention: Evidence from an emerging economy', *International Business Review*, 21(6), pp. 1041–1051. Available at: https://doi.org/10.1016/j.ibusrev.2011.11.010.

Webster Jr, F.E. and Wind, Y. (1972) 'A general model for understanding organizational buying behavior', *Journal of marketing*, 36(2), pp. 12–19.

Wong, K.K.K.-K. (2013) '28/05 - Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS', *Marketing Bulletin*, 24(1), pp. 1–32.

Woolson, R.F., Bean, J.A. and Rojas, P.B. (1986) 'Sample size for case-control studies using Cochran's statistic', *Biometrics*, pp. 927–932.

Wu, L. and Chen, J.-L. (2005) 'An extension of trust and TAM model with TPB in the initial adoption of on-line tax: an empirical study', *International Journal of Human-Computer Studies*, 62(6), pp. 784–808.

Wu, S.-I. and Chen, J.-Y. (2014) 'A model of green consumption behavior constructed by the theory of planned behavior', *International Journal of Marketing Studies*, 6(5), p. 119.

Yadav, S.B. and Jena, B.B. (2022) 'The Interplay Between Handloom E-Commerce Platform and Handloom Weavers: A Case Study Approach', *IUP Journal of Business Strategy*, 19(1), pp. 48–66.

Zhao, J. *et al.* (2021) 'Consumer behaviour analysis for business development', *Aggression and Violent Behavior*, p. 101591.

Acharya, A.S. *et al.* (2013) 'Sampling: Why and how of it', *Indian Journal of Medical Specialties*, 4(2), pp. 330–333.

Agrawal, M.A. (no date) 'HANDLOOM AND HANDICRAFT SECTOR IN INDIA: A REVIEW OF LITERATURE ON ITS DEMAND IN THE MARKET AND AVAILABILITY OF ORIGINAL PRODUCT'.

Ahmad, H. and Halim, H. (2017) 'Determining sample size for research activities', *Selangor Business Review*, pp. 20–34.

Ajzen, I. (1991) 'The theory of planned behavior', *Organizational behavior and human decision processes*, 50(2), pp. 179–211.

Akour, I.A. *et al.* (2022) 'A conceptual framework for determining metaverse adoption in higher institutions of gulf area: An empirical study using hybrid SEM-ANN approach', *Computers and Education: Artificial Intelligence*, 3, p. 100052.

Alam, M.M.D. *et al.* (2021) 'Factors influencing mHealth adoption and its impact on mental well-being during COVID-19 pandemic: A SEM-ANN approach', *Journal of Biomedical Informatics*, 116(January), p. 103722. Available at: https://doi.org/10.1016/j.jbi.2021.103722.

Ayuniyyah, Q., Hafidhuddin, D. and Hambari, H. (2017) 'Factors Affecting Consumers' Decision in Purchasing MUI Halal-Certified Food Products', *Tazkia Islamic Finance and Business Review*, 10(2), pp. 122–143. Available at: https://doi.org/10.30993/tifbr.v10i2.111.

Bai, Y., Yao, Z. and Dou, Y.-F. (2015) 'Effect of social commerce factors on user purchase behavior: An empirical investigation from renren. com', *International Journal of Information Management*, 35(5), pp. 538–550.

Baltes, P.B., Staudinger, U.M. and Lindenberger, U. (1999) 'Lifespan psychology: Theory and application to intellectual functioning', *Annual review of psychology*, 50(1), pp. 471–507.

Bandura, A. and Walters, R.H. (1977) *Social learning theory*. Englewood cliffs Prentice Hall.

Barrera-Verdugo, G. and Villarroel-Villarroel, A. (2022) 'Influence of product selection criteria on clothing purchase and post-purchase behaviours: A gender and generational comparison', *Plos one*, 17(6), p. e0267783.

Bian, Q. and Forsythe, S. (2012) 'Purchase intention for luxury brands: A cross cultural comparison', *Journal of Business Research*, 65(10), pp. 1443–1451. Available at: https://doi.org/10.1016/j.jbusres.2011.10.010.

Cardinal, R.N. and Aitken, M.R.F. (2013) *ANOVA for the behavioral sciences researcher*. Psychology Press.

