Understanding Consumer Sentiments Of Selecting Organic Brands Of Fashion Apparel

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Abstract:
The fashion apparel industry is deeply influenced by consumer sentiments, with emotions and perceptions shaping purchasing decisions and brand loyalty. As fashion brands increasingly leverage online platforms to engage with consumers, analyzing sentiments expressed in consumer reviews and social media discussions has become a crucial tool in understanding brand perception. This study employs sentiment analysis using qualitative analytical tools to analyze consumer sentiment through diagrammatic and graphical representations towards selected fashion apparel brands.
This paper examines online conversations and various feedback mechanisms through different avenues in terms of the impact that positive, neutral, and negative sentiments have on consumer trust, brand reputation, and purchasing behavior.The findings reveal that companies that maintain clear and consistent communication about quality, style, and service build positive sentiment, increasing loyalty and consumer advocacy. Conversely, negative sentiment, often linked to issues such as poor quality or unethical practices, can significantly damage brand perception and sales.
The findings of this study provide actionable recommendations for fashion brands to further improve their marketing strategies and increase customer engagement by offering insights into consumer emotions. Brands that effectively manage sentiment through transparency, authentic communication, and responsiveness can build stronger emotional connections with their audience, ultimately driving brand loyalty and long-term success.

INTRODUCTION:

The growing awareness of environmental and ethical issues has led to a surge in consumer interest in sustainable and organic fashion. This shift has prompted researchers to explore consumer sentiments towards organic fashion brands, uncovering the factors that influence purchasing decisions and brand perceptions. This response synthesizes insights from multiple studies to provide a comprehensive understanding of consumer sentiments towards select organic fashion brands.Fashion extends beyond aesthetics, it embodies personal identity, cultural values and emotional connections. In the contemporary digital landscape, consumers actively engage with brands through online platforms, shaping brand perception and influencing purchasing behavior. Sentiment, as expressed through customer reviews and social media interactions, plays a pivotal role in determining brand trust, reputation and loyalty. Positive sentiment fosters advocacy, while negative sentiment can significantly impact consumer confidence and sales.This study aims to analyze consumer sentiment toward five organic clothing brands, Mom's Home, Koochie Koo, Welyspix, Raymond, and Banaras Textiles, to gain insights into consumer perceptions and brand positioning. Customer reviews were extracted from Amazon, Flipkart and Myntra, followed by a structured data-cleaning process to ensure accuracy and relevance. Analysis has been done to categorize sentiments into positive, neutral and negative sentiments. The findings emphasize the critical role of transparent communication, product quality and responsiveness in shaping consumer sentiment. Brands that effectively manage consumer feedback and engage in authentic interactions cultivate stronger emotional connections and long-term loyalty. This research contributes to the growing discourse on sentiment analysis in the fashion apparel sector, offering strategic insights for brands seeking to enhance customer engagement and market positioning in an increasingly competitive industry.

Objective of the Study:
The objective of this study is to examine consumer sentiment towards organic fashion brands and analyze the key factors that influence brand perception, trust and loyalty in the sustainable fashion industry. As consumers become increasingly conscious of ethical and environmentally responsible purchasing, their expectations from organic clothing brands extend beyond product quality to include transparency, sustainability and overall brand experience.This research focuses on sentiment analysis of five organic clothing brands, Mom's Home, Koochie Koo, Welyspix, Raymond and Banaras Textiles, to identify patterns in consumer feedback, emotional responses and areas of satisfaction or dissatisfaction. By analyzing consumer reviews, the study aims to determine the impact of product consistency, customer service, pricing and sustainability claims on consumer sentiment.Through a structured analysis of positive, neutral and negative sentiments, this study seeks to providedata-driven insights that can help brands refine their strategies to enhance customer engagement, brand reputation and long-term consumer relationships. The findings will contribute to a deeper understanding of how consumer emotions and experiences influence brand loyalty and provide recommendations for organic fashion brands to align their offerings with evolving customer expectations.

Literature Review
Consumer sentiments towards sustainable fashion brands are influenced by multiple factors, including perceived value, environmental concerns, social influence, price, product quality, and brand reputation. Consumer Value Theory suggests that individuals consider utilitarian, emotional, social, and environmental values when making purchasing decisions (Chang et al., 2024). Brands that align with these values, particularly in terms of aesthetic appeal and social responsibility, are more likely to attract consumers. Additionally, the Theory of Planned Behaviour highlights that environmental attitudes and ethical considerations significantly impact purchase intentions (Cowan & Kinley, 2014). Ethical production practices, including fair labor conditions, further enhance consumer trust and influence their buying decisions (Bumin & Bumin, 2024).Despite growing interest in sustainable fashion, economic considerations remain a significant barrier for many consumers. While some consumers are willing to pay a premium for sustainable products, affordability remains a key concern (Bumin & Bumin, 2024). Product quality and material also play a crucial role, as consumers seek reliable and durable products made from organic or sustainable materials (Ibáñez, 2019; Azizağaoğlu & Aksu, 2018). Moreover, brand reputation and transparency in supply chain practices are essential for building consumer trust (Bumin & Bumin, 2024). Marketing strategies, including social media engagement and educational campaigns, can further enhance awareness and influence consumer attitudes (Aarya, 2024). By addressing these factors, sustainable fashion brands can strengthen their market presence and drive positive consumer engagement towards a more ethical and eco-friendly fashion industry.

Table1: Key Factors Influencing Consumer Sentiments Towards Organic Fashion Brands

Factor	Description	Citation
Perceived Value and Brand Image	Consumers consider aesthetic, emotional, social, and environmental values when choosing sustainable brands.	(Chang et al., 2024)
Environmental and Ethical Concerns	Environmental friendliness, waste reduction, and ethical production practices are critical.	(Chang et al., 2024) (Cowan & Kinley, 2014)
Social Influence and Norms	Social pressure and Eco-shame influence purchase intentions.	(Cowan & Kinley, 2014) (Nicolau et al., 2024)
Product Quality and Material	Quality and material sustainability are key attributes for consumer trust.	(Ibáñez, 2019) (Azizağaoğlu & Aksu, 2018)

Brand Reputation and Transparency	Transparency in supply chain practices enhances consumer trust.	(Bumin & Bumin, 2024)
Environmental Concern	Higher environmental knowledge and concern increase purchase intentions for sustainable apparel.	(Cowan & Kinley, 2014) (Nicolau et al., 2024)
Brand Image	Positive perceptions of sustainability and ethical practices enhance brand reputation and consumer loyalty.	(Chang et al., 2024) (Ibáñez, 2019)
Price Sensitivity	Economic constraints limit willingness to pay a premium for sustainable products.	(Bumin & Bumin, 2024) (SWETHA, 2024)
Social Media Awareness	Social media platforms effectively raise awareness and influence purchase decisions.	(Aarya, 2024) ("The Impression of Sustainable Fashion in Customers' Mind", 2024)
Cultural Differences	Regional preferences vary, with Canadian consumers associating sustainability with trendiness.	(Cervellon et al., 2010)

RESEARCH METHODOLOGY-

1. Selection of Organic Clothing Brands:

The study commenced with the selection of five organic clothing brands, Mom's Home, Koochie Koo, Welyspix, Raymond and Banarasi Textiles, based on their market presence and commitment to sustainable fashion. These brands were chosen to represent diverse consumer experiences in the organic apparel sector, allowing for a comprehensive understanding of how sustainability, quality and customer service influence brand perception. By focusing on brands that cater to a wide audience, the study aimed to capture varied sentiments, ranging from brand loyalty to dissatisfaction, providing a balanced representation of consumer experiences.

2. Data Collection: Extracting Customer Reviews:

To obtain authentic consumer insights, customer reviews were extracted from Amazon, Flipkart and Myntra, as these platforms serve as primary online retail spaces where consumers share their post-purchase experiences. The selection of these platforms ensured access to diverse feedback, covering aspects such as product quality, fit, durability, pricing and overall satisfaction. Reviews were collected across different product categories offered by these brands, ensuring that the study did not rely on a single product experience but rather captured a broader reflection of consumer sentiment. The reviews provided raw, unfiltered perspectives that were crucial in identifying recurring themes in consumer expectations and grievances.

3. Data Sorting & Cleaning:

The extracted data underwent a rigorous sorting and cleaning process to ensure that only relevant and meaningful reviews were included in the analysis. Duplicate reviews, promotional content and irrelevant comments, such as those related to delivery issues rather than product quality, were removed to maintain the study's focus. Additionally, reviews lacking substantial feedback or those that were overly generic were excluded to ensure that the dataset retained only detailed customer experiences. This refinement process was essential in ensuring that the sentiment analysis accurately reflected genuine consumer perceptions rather than external factors unrelated to the brands' product offerings.

4. Sentiment Analysis Using NVivo:

Once the dataset was refined, sentiment analysis was conducted using NVivo, a qualitative data analysis software designed to identify patterns in textual data. The reviews were categorized into positive, neutral and negative sentiments, enabling a structured understanding of how consumers perceive organic fashion

brands. The software facilitated the identification of key themes, such as satisfaction with sustainable materials, concerns over product durability or frustrations regarding inconsistent sizing. The use of NVivo allowed for the quantification of qualitative data, making it possible to track sentiment trends and assess the factors contributing to consumer trust or dissatisfaction. This analytical approach provided empirical backing to the study's findings, ensuring that insights were derived systematically rather than through subjective interpretation.

5. **Interpretation & Insights Generation:**
The final stage of the methodology involved interpreting the results to derive meaningful insights into consumer behavior and brand perception. The sentiment analysis revealed underlying consumer expectations, highlighting factors that drive customer loyalty and those that lead to dissatisfaction. Positive sentiments were largely associated with fabric quality and sustainability, while negative sentiments often stemmed from product discrepancies and sizing issues. The analysis also provided an understanding of neutral sentiments, which indicated areas where brands met expectations but did not necessarily exceed them. By synthesizing these findings, the study aimed to offer data-driven recommendations to organic clothing brands, assisting them in improving customer satisfaction, enhancing transparency and fostering stronger consumer relationships.

Findings:

1. **Banarasi Textiles (Sarees & Traditional Wear):**
Banarasi Textiles has a strong reputation for its exquisite craftsmanship, high-quality fabrics, and affordability. Customers appreciate the elegant designs and suitability of the sarees for special occasions such as weddings and festivals. However, a notable concern is the discrepancy between the colors shown online and the actual product, leading to some dissatisfaction. Additionally, a few buyers have mentioned inconsistencies in fabric softness. Despite these concerns, the brand is perceived as a good option for stylish and budget-friendly organic sarees. Addressing color accuracy and fabric consistency could further strengthen customer satisfaction.
Sentiment Summary:
- Positive Sentiment (59%) indicates strong appreciation for fabric quality and value for money.
- Neutral Sentiment (32%) suggests some minor concerns about product variations.
- Negative Sentiment (9%) highlights issues related to design mismatches and basic packaging.

2. **Koochie-Koo (Organic Baby Clothes & Accessories):**
Koochie-Koo is widely recognized for its soft, baby-safe fabric and adorable designs. Many parents find the organic muslin and cotton fabrics perfect for newborns, appreciating their durability and absorbency even after multiple washes. However, size inconsistencies and occasional missing items in multipacks have been raised as concerns. Ensuring standardized sizing and accurate deliveries would enhance trust and repeat purchases.
Sentiment Summary:
- Positive Sentiment (28%) reflects customer appreciation for quality, comfort, and design.
- Neutral Sentiment (57%) suggests general satisfaction without strong opinions.
- Negative Sentiment (9%) highlights packaging concerns, size mismatches, and product inconsistencies.
- Mixed Sentiment (6%) suggests customers experience both positive and negative aspects within a single purchase.

3. **Mom's Home (Organic Swaddles & Baby Wraps):**
Mom's Home enjoys a strong reputation for its 100% organic, breathable, and multi-purpose baby wraps. Many customers highlight the superior quality and the fact that the fabric becomes softer with use. However, some buyers have experienced print discrepancies and size variations in swaddle sets. By improving consistency in design accuracy and standardizing sizes, the brand can further solidify its position in the organic baby care segment.
Sentiment Summary:

- Positive Sentiment (68%) emphasizes strong customer approval of quality and durability.
- Neutral Sentiment (20%) consists of general observations without strong opinions.
- Negative Sentiment (5%) reflects minor product defects and misleading descriptions.
- Mixed Sentiment (7%) suggests experiences where both positive and negative aspects coexist.

4. Raymond (Organic Cotton Shirts):

Raymond's organic cotton shirts are highly appreciated for their premium fabric, breathability, and durability. Customers value the comfortable fit and long-lasting colors compared to fast fashion alternatives. However, challenges such as inconsistent sizing, occasional color mismatches, and quality control issues have been frequently reported. Improving size standardization and implementing stricter quality checks could enhance customer satisfaction.

Sentiment Summary:

- Positive Sentiment (32%) acknowledges high-quality fabric and good value for money.
- Neutral Sentiment (36%) represents general satisfaction with minor concerns.
- Negative Sentiment (25%) reflects issues with inconsistent sizing, quality control, and returns.
- Mixed Sentiment (6%) suggests that while some aspects are appreciated, others need improvement.

5. Welyspix (Organic Muslin Cloth & Cheesecloth):

Welyspix stands out for its high-quality organic fabric, durability, and eco-friendly approach. Customers find the product valuable for multiple uses, including kitchen applications and crafts. However, a few concerns have been raised regarding the initial odor upon arrival and the fabric being thinner than expected. Addressing these issues by enhancing fabric thickness and pre-treating materials before packaging could improve overall customer experience.

Sentiment Summary:

- Positive Sentiment (28%) highlights appreciation for quality, durability, and functionality.
- Neutral Sentiment (68%) consists of observations about product appearance and expectations.
- Negative Sentiment (1%) is minimal, focusing on usability and product defects.
- Mixed Sentiment (3%) suggests customers experienced both pros and cons within a single purchase.

COMPARATIVE ANALYSIS OF CUSTOMER FEEDBACK

The customer sentiment data for Banarasi Textiles, Koochie-Koo, Mom's Home, Raymond, and Welyspix highlight common themes of quality, sustainability, and usability while also exposing certain recurring challenges such as product inconsistencies and size mismatches.

1. Customer Satisfaction and Sentiment Scores:

- Highest Positive Sentiment: *Mom's Home* (68%) emerged as the most positively received brand, likely due to its focus on organic materials, comfort, and multi-purpose functionality.
- Lowest Positive Sentiment: *Koochie-Koo* (28%) had the lowest positive sentiment, suggesting that while the brand is recognized for its quality, concerns about sizing and order fulfillment reduce overall satisfaction.
- Most Balanced Feedback: *Raymond* had a nearly even distribution of positive (32%), neutral (36%), and negative (25%) sentiments, reflecting mixed customer experiences with fabric quality, sizing, and quality control.
- Highest Neutral Sentiment: *Welyspix* (68%) received mostly neutral feedback, indicating that customers were generally satisfied but not particularly enthusiastic about the product.

2. Common Strengths Across Brands:

- Premium Fabric Quality: Every brand was praised for using high-quality organic materials, whether for baby clothing, sarees, or formal shirts.
- Functionality & Value for Money: Customers appreciated durability, comfort, and usability, particularly for brands like Mom's Home and Welyspix.

- Eco-Friendliness & Sustainability: All brands position themselves as sustainable and organic, which aligns with growing consumer preferences for environmentally conscious products.

3. **Key Areas for Improvement:**
   - Size and Fit Issues: Brands like *Raymond* and *Koochie-Koo* struggled with inconsistent sizing, which negatively affected customer satisfaction.
   - Color & Design Mismatches: *Banarasi Textiles* and *Raymond* saw complaints about discrepancies between online product images and actual deliveries.
   - Packaging & Product Presentation: Some customers pointed out concerns regarding *Koochie-Koo* and *Welyspix*, highlighting missing items or packaging odors.

4. **Market Positioning Insights:**
   - Luxury & Premium Perception: *Raymond* and *Banarasi Textiles* appeal to customers looking for premium quality, with the latter focusing on traditional designs.
   - Parental Trust & Safety: *Mom's Home* and *Koochie-Koo* target parents who prioritize baby-safe organic fabrics, though *Mom's Home* enjoys a stronger reputation.
   - Utility-Based Market Appeal: *Welyspix* is valued for its practicality rather than excitement, explaining its high neutral sentiment.

Managerial Implications:

The findings of this study provide significant insights into consumer sentiment toward organic fashion brands, offering a strategic foundation for businesses to enhance their brand perception, customer trust and long-term market positioning. The research highlights key areas that influence consumer satisfaction, emphasizing the importance of product quality, sustainability and brand transparency in shaping positive consumer experiences. These insights enable businesses to refine their strategies, ensuring alignment with customer expectations and reinforcing their commitment to ethical fashion.A key takeaway from the analysis is that consumers highly value brands that uphold their sustainability commitments. Positive sentiment is often associated with high-quality organic fabrics, ethical sourcing and environmentally responsible production. Businesses that effectively communicate their sustainability efforts, through detailed product descriptions, supply chain transparency and consumer education, can strengthen emotional connections with their audience and enhance brand loyalty. By consistently reinforcing their sustainability narrative, brands can differentiate themselves in an increasingly competitive market.However, the study also identifies critical areas where negative sentiment arises, primarily related to sizing inconsistencies, product quality control and discrepancies between product images and actual items received. These factors contribute to consumer dissatisfaction, which can erode trust and deter repeat purchases. Addressing these challenges through standardized sizing charts, rigorous quality assurance protocols and accurate product representations will be essential for improving consumer confidence and reducing return rates. Brands that proactively resolve these issues can transform potential dissatisfaction into a renewed sense of trust and reliability.The presence of neutral sentiment in consumer feedback suggests that while many brands meet basic expectations, they do not consistently exceed them. This presents an opportunity for businesses to enhance consumer engagement by introducing value-added services, personalized shopping experiences and superior customer support mechanisms. Implementing AI-driven product recommendations, loyalty programs and interactive brand storytelling can help in converting neutral consumers into highly engaged, loyal customers.Ultimately, brand perception in the organic fashion industry is built upon a combination of product reliability, transparent communication and consumer-centric experiences. Businesses that leverage these insights to address concerns, enhance engagement and elevate overall customer satisfaction will not only strengthen their market presence but also establish a deeper, more meaningful connection with their consumers. This research underscores the need for brands to go beyond merely offering sustainable products, to actively shaping a seamless, trust-driven and emotionally resonant customer journey.

CONCLUSION:

The organic fashion industry continues to gain traction as consumers prioritize sustainability, quality and ethical production. A sentiment analysis of five organic clothing brands, Mom's Home, Koochie Koo, Welyspix, Raymond and Banaras Textiles, provides key insights into consumer perceptions, highlighting strengths and areas for improvement.The findings indicate that positive sentiment dominates, with customers appreciating the fabric quality, eco-conscious manufacturing and overall value for money. This reflects a growing consumer preference for brands that align with sustainable and ethical fashion principles. However, a significant portion of reviews remain neutral, suggesting that while products meet expectations, they do not consistently exceed them. The negative sentiment, though minimal, highlights critical issues such as sizing inconsistencies, quality control concerns and discrepancies between product images and actual items received. These factors contribute to customer dissatisfaction and potential trust erosion if left unaddressed.Brands that proactively address product accuracy, transparency and quality consistency are more likely to foster stronger consumer trust and long-term loyalty. The analysis further suggests that brands with a higher degree of reliability and customer engagement tend to achieve greater satisfaction rates. Among the brands studied, Mom's Home emerges as the most successful, demonstrating high-quality standards and consumer confidence. In contrast, Koochie Koo and Raymond exhibit potential for improvement, particularly in terms of sizing accuracy and product expectation management. From a strategic perspective, enhancing product consistency, refining customer service strategies and ensuring accurate product representation will be critical for these brands to strengthen their competitive positioning. By leveraging consumer insights, organic clothing brands can optimize their market approach, build stronger brand credibility and drive long-term success in the sustainable fashion industry.

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