A study on branding strategies (green innovation and international marketing) and their impact on purchase decision involvement of customers in the textile industry, with disposable income as a moderating factor

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ABSTRACT – REZUMAT

A study on branding strategies (green innovation and international marketing) and their impact on purchase decision involvement of customers in the textile industry, with disposable income as a moderating factor

Branding strategies and customer involvement have become central to Indian businesses as sustainability gains prominence across both offline and online businesses. Due to rising environmental concerns, companies are focusing on sustainable practices, energy-efficient solutions, and eco-friendly products to meet consumer demands and regulatory standards. Purchasing the products based on green innovative marketing strategies has attracted people from various nations, too. However, purchasing decisions vary from one individual to another based on the driving factors like persona, psychological, economic, payment mode, social, quality, trust, cost, reputation, reviews and offers. In this research, the association between branding strategies as an independent factor using green innovation and international marketing strategies against the dependent factor, customer involvement in the textile industry, is examined. The moderating factor 'disposable income' is adopted here, which gives this research its uniqueness, significance and novelty. The research adopts SEM analysis for examining the variables and the Hayes Process for moderating factor analysis. The targets are people who are interested in fashion clothing. The sample size used is n=589. The findings showed that there exists an association between green innovation in marketing (GIM) and purchase decision involvement (PDI) and international marketing (IM) and PDI. Similarly, the moderating factor, disposable income (DI), moderates the association between GIM and PDI; whereas it doesn't moderate the IM and PDI. Thus, the research concluded that the disposable income as a moderating factor certainly impacts the purchase decision of the customers and international marketing strategies in the fashion clothing in textile industry.

Keywords: *disposable income, green innovation, branding, branding strategies, international marketing, and purchase decision*

Studiu privind strategiile de branding (inovație ecologică și marketing internațional) și impactul acestora asupra implicării în decizia de cumpărare a clienților din industria textilă, cu venitul disponibil ca factor moderator

Strategiile de branding și implicarea clienților au devenit esențiale pentru companiile din India, pe măsură ce sustenabilitatea câștigă reputație, atât în afacerile offline, cât și în cele online. Datorită creșterii preocupărilor legate de mediu, companiile se concentrează pe practici sustenabile, soluții eficiente din punct de vedere energetic și produse ecologice, pentru a satisface cerințele consumatorilor și a respecta standardele de reglementare. Achiziționarea de produse bazate pe strategii de marketing inovatoare și ecologice a atras și persoane din diferite țări. Cu toate acestea, deciziile de cumpărare variază de la o persoană la alta, în funcție de factori determinanți precum personalitatea, factorii psihologici, economici, modul de plată, factorii sociali, calitatea, încrederea, costul, reputația, recenziile și ofertele. În această cercetare se examinează asocierea dintre strategiile de branding ca factor independent, utilizând inovația ecologică și strategiile de marketing internațional, și factorul dependent, implicarea clienților în industria textilă. Aici se adoptă factorul moderator „venitul disponibil", ceea ce conferă acestei cercetări unicitate, semnificație și noutate. Cercetarea adoptă analiza SEM pentru examinarea variabilelor și procesul Hayes pentru analiza factorului moderator. Țintele vizate sunt persoanele interesate de îmbrăcăminte la modă. Dimensiunea eșantionului utilizat este n=589. Rezultatele au arătat că există o asociere între inovația ecologică în marketing (GIM) și implicarea în decizia de cumpărare (PDI), precum și între marketingul internațional (IM) și PDI. În mod similar, factorul moderator venitul disponibil (DI) moderează asocierea dintre GIM și PDI; în timp ce nu moderează factorii IM și PDI. Astfel, cercetarea a concluzionat că venitul disponibil, ca factor moderator, are cu siguranță un impact asupra deciziei de cumpărare a clienților și asupra strategiilor de marketing internațional în domeniul îmbrăcămintei din industria textilă.