Cf, O. (2015) 'Transforming our world: the 2030 Agenda for Sustainable Development', *United Nations: New York, NY, USA* [Preprint].

Chang, S.-J., van Witteloostuijn, A. and Eden, L. (2010) 'From the Editors: Common method variance in international business research', *Journal of International Business Studies*, 41(2), pp. 178–184. Available at: https://doi.org/10.1057/jibs.2009.88.

Chapanis, N.P. and Chapanis, A. (2017) 'Cognitive dissonance: Five years later', *Attitude change*, pp. 116–153.

Chen, Y.-H., Hsu, I.-C. and Lin, C.-C. (2010) 'Website attributes that increase consumer purchase intention: A conjoint analysis', *Journal of business research*, 63(9–10), pp. 1007–1014.

Chong, A.Y.L. (2013) 'A two-staged SEM-neural network approach for understanding and predicting the determinants of m-commerce adoption', *Expert Systems with Applications*, 40(4), pp. 1240–1247. Available at: https://doi.org/10.1016/j.eswa.2012.08.067.

Cohen, J. (1992) 'A power primer.', *Psychological Bulletin*, 112(1), pp. 155–159. Available

at: https://doi.org/10.1037/0033-2909.112.1.155.

Compeau, D., Higgins, C.A. and Huff, S. (1999) 'Social cognitive theory and individual reactions to computing technology: A longitudinal study', *MIS quarterly*, pp. 145–158.

Conner, M. and Armitage, C.J. (1998) 'Extending the theory of planned behavior: A review and avenues for further research', *Journal of applied social psychology*, 28(15), pp. 1429–1464.

Cunningham, J.B. and McCrum-Gardner, E. (2007) 'Power, effect and sample size using GPower: practical issues for researchers and members of research ethics committees', *Evidence-Based Midwifery*, 5(4), pp. 132–137.

Das, A.R. and Panja, S. (2022) 'An Empirical Investigation on the Influence of Behavioural Factors on Investment Decision Making', *Vision*, p. 09722629221131101.

Dash, G., Kiefer, K. and Paul, J. (2021) 'Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention', *Journal of business research*, 122, pp. 608–620.

Dash, G. and Paul, J. (2021) 'CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting', *Technological Forecasting and Social Change*, 173(July), p. 121092. Available at: https://doi.org/10.1016/j.techfore.2021.121092.

Dhaliwal, A. (2016) 'Effect of Advertisment on Consumer Buying Behavior', *International Journal of scientific research and management (IJSRM)*, 4(9).

Diehr, P. *et al.* (1990) 'What is too much variation? The null hypothesis in small-area analysis.', *Health services research*, 24(6), p. 741.

Durmaz, A.P.D.Y. (2014) 'The Influence of cultural factors on consumer buying behaviour and an application in Turkey', *Global Journal of Management and Business Research-GJMBR-E*, 14(1).

El-Masri, M., Al-Yafi, K. and Kamal, M.M. (2023) 'A task-technology-identity fit model of smartwatch utilisation and user satisfaction: A hybrid SEM-neural network approach', *Information Systems Frontiers*, 25(2), pp. 835–852.

Erdfelder, E., Faul, F. and Buchner, A. (1996) 'GPOWER: A general power analysis program', *Behavior research methods, instruments, & computers*, 28, pp. 1–11.

Farley, J.U. and Ring, L.W. (1970) 'An empirical test of the Howard-Sheth model of buyer behavior', *Journal of Marketing Research*, 7(4), pp. 427–438.

Faruque, S. and Guha, P. (2023) 'Determinants of Marketing Channel Choice Among Handloom Micro-entrepreneurs: Evidence From Rural Assam, India', *International Journal of Rural Management*, p. 09730052231185412.

Faul, F. *et al.* (2007) 'G* Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences', *Behavior research methods*, 39(2), pp. 175–191.

Fenichel, O. (2014) *The psychoanalytic theory of neurosis*. Routledge.

Fornell, C. and Larcker, D.F. (1981) 'Evaluating Structural Equation Models with Unobservable Variables and Measurement Error', *Journal of Marketing Research*, 18(1), p. 39. Available at: https://doi.org/10.2307/3151312.

Friedman, M. (1988) 'Models of consumer choice behavior', in *Handbook of economic psychology*. Springer, pp. 332–357.

Gefen, Rigdon and Straub (2011) 'Editor's Comments: An Update and Extension to SEM Guidelines for Administrative and Social Science Research', *MIS Quarterly*, 35(2), p. iii. Available at: https://doi.org/10.2307/23044042.

Geisser, S. (1974) 'effect to the random model A predictive approach', *Biometrika*, 61(1), pp. 101–107.

Ghose, A. and Chandra, B. (2020) 'Models for predicting sustainable durable products consumption behaviour: A review article', *Vision*, 24(1), pp. 81–89.

Girden, E.R. (1992) *ANOVA: Repeated measures*. sage.

Gopura, S. and Wickramasinghe, A. (2023) 'Dreams of Weaving: Creative Practice-Led Approach to Handloom Product Development in Sri Lanka Using Artisans' Socio-Emotional Identities', *Fashion Practice*, 15(2), pp. 208–229.

Grace Annapoorani, S. (2021) 'Sustainable development in the handloom industry', *Handloom Sustainability and Culture: Artisanship and Value Addition*, pp. 95–118.

Hair, J. *et al.* (2010) 'Multivariate data analysis 7th Pearson prentice hall', *Upper Saddle River, NJ*, pp. 629–686.

Hair, J.F. *et al.* (2014) 'Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research', *European Business Review*, 26(2), pp. 106–121. Available at: https://doi.org/10.1108/EBR-10-2013-0128.

Hair, J.F. *et al.* (2019) 'When to use and how to report the results of PLS-SEM', *European Business Review*, 31(1), pp. 2–24. Available at: https://doi.org/10.1108/EBR-11-2018-0203.

Hair, J.F. *et al.* (2021) *Review of Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*, *Structural Equation Modeling: A Multidisciplinary Journal*. Available at: https://doi.org/10.1080/10705511.2022.2108813.

Hair, J.F., M.Hult, G.T. and Ringle, C.M. (2014) *A Primer on Partial Least Squares Structural Equation Modeling*, *Long Range Planning*. Available at: https://doi.org/10.1016/j.lrp.2013.01.002.

Hair, J.F., Ringle, C.M. and Sarstedt, M. (2011) 'PLS-SEM: Indeed a silver bullet', *Journal of Marketing Theory and Practice*, 19(2), pp. 139–152. Available at:

https://doi.org/10.2753/MTP1069-6679190202.

Hair, J.F., Ringle, C.M. and Sarstedt, M. (2013) 'Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance', *Long Range Planning*, 46(1–2), pp. 1–12. Available at: https://doi.org/10.1016/j.lrp.2013.01.001.

Hair Jr., J.F. *et al.* (2017) 'PLS-SEM or CB-SEM: updated guidelines on which method to use', *International Journal of Multivariate Data Analysis*, 1(2), p. 107. Available at: https://doi.org/10.1504/ijmda.2017.10008574.

Hair Jr, J.F. *et al.* (2021) *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.

Hanaysha, J.R. (2018) 'An examination of the factors affecting consumer's purchase decision in the Malaysian retail market', *PSU Research Review*, 2(1), pp. 7–23. Available at: https://doi.org/10.1108/PRR-08-2017-0034.

Hasan, A. and Nika, F.A. (2017) 'CONSUMERS'DECISION MAKING: A LITERATURE REVIEW', *Prestige International Journal of Management and Research*, p. 35.

Haykin, S. (1998) *Neural networks: a comprehensive foundation*. Prentice Hall PTR.

Henseler, J. *et al.* (2014) 'Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013)', *Organizational Research Methods*, 17(2), pp. 182–209. Available at: https://doi.org/10.1177/1094428114526928.

Henseler, J., Ringle, C.M. and Sarstedt, M. (2015) 'A new criterion for assessing discriminant validity in variance-based structural equation modeling', *Journal of the Academy of Marketing Science*, 43(1), pp. 115–135. Available at: https://doi.org/10.1007/s11747-014-0403-8.

Henseler, J., Ringle, C.M. and Sinkovics, R.R. (2009) 'The use of partial least squares path modeling in international marketing', *Advances in International Marketing*, 20(2009), pp. 277–

319. Available at: https://doi.org/10.1108/S1474-7979(2009)0000020014.

Henseler, J. and Sarstedt, M. (2013) 'Goodness-of-fit indices for partial least squares path modeling', *Computational Statistics*, 28(2), pp. 565–580. Available at: https://doi.org/10.1007/s00180-012-0317-1.

Hogg, M. *et al.* (2006) 'Consumer behaviour: a European perspective.'

Jha, I.N., Pal, D. and Sarkar, S. (2023) 'Unlocking the secret to happiness at work: the power of inclusive leadership, organizational justice and workplace inclusion', *Journal of Management Development* [Preprint]. Available at: https://doi.org/10.1108/JMD-04-2023-0136.

Jhunjhunwala, R. (2022) *Textile industry goes green*, *The Times of India*.

Joshi, Y. and Rahman, Z. (2015) 'Factors affecting green purchase behaviour and future research directions', *International Strategic management review*, 3(1–2), pp. 128–143.

Kang, H. (2021) 'Sample size determination and power analysis using the G* Power software', *Journal of educational evaluation for health professions*, 18.

Kauder, E. (2015) *History of marginal utility theory*. Princeton University Press.

Kethan, M. *et al.* (2022) 'A study on issues and challenges on production of handloom sector with special reference to rayalaseema and costal region of Andhra Pradesh', *IJAR*, 8(6), pp. 89–95.

Khare, A. (2015) 'Antecedents to green buying behaviour: a study on consumers in an emerging economy', *Marketing Intelligence & Planning*, 33(3), pp. 309–329. Available at: https://doi.org/10.1108/MIP-05-2014-0083.

Kim, H.-Y. (2014) 'Analysis of variance (ANOVA) comparing means of more than two

groups', *Restorative dentistry & endodontics*, 39(1), pp. 74–77.

Kim, T.K. (2017) 'Understanding one-way ANOVA using conceptual figures', *Korean journal of anesthesiology*, 70(1), pp. 22–26.

Koetting, M.C. *et al.* (2015) 'Stimulus-responsive hydrogels: Theory, modern advances, and applications', *Materials Science and Engineering: R: Reports*, 93, pp. 1–49.

Koli, A.K. (2023) 'Handmade OK please: key criteria for purchasing craft items by Indian consumers', *Journal of Cultural Heritage Management and Sustainable Development*, 13(1), pp. 43–65.

Kotler, P. *et al.* (1993) *Marketing: an introduction*. Prentice Hall Englewood Cliffs.

Kotler, P. and Lee, N. (2008) *Social marketing: Influencing behaviors for good*. Sage.

Krishnaraj, G., Elangovan, N. and Prakash, C. (2022) 'Factors influencing consumer purchasing behaviour towards purchase of palm leaf craft', *Journal of Natural Fibers*, 19(15), pp. 11610–11620.

Lantolf, J.P. (2000) 'Introducing sociocultural theory', *Sociocultural theory and second language learning*, 1, pp. 1–26.

Levin, K.A. (2006) 'Study design III: Cross-sectional studies', *Evidence-based dentistry*, 7(1), pp. 24–25.

Liébana-Cabanillas, F., Marinković, V. and Kalinić, Z. (2017) 'A SEM-neural network approach for predicting antecedents of m-commerce acceptance', *International Journal of Information Management*, 37(2), pp. 14–24. Available at: https://doi.org/10.1016/j.ijinfomgt.2016.10.008.

Lussier, K. (2019) 'Of Maslow, motives, and managers: The hierarchy of needs in American

business, 1960–1985', *Journal of the History of the Behavioral Sciences*, 55(4), pp. 319–341.

Management, M. and Science, A. (2021) 'Handloom and Handicraft Sector in India : a Review of Literature', 03(02), pp. 203–208.

Mann, B.J.S. and Kaur, H. (2020) 'Sustainable supply chain activities and financial performance: An Indian experience', *Vision*, 24(1), pp. 60–69.

Miller Jr, R.G. (1997) *Beyond ANOVA: basics of applied statistics*. CRC press.

Mishra, P. and Devakumar, G. (2018) 'Factors Influencing Consumer Preference for Purchase Intention of Organic Apparel Products–A Structured Review', *Pacifi c Business Review International*, 11(6), pp. 130–146.

Mohitkumar Trivedi, P., Vasavada-Oza, F. and Krishna, R. (2020) 'Tell me a story! Antecedents to purchase of handloom products in India', *Global Business Review*, p. 0972150920907251.

Montano, D.E. and Kasprzyk, D. (2015) 'Theory of reasoned action, theory of planned behavior, and the integrated behavioral model', *Health behavior: Theory, research and practice*, 70(4), p. 231.

Morrison, D.G. (1979) 'Purchase intentions and purchase behavior', *Journal of marketing*, 43(2), pp. 65–74.

Morse, J.M. (1991) 'Strategies for sampling', *Qualitative nursing research: A contemporary dialogue*, 127, p. 145.

Negnevitsky, M. (2011) *Artificial intelligence: a guide to intelligent system*, *Polyhedron*. Available at: https://doi.org/10.1016/j.poly.2016.11.012.

Nunnally, J.C. (1978) *Psychometric Theory*. McGraw-Hill Companies.

Olsen, C. and St George, D.M.M. (2004) 'Cross-sectional study design and data analysis', *College entrance examination board*, 26(03), p. 2006.

Pandit, P. *et al.* (2020) 'Challenges and opportunities of waste in handloom textiles', *Recycling from waste in fashion and textiles: a sustainable and circular economic approach*, pp. 123–149.

Patra, S. (2021) 'A study on profitability of handloom products of Maniabandha and Mohammadpur of Cuttack District of Odisha', *Splint International Journal of Professionals*, 8(1), pp. 77–84.

Peter, J.P., Olson, J.C. and Grunert, K.G. (1999) 'Consumer behavior and marketing strategy'.

Pinochet, L.H.C. *et al.* (2023) 'Predicting the Antecedents of Quality of Life from the Use of Smart Technologies in Supermarket Retail: An in-depth Investigation Using Artificial Neural Networks', *Procedia Computer Science*, 221, pp. 450–457.

Podsakoff, P.M. *et al.* (2003) 'Common method biases in behavioral research: a critical review of the literature and recommended remedies.', *Journal of applied psychology*, 88(5), p. 879.

Podsakoff, P.M., MacKenzie, S.B. and Podsakoff, N.P. (2012) 'Sources of method bias in social science research and recommendations on how to control it', *Annual Review of Psychology*, 63, pp. 539–569. Available at: https://doi.org/10.1146/annurev-psych-120710-100452.

Prathap, S.K. and CC, S. (2022) 'Determinants of purchase intention of traditional handloom apparels with geographical indication among Indian consumers', *Journal of Humanities and Applied Social Sciences*, 4(1), pp. 21–38.

Priest, J., Carter, S. and Statt, D.A. (2013) 'Consumer behaviour', *Edinburgh Business School, Hariot–Watt University, UK* [Preprint].

Ramya, N. and Ali, S.M. (2016) 'Factors affecting consumer buying behavior', *International journal of applied research*, 2(10), pp. 76–80.

Raykov, T. and Marcoulides, G. (2006) *A First Course in Structural Eqaution Modeling*.

Reddy, C.V.K. and Abdul, N. (2013) 'Economic Reforms–Declining Handloom Industry–Role of Microfinance', *American International Journal of Research in Humanities, Arts and Social Sciences*, 4(1), pp. 66–72.

Robins, K. (2005) 'Tradition and translation: national culture in its global context', in *Enterprise and heritage*. Routledge, pp. 29–52.

Roy, S. and Mohapatra, S. (2023) 'Exploring the culture–creativity–innovation triad in the handicraft industry using an interpretive approach', *Journal of Business Research*, 156, p. 113460.

RVSPK, R., Priyanath, H.M.S. and Megama, R.G.N. (2020) 'Methods and rules-of-thumb in the determination of minimum sample size when applying structural equation modelling: A review', *J Soc Sci Res*, 15(2), pp. 102–109.

Schotter, A. (2008) 'The economic theory of social institutions', *Cambridge Books* [Preprint].

Sedgwick, P. (2013) 'Convenience sampling', *Bmj*, 347(oct25 2), pp. f6304–f6304. Available at: https://doi.org/10.1136/bmj.f6304.

Setia, M.S. (2016) 'Methodology series module 3: Cross-sectional studies', *Indian journal of dermatology*, 61(3), p. 261.

Sharma, M. *et al.* (2022) 'Impact of Digital Assistant Attributes on Millennials' Purchasing Intentions: A Multi-Group Analysis using PLS-SEM, Artificial Neural Network and fsQCA', *Information Systems Frontiers* [Preprint]. Available at: https://doi.org/10.1007/s10796-022-10339-5.

Sharma, S.K. *et al.* (2018) 'Mobile applications in government services (mG-App) from user's perspectives: A predictive modelling approach', *Government Information Quarterly*, 35(4), pp. 557–568. Available at: https://doi.org/10.1016/j.giq.2018.07.002.

Shrum, L.J., McCarty, J.A. and Lowrey, T.M. (1995) 'Buyer characteristics of the green consumer and their implications for advertising strategy', *Journal of advertising*, 24(2), pp. 71–82.

Sim, J.J. *et al.* (2014) 'Understanding and predicting the motivators of mobile music acceptance - A multi-stage MRA-artificial neural network approach', *Telematics and Informatics*, 31(4), pp. 569–584. Available at: https://doi.org/10.1016/j.tele.2013.11.005.

Sivakavitha, S. and Selvasundaram, K. (2019) 'A Study On Consumer Behaviour Towards Arignar Anna Silk Co Operative Society Ltd In Kanchipuram', *Think India Journal*, 22(14), pp. 6050–6059.

Solomon, M.R. and Panda, T.K. (2004) *Consumer behavior, buying, having, and being*. Pearson Education India.

Spencer, H. (1875) 'The development hypothesis.'

Sreen, N., Purbey, S. and Sadarangani, P. (2018) 'Impact of culture, behavior and gender on green purchase intention', *Journal of Retailing and Consumer Services*, 41(December 2017), pp. 177–189. Available at: https://doi.org/10.1016/j.jretconser.2017.12.002.

St, L. and Wold, S. (1989) 'Analysis of variance (ANOVA)', *Chemometrics and intelligent laboratory systems*, 6(4), pp. 259–272.

Stern, C. and Garson, G.D. (1999) 'Neural Networks. An Introductory Guide for Social Scientists', *Contemporary Sociology*, 28(6), p. 753. Available at: https://doi.org/10.2307/2655607.

Stone, M. (1974) 'Cross-Validatory Choice and Assessment of Statistical Predictions Author (s): M . Stone Source : Journal of the Royal Statistical Society . Series B (Methodological), Vol . 36 , No . 2 Published by : Blackwell Publishing for the Royal Statistical Soci', *Journal of the Royal Statistical Society*, 36(2), pp. 111–147.

Stratton, S.J. (2021) 'Population Research: Convenience Sampling Strategies', *Prehospital and Disaster Medicine*, 36(4), pp. 373–374. Available at: https://doi.org/10.1017/S1049023X21000649.

Thompson, S.K. (2012) *Sampling*. John Wiley & Sons.

Tirpude, R., Alam, T. and Saha, N.C. (2019) 'Effect of package design of handloom products to influence consumer perception', *Journal of Packaging Technology and Research*, 3(2), pp. 169–179.

Tripathi, S. and Gurjar, C.P. (2016) 'Impact Study Of Sericulture And Production Of Kosa Silk On Economic Map Of Chhattisgarh: A Comprehensive Literature Survey', *Indian Journal of Management Science*, 6(1), p. 22.

VanVoorhis, C.R.W. and Morgan, B.L. (2007) 'Understanding power and rules of thumb for determining sample sizes', *Tutorials in quantitative methods for psychology*, 3(2), pp. 43–50.

Varshneya, G., Pandey, S.K. and Das, G. (2017) 'Impact of social influence and green consumption values on purchase intention of organic clothing: a study on collectivist developing economy', *Global Business Review*, 18(2), pp. 478–492.

Verma, K., Prerna, P.P. and Singha, K. (no date) 'Unraveling the Weaver's Scenario of Indian Handloom Sector: A Case Study', *S. No. Title of Paper Page No.*, p. 125.

Vyshnavi and Nair (2017) 'Handloom Sector in India: A literature Review of Government reports', *International Research Journal of Management and Commerce ISSN*, 564(8), pp.

2348–9766. Available at: www.aarf.asia,.

Wang, C.L. *et al.* (2012) 'Country image, product image and consumer purchase intention: Evidence from an emerging economy', *International Business Review*, 21(6), pp. 1041–1051. Available at: https://doi.org/10.1016/j.ibusrev.2011.11.010.

Webster Jr, F.E. and Wind, Y. (1972) 'A general model for understanding organizational buying behavior', *Journal of marketing*, 36(2), pp. 12–19.

Wong, K.K.K.-K. (2013) '28/05 - Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS', *Marketing Bulletin*, 24(1), pp. 1–32.

Woolson, R.F., Bean, J.A. and Rojas, P.B. (1986) 'Sample size for case-control studies using Cochran's statistic', *Biometrics*, pp. 927–932.

Wu, L. and Chen, J.-L. (2005) 'An extension of trust and TAM model with TPB in the initial adoption of on-line tax: an empirical study', *International Journal of Human-Computer Studies*, 62(6), pp. 784–808.

Wu, S.-I. and Chen, J.-Y. (2014) 'A model of green consumption behavior constructed by the theory of planned behavior', *International Journal of Marketing Studies*, 6(5), p. 119.

Yadav, S.B. and Jena, B.B. (2022) 'The Interplay Between Handloom E-Commerce Platform and Handloom Weavers: A Case Study Approach', *IUP Journal of Business Strategy*, 19(1), pp. 48–66.

Zhao, J. *et al.* (2021) 'Consumer behaviour analysis for business development', *Aggression and Violent Behavior*, p. 101591.

Appendix-I

Dear Sir/Madam,

I am a PhD Scholar of ICFAI University, Jharkhand and am doing my research on "*Factor Influencing Consumer Buying Behaviour and Pruchase Intention of Tussar Silk products.*"

Declaration:
All the data and information collected through this questionnaire will be strictly restricted to academic purposes only.

PERSONAL DETAILS

Name: (Optional)	Gender:
Age:	Occupation:
Marital Status:	Income Level:
City of residence:	No. of members in Family:

SECTION-I
PERSONAL FACTOR

(Please rate your level of agreement or disagreement by putting tick mark (✓) in appropriate box)

Scale: 1=Strongly Disagree, 2=Disagree, 3= Undecided, 4=Agree, 5=Strongly Agree						
1	I buy tussar silk-made handloom products because of my age and my thinking path	**1**	**2**	**3**	**4**	**5**
2	I buy tussar silk-made handloom products because of my own belief.					
3	I buy tussar silk-made handloom products because of my own decision.					
4	I buy tussar silk-made handloom products because I have proper knowledge and understanding of handloom products.					

SECTION-II
SOCIAL FACTOR

(Please rate your level of agreement or disagreement by putting tick mark (✓) in appropriate box)

Scale: 1=Strongly Disagree, 2=Disagree, 3= Undecided, 4=Agree, 5=Strongly Agree						
1	I buy tussar silk-made handloom products because it represents social class.	**1**	**2**	**3**	**4**	**5**
2	I buy tussar silk-made handloom products because of influences from my surroundings.					
3	I buy tussar silk-made handloom products because the trend of the handloom industry is increasing.					
4	I buy tussar silk-made handloom products because promotion and education in the social media.					

SECTION-III

PROMOTIONAL FACTOR

(Please rate your level of agreement or disagreement by putting tick mark (✓) in appropriate box)

Scale: 1=Strongly Disagree, 2=Disagree, 3= Undecided, 4=Agree, 5=Strongly Agree						
	Sales Promotion					
1	Price deals for handloom products are frequently offered	**1**	**2**	**3**	**4**	**5**
2	Seasonal promotions in the handloom products store are available.					
3	Price deals for handloom products are attractive					
	Social media marketing					
4	The social media marketing for handloom products brand are frequently seen					
5	The social media advertisements for handloom products brand are very attractive					
6	The social media advertisements for handloom products brand perform well in comparison to those of other products					
7	This store's brand offers extensive advertisements on social media					
8	The social media advertisements for the handloom products brand can be easily remembered					
	Store environment					
9	The store is always clean					
10	This store has a pleasant environment created by music					
11	The atmosphere and decorations in the store encouraged me to revisit it again					
12	The quality of the air conditioning in the store makes my presence in it comfortable					

SECTION-IV
PSYCHOLOGICAL FACTOR

(Please rate your level of agreement or disagreement by putting tick mark (✓) in appropriate box)

Scale: 1=Strongly Disagree, 2=Disagree, 3= Undecided, 4=Agree, 5=Strongly Agree						
	Attitude towards handloom products					
1	Environmental protection is important to me when making product purchases	**1**	**2**	**3**	**4**	**5**
2	I believe that handloom products help to reduce pollution (water, air, etc.)					

3	I believe that handloom products help to save nature and its resources					
4	Given a choice, i will prefer a handloom product over a conventional product					
	Subjective Norms					
5	People who are important to me thinks that I should buy handloom products					
6	My interaction with people influences me to buy handloom products					
7	My acquaintances would approve of my decision to buy handloom products					
	Perceived behavioural control					
8	It is entirely my decision to buy handloom products.					
9	I cannot pay more to buy handloom products (r)					
10	I require a lot of time to search for handloom products (R)					
11	I am confident about credibility of handloom product label					

SECTION-V
CULTURAL FACTOR

(Please rate your level of agreement or disagreement by putting tick mark (✓) in appropriate box)

Scale: 1=Strongly Disagree, 2=Disagree, 3= Undecided, 4=Agree, 5=Strongly Agree						
1	I strongly consider my cultural background when making purchasing choices of Tussar silk-made handloom products	**1**	**2**	**3**	**4**	**5**
2	The importance of my cultural background significantly influences my preferences as a consumer					
3	My cultural values have a noticeable impact on the products I choose to buy.					
4	I frequently consider the cultural significance of Tussar silk-made handloom products before purchasing it.					
5	Cultural symbols, colors, and traditions play a significant role in my buying decisions for Tussar silk-made handloom products.					
6	I buy specific products or services for religious or festive occasions.					
7	I consider social norms and etiquette when making purchase decisions					
8	My family or social group has a noticeable influence on my buying decisions.					

9	I have bought products because they were popular within my family or social group.					

SECTION-VI
CONSUMER BUYING BEHAVIOUR

(Please rate your level of agreement or disagreement by putting tick mark (✓) in appropriate box)

Scale: 1=Strongly Disagree, 2=Disagree, 3= Undecided, 4=Agree, 5=Strongly Agree						
1	I do not use paper and/or plastic shopping bags in all possible ways	**1**	**2**	**3**	**4**	**5**
2	I usually prefer to purchase reusable products					
3	I try to purchase products with little and/or no environmental harm, even though they are more expensive					
4	I always purchase bio-degradable products when they are disposed of.					
5	I always refrain from purchasing disposable products					
6	If I have to buy textile product, I always prefer to purchase handloom products.					

SECTION-VII
PURCHASE INTENTION

(Please rate your level of agreement or disagreement by putting tick mark (✓) in appropriate box)

Scale: 1=Strongly Disagree, 2=Disagree, 3= Undecided, 4=Agree, 5=Strongly Agree						
1	If I were going to purchase a handloom product, I would consider buying product of Tussar Silk..	**1**	**2**	**3**	**4**	**5**
2	If I were shopping for a handloom product, the likelihood I would purchase this product is high.					
3	My willingness to buy this product would be high if I were shopping for a handloom textile product..					
4	The probability I would consider buying this Tussar silk is high.					