Cuvinte-cheie*: venitul disponibil, inovația ecologică, brandingul, strategiile de branding, marketingul internațional și decizia de cumpărare*

INTRODUCTION

Research background

Green innovation encompasses factors like adopting renewable energy as sources, clean technologies, strategies towards reducing wastes, ensuring business operations and processes contribute to preserving the environment, and achieving market sustainability [1]. In India, green innovation as a primary

marketing strategy is adopted by the leading brands like Aditya Birla (Fashion and Retail), Raymond Limited, Welspun India, Arvind Limited, and more to gain more customers and to market their products internationally and globally [2]. Brands which incorporate sustainability into their identity tend to stand out more than their competitors. This strategy appeals to their customers that their products are eco-conscious and environmentally friendly, which also meets the consumer tastes and fashion preferences. In the textile industry, the usage of "dye" to colour the fabrics causes heavy damage to the environment, which in turn causes customers to boycott products that are inorganic and non-eco-friendly. To battle against these issues, the textile industry has been adopting organic materials to dye the fabrics, using materials that are recyclable and reducing the soil and water contamination risks. Thus, by projecting the processes involved and materials as a strategic innovation (green innovation), brands market their products like yarns, clothing, fabric materials and wools to their targeted customers [3]. This causes a ripple effect among eco-friendly customers (online and offline) to focus on the green innovation strategy. However, the purchasing decisions and involvement of the customer vary depending on their preferences and needs. Purchase involvement and decisions are purely based on an individual's income, interest, need, necessity and comfort [4]. Some factors hinder the purchasing decision and involvement of customers, like perceived value, negative reputation, different pricing, alternative/substitute products, lack of product transparency, quality and other factors [5]. In the textile industry, the major factor in purchasing decisions relies on readily available clothes, quality, eco-friendliness, comfort, colour variations, brand trust and pricing. To gain customers and sustain loyal customers, the textile industry must follow transparent, eco-friendly practices. By adopting attractive branding strategies, fashion clothing can gain more customers in the long run [6]. Thus, in this research, how branding strategies are impactful on the purchasing involvement of customers is studied. Green innovation marketing and international marketing as branding strategies by reducing carbon footprints in the textile industry is the new trend [7]. Thus, by refurbishing and using recyclable materials, the brands gain sustainability, profits, and more customers. Transparency, ISO-14001 (Fair Trade) certifications, and through storytelling, these textile industry-based fashion clothing businesses build loyalty and trust in their brands. In India, green innovation not only tackles environmental issues, rather it also provides a competitive advantage in the rapidly evolving market.

The research contributes significant insights and information on how branding strategies impact the purchasing decision involvement of customers in the textile industry. By adopting and examining the two major factors in branding strategy, namely 'green innovation marketing' and 'international marketing', the study dwells on and contributes to the currently lacking knowledge on the association of the variables involved. Simultaneously, the purchase decision involvement with branding strategy has not yet been attempted, which proves that the research is a novel attempt and contributes fresh knowledge and statistics. To make the research more profound, the moderating factor "disposable income" is also adopted, and the impact of all the variables is studied broadly.

LITERATURE REVIEW

In this section, studies, literatures and research on the proposed research aim is examined in depth. The textile industry and its technological advancements have been studied by the authors [3, 7, 8]. The studies found that, as the demand and necessity of the consumers expanded along with their preferences, especially during the COVID-19 pandemic, the adoption of environmentally friendly fashion clothing increased tremendously. Similarly, the author [6] studied the Indian textile industry and how its growth impacted the economy from 2015 to 2020. The study showed that India gained more international customers from 2015–2020 (15%), especially during COVID-19 in 2020, with a sudden hike of 33.5 billion US$ from exports and trades. This proves that, Indian textile industry is growing rapidly as customer needs grow with the trend. Authors [9] found that the current trend in the textile industry is green practices, where eco-friendly and environmentally friendly products are preferred by customers more.

Some authors explored the green innovation in the textile industry and how it impacted the purchase decisions of customers and their perceived value [1]. They concluded in their study that green innovation increases purchase decision involvement in customers, where they prefer usefulness, greenness and novelty as major factors in environmentally friendly fashion clothing more than the pricing factor. Other authors focused on how green innovation as a marketing strategy impacted the customer purchase involvement [10–12]. These studies had a common finding, which is that green innovation significantly impacts the purchasing decisions of customers, especially among digital technology users (online shoppers). Thus, hypothesis 1 is derived, which states that green innovation marketing impacts purchase decisions.

Some authors had argued in their study that customers' purchase decision involvement strongly relies on marketing mix strategy [13]. This finding is also backed up by authors, namely [14–16], insisting that marketing strategies like promotions, placement, pricing, word-of-mouth (WOM), use of social media, ease-of-pay (digital payment), packaging, and transparent processes play a vital role. These marketing-mixes as strategies pave – way for an effective international marketing strategy in the textile industry. Based on packaging, pricing, promotions, cultural considerations, target market, market research, product adaptation and other transparent processes in

eco-friendly processes makes international customers opt for green products and non-green products based on a customer's preferences and needs. Thus, hypothesis 2 is derived, which examines the association between international marketing and purchase decisions.

Several authors focused on finding the factors that drive the customers' purchasing decisions [5, 17–20]. They found that age, gender, perceived usefulness, buying behaviour, income, customer attitude and fashion knowledge are the major drivers that impact customers' purchasing decisions and spending more on clothing. However, authors [21, 22] found a new factor, "disposable income", in their studies. As income increases, spending increases among the fashion clothing interested customers. These studies concluded that as income earners are left with more disposable income (post reduction of taxes), they are more impulsive to buy fashion clothing, apparel, accessories and cosmetics [21], especially women. Thus, hypotheses 3 and 4 are derived, which state, disposable income as a moderating factor moderates the association between branding strategies and purchasing decisions.

Research gap

The existing studies and literature on branding and its strategies have explored different variables and factors. The studies explored the factors that drive the textile industry to adopt green innovation [3, 7]. Chen et al. focused on branding strategies that impact the purchase decisions of customers. Studies examined the impact of green innovation as a marketing strategy [10–12]. The authors analysed the impact of international marketing that drives customers to spend more on fashion clothing [14–16]. Authors examined the moderating factors that moderate the relationship between branding and purchasing decisions [5, 17–20]. However, there are no research studies on the proposed aim, especially using disposable income as a moderating factor. Thus, by connecting the missing links in the existing literary pool, the current study attempts to find how impactful green innovation and international marketing strategies are on an individual purchase decision, involvement with disposable income as a moderating factor. This novelty brings out a new insight and findings upon the proposed research purpose.

Aim

This study aims to explore the impact of branding strategies (green innovation marketing and international marketing) on the purchase decision involvement of the customers in the textile industry, as the primary aim.

Objectives

- To find the relationship between green innovations marketing as a branding strategy and the purchase decision involvement of the customers in the textile industry.
- To find the relationship between international marketing as a branding strategy and the purchase decision involvement of the customers in the textile industry.

Hypothesis

The hypotheses formulated here are derived from the literature reviewed. Based on the research purposes, the independent variables examined are green innovation and international marketing, with the dependent variable being the customer purchase decision. The moderating factor used here is the disposable income. The hypotheses formulated are as follows:

- **H1:** Green innovation has a positive relationship with customers' purchase decision involvement in fashion clothing
- **H2:** International marketing has a positive relationship with customers' purchase decision involvement in fashion clothing
- **H3:** Disposable income of customers moderates the relationship between green innovation and customers' purchase decision involvement in fashion clothing
- **H4:** Disposable income of customers moderates the relationship between international marketing and customers' purchase decision involvement in fashion clothing

Theoretical framework

The theoretical framework here examines the association of the variables, where the dependent variable is the customer's purchasing decisions based on their involvement in the fashion clothing of the textile industry. The independent variable is the branding strategies (green innovation and international marketing). By using the moderating factor (disposable income), the association of these variables are examined in this research (figure 1).

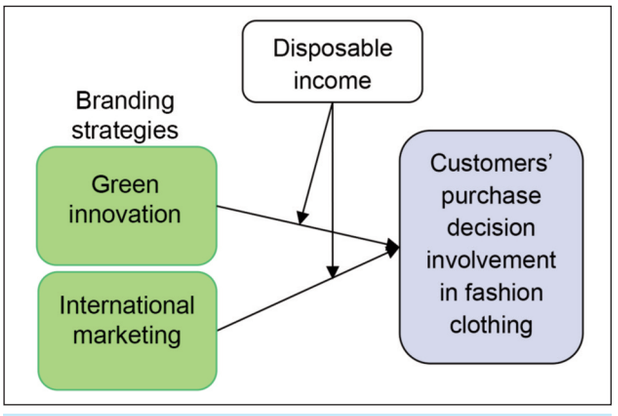

Fig. 1. Theoretical framework

METHODS AND MATERIALS

The methodologies adopted for the research are examined and verified in this section:

Approaches and methods adopted

The proposed framework explores the impact of purchase decisions of customers based on branding strategies in the textile industry. The study explores

both numerical [24] and non-numerical data non-numerical [23] data with appropriate analyses. Thus, the study adopts a mixed [25] research approach with a research design as descriptive as explained in [27].

Dataset acquisition

Data is either accumulated via *primary* (exclusively for the developed research) or/*secondary* (using existing studies with the same purposes). Here, both data types are adopted. The primary data here is acquired using the "survey" method, where instrumentation (questionnaire) is used as a tool. For secondary data collection, existing resources from the internet (e-books, e-journals, e-articles, websites, blogs, e-news posts, case studies, thesis papers and more) are used.

The data are acquired for this research purpose only, and thus, the tool developed included two filtering-based questions. One is to find the interest of the participants' fashion clothing in the textile industry, and the other is to find whether they are taxpayers. Taxpayers are alone considered here since the moderating factor used here is "disposable income".

A disposable income is calculated by deducting personal income and personal income taxes. The personal income includes all modes of earnings and incomes an individual makes (for instance: salary, rent, pension, earnings, bonus, tips, investments, wages, business-made income, employment income and so on) [27]. Whereas, the personal income tax is defined as the taxes levied upon one's earned income [28]. This taxation is eligible for individuals who earn 'Three Lakhs' under the age of 60 years. Based on these two criteria, the respondents are filtered for the research analysis from the gathered data. Similarly, based on age and income variables, the respondents are cross-verified for the same filtering purposes (age ≤ 60 and income > 3Lakhs).

Target and samples

The target customers (population) are participants from India. The industry chosen is the textile industry. To further reduce the targets, sampling techniques are adopted. The sample unit focused here is the fashion clothing interested respondents, (both offline and online modes of purchasing) originated from South India. Since the study focuses on a particular group of people (fashion clothing interested and taxpayers), the study falls under "purposive sampling" where the researcher selects a group of similar characteristics intentionally for the research purpose [29]. The sample size estimated here is 589 using the Cochran formula [30].

Instrumentation

The instrument developed here is a survey-based tool, a questionnaire with four sections. The scale developed here uses five items from Chen et al. [1] for green innovation; eight items from Vila and Kuster [31] for international marketing; and ten items from O'Cass [4] for purchase decision involvement factors, respectively. Since the current study focuses on 'disposable income' as a moderating factor, this variable is calculated in the demographic data of the questionnaire.

Data filtering items

Here, the researcher does not estimate the 'disposable income' of the respondents; rather, using the responses, the researcher just filters the data to validate the data and analysis for reliability. Thus, the survey questionnaire developed has 23 valid items along with the demographic data, namely: name, age, income, marital status and educational qualification.

The disposable income here is filtered using three criteria: taxpayer, income earner (> 3Lakhs with age ≤ 60 years) and interested in spending/purchasing fashion clothing. As per the tax slab of the Indian government, an individual is eligible to be a taxpayer when the income is more than 3lakhs. Table 1 describes the tax slabs as per the 2024–2025 Indian tax regimes.

Table 1

TAX SLABS 2024-2025	
Tax Slab on the income of an individual (per annum) in lakhs	**Tax (in %)**
Up to 3L	0
3,00,001L to 7,00,001L	5
7,00,001L to 10,00,001L	10
10,00,001L to 12,00,001L	15
12,00,001L to 15,00,001L	20
15,00,001L Lakhs & above	30

ANALYSIS AND RESULTS

In this section, the analyses carried out are explained in detail. The study adopts the following analyses: reliability test for scale validity, regression test for variable associations, SEM analysis on samples for identifying the variables' complexity, confirmatory factor analysis to reduce the data dimensions and lastly Hayes-Process Macro method to find the moderating factor's impact on the variables used.

Reliability analysis

The reliability of the tool used in research is measured using different techniques, like parallel forms, test-retest, Cronbach's alpha coefficient, and more. Here in this research, Cronbach's (a) is adopted. It measures the scale's consistency with values ranging from 0-to-1 (0 being low consistent and 1 being highly consistent).

The alpha values obtained lower than 0.5 ($a < 0.5$) are unacceptable, which states that the scale developed or adopted is inconsistent for the study. Similarly, when the obtained alpha value is < 0.6 but > 0.5, it is considered a poor value, and the scale needs to be changed to acquire consistent outcomes. However, if the alpha value is > 0.9 to 1, it is deemed as excellent; 0.8 to 0.9 means the internal

consistency is good; 0.8 to 0.7 denotes the scale is acceptable, and 0.7 to 0.6 denotes the scale is questionable for its internal consistency. Table 2 shows the items used and variables under consideration, with their respective alpha values estimated here.

Table 2

RELIABILITY ANALYSIS		
Variables	**Items**	**Alpha Value**
Green innovation in marketing (GIM)	5	0.732
International marketing (IM)	8	0.765
Purchase decision involvement (PDI)	10	0.882

From table 2, it is understood that the items GIM and IM are within an acceptable range, and the range of the variable PDI is considered "good". Overall, the scale is justified and validated for its internal consistency and adoption in this research. Thus, the developed scale is validated using the Cronbach test for its reliability.

SEM (Structural Equation Modelling)

The SEM (structural equation modelling) is used in research to examine the association. Using this technique, the complexity of variables' association and hypotheses testing with empirical datasets acquired are carried out.

Here, the association of international marketing (IM), green innovation in marketing (GIM) and purchase decision involvement (PDI) are estimated (figure 2). From figure 2, it is understandable that the overall mode fit ensures that the data acquired are adequate and significantly associated with each other, statistically. Based on the diagram, the model-fit summaries are obtained using the analysed data. In this research, the CMIN, RMR, GFI, Baseline comparison, FMIN and RMSEA values are represented for validating the data analysed. The distinct sample moments used here are 276 with parameters 50, which gives the degree of freedom as 226 (i.e. 276-0). By using the degree-of-freedom (df), data analysis (table 3) is carried out, to find the CMIN/DF values (chi-square minimum/degree-of-freedom). According to authors Marsh and Hocevar (1985), when the CMIN/DF ≤5, the model is presumed as a reasonable fit. Similarly, if CMIN/DF is ≤3, the model is presumed to be an acceptable fit [32]. The model achieved 3.5 as CMIN/DF, insisting that the model here is a good fit (table 3).

The RMR (root mean-square residual) of a model is assumed to be excellent when the value is smaller (i.e. near '0') (Hu and Bentler, 1998). The GFI (goodness-of-fit), on the other hand, should be near to '1' to represent the model to be a good fit (Kline, 2005).

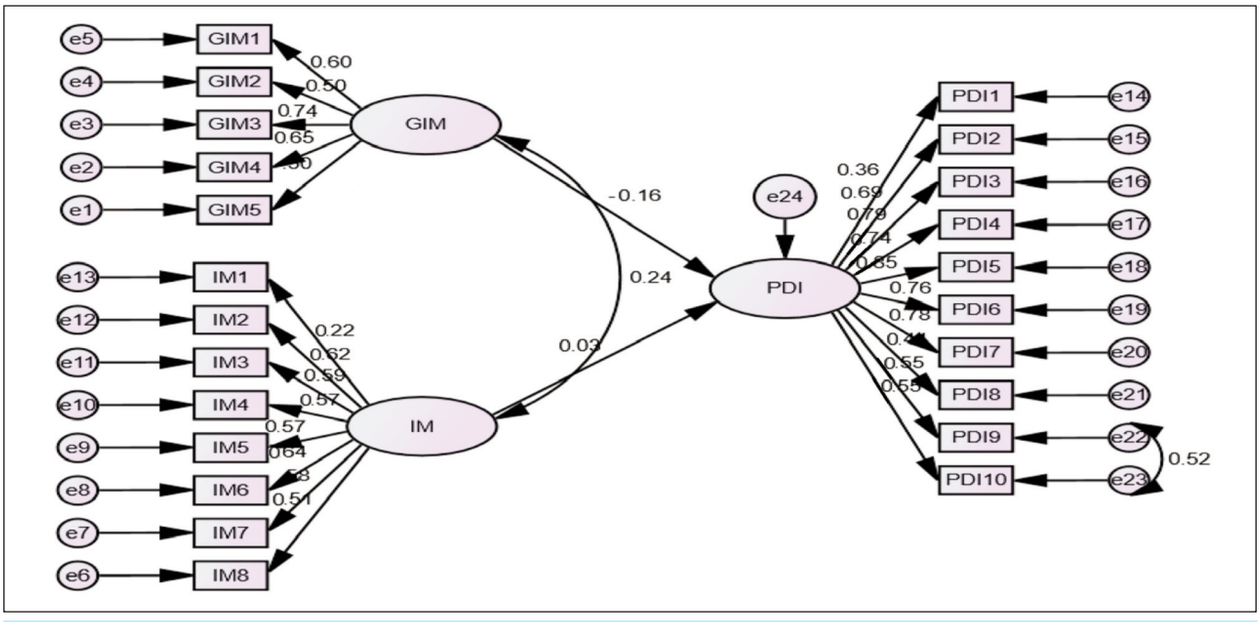

Fig. 2. SEM model diagram

Table 3

SEM MODEL FIT ANALYSIS								
Model	**CMIN**	**CMIN/DF**	**GFI**	**AGFI**	**PGFI**	**CFI**	**RMSEA**	**PCLOSE**
Default model	799.973	3.540	0.897	0.875	0.735	0.875	0.066	0.000
Saturated model	0.000	-	1.000	-	-	1.000	-	-
Independence model	2976.8	38.164	0.376	0.272	0.322	0.000	0.176	0.000

In this research, the RMR achieved is closer to 0 (.035), and the GFI achieved is closer to 1 (.735). Tabel 3 shows that the data used and the model are a good fit.

Baseline comparison in AMOS is estimated using a pre-defined model, automatically against the developed SEM model. [33] insisted that the values are baseline comparison should be closer to 1 (>0.9) for a good-fit and >0.95 for an excellent-fit, and = 1 for a perfect fit.

The overall values obtained in table 3 show that the model is a good fit for the data. RMSEA value (root mean-square error-of-approximation) for an excellent-fit should be >0.05 and for an acceptable-fit it should be <0.08 [34]. Here, the model achieved 0.066 (closer to 0.05), which suggests that the model is a perfect fit (table 3). Thus, based on the values obtained from table 3, it is proven that the SEM model created for the research purpose, using the data acquired, is deemed a good fit.

Demographic-data analysis

The demographic data analysed here includes age, gender, education, income (disposable income), and marital status. The disposable income in this research, as explained, is estimated using the survey tool-based questions as filters. The respondents who are paying taxes are alone included, since the disposable income (DI) is calculated by deducting personal income and personal income taxes. The current research doesn't estimate each respondent's disposable income amount but rather filters the respondents using taxpayers and fashion clothing interested people as targets. Thus, the data analysed here are justified for the approach used. The demographic here analyses the frequencies to validate the data used (figure 3).

Based on the filtering criteria, participants with income > 3lakhs/annum, interested in spending on fashion clothing and of age <60 are analysed here. The values from table 4 show that, among the sample 589, the majority of participants earn around 10lakhs/annum (31.1%). The maximum educational qualification of the participants is found to be bachelor's (37.2%). The marital status of major participants is found to be married (45.8%). It is found that, majority of the volunteers are in the age group 41–50 years (31.6%). Thus, it is inferred from the analysis that, majority of the respondents are married, belonging to the 41–50 years age group with income above ten lakhs and have bachelor's degrees.

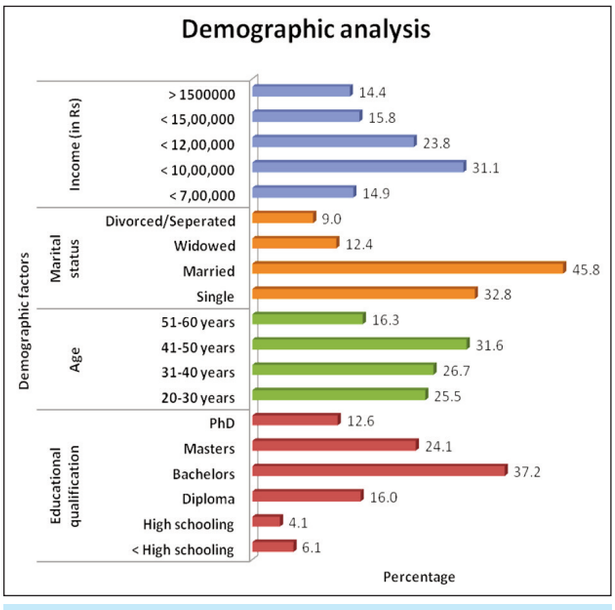

Fig. 3. Demographic analysis

Table 4

REGRESSION WEIGHTS				
Criteria	**Estimate**	**S.E.**	**C.R.**	**P**
PDI←GIM	0.122	0.042	2.908	***
PDII←IM	0.022	0.040	0.559	***
GIM5←GIM	1.000			
GIM4←GIM	1.053	0.109	9.681	***
GIM3←GIM	1.621	00.161	10.093	***
GIM2←GIM	0.870	0.103	8.450	***
GIM1←GIM	1.184	0.127	9.346	***
IM6←IM	1.129	0.112	10.112	***
IM5←IM	0.998	0.105	9.518	***
IM4←IM	1.192	0.125	9.527	***
IM3←IM	1.207	0.124	9.710	***
PDI1←PDI	1.000			
PDI2←PDI	1.782	0.215	8.305	***
PDI3←PDI	2.075	0.242	8.574	***
PDI4←PDI	1.960	0.232	8.441	***
PDI5←PDI	2.076	0.239	8.689	***
PDI6←PDI	2.215	0.261	8.480	***
PDI7←PDI	2.032	0.238	8.533	***
PDI8←PDI	1.133	0.162	7.011	***
PDI9←PDI	1.605	0.209	7.695	***
PDI10←PDI	1.566	0.203	7.703	***
IM1←IM	0.374	0.084	4.461	***
IM2←IM	1.197	0.120	9.986	***
IM8←IM	1.000			
IM7←IM	1.113	0.115	9.642	***

Regression analysis

A regression analysis shows the independent variable which it is associated with. A construct's influence in an SEM model is estimated using weights in regression.

The regression weight analysis (table 5) shows that p-values obtained are <0.01, which shows that there exists a significant and impactful association of the involved variables. Thus, it's understandable that hypotheses 1 (association between GMI and PDI) and 2 (association between IM and PDI) are true.

Confirmatory Factor Analysis (CFA)

A factor analysis using KMO Bartlett's approach indicates sampling adequacy. This validates datasets and their suitability in the research. The adequacy value in KMO should be > 0.05; here the value gained is 0.840, with *df* as 253 and significance (p-value) 0.000 (table 5).

Thus samples acquired and used here are significantly adequate.

Table 5

KMO AND BARTLETT'S TEST		
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy		0.840
Bartlett's Test of Sphericity	Approx. Chi-Square	4779.002
	Df	253
	Sig.	0.000

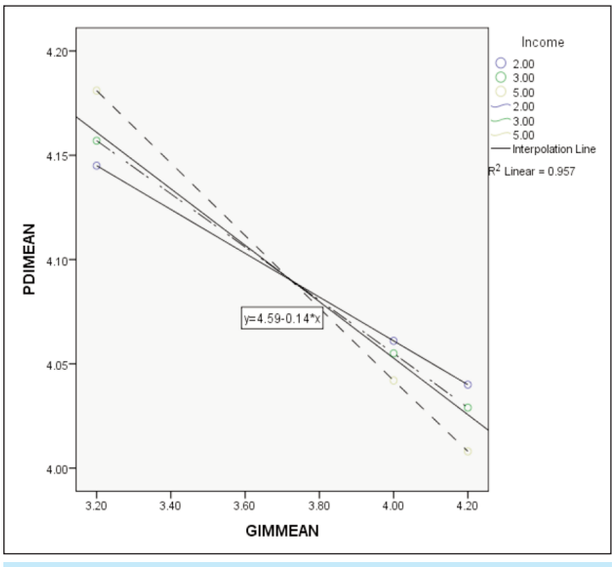

Fig. 4. Analysis of DI, GIM and PDI

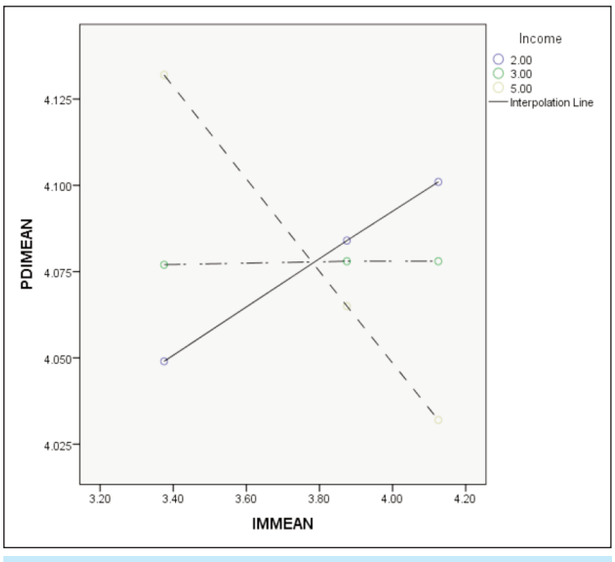

Fig. 5. Analysis of DI, IM and PDI

Hayes-Process analysis

The moderator variable is examined using the Hayes Macro-Process method, here. Disposable income (DI) as the moderating factor is used to measure its impact on GIM versus PDI and IM versus PDI. The p-value obtained for DI→GIM→PDI is 0.002 (< 0.05), which shows that the disposable income moderates the GIM and PDI significantly (figure 4). Similarly, the p-value obtained for DI→IM→PDI is 0.229 (> 0.05), which shows that the disposable income does not moderate the association between IM and PDI (figure 5).

Thus, based on the data analyses, it is concluded that hypotheses 1, 2 and 3 are accepted, whereas hypothesis 4 is rejected.

CONCLUSION

The primary aim of the research was to find the impact of green innovation marketing and international marketing as branding strategies upon the purchase involvement of the customers in the fashion clothing of the textile industry, in India. The research examines South Indian based customers who are taxpayers and also interested in fashion clothing. During the COVID-19 outbreak, in India, many individuals opted for online shopping for comfort and due to disease control prevention rules. However, post-COVID-19, Covid-19 few shoppers remained online shoppers, and the rest opted for traditional touch-and-feel shopping in the textile industry. Though there were many factors like coupons, offers, availability, alternatives, and availability of all/free sizes of clothing online, people lacked the craving for fabric sensitivity (touch-and-feel) prior to buying the product. One of the major factors that drives people towards fashion and clothing is branding. Innovation and strategies in branding pull existing people to spend more towards the brand and attract new customers. Especially, the term "green innovation" has changed the view of customers towards a particular brand, where eco-friendly products, processes, technology and materials are used by the specific brand, effectively. Green innovation in marketing in the textile industry and fashion clothing projects environmentally friendly accessories, products, materials and circular fashion (repairable, recyclable and reusable). Similarly, international marketing as a strategy in the textile industry in fashion clothing attracts customers by expanding their reach and connecting to new customers via branding. When these two major pillars of branding combine into a strong hold, people (customers) involve themselves in spending more on fashion clothing than their regular purchases. The purchase decision involvement of customers thus plays a vital role in deciding when, how, and where to spend. Thus, by examining these three variables, green innovation in marketing, international marketing and purchase decision involvement, the research intends to find the significant association among them. Simultaneously, by using disposable income as the moderating factor, the

research analyses the impact and variable association.

Hypotheses were formulated based on the purpose and objectives. The study used SEM, confirmatory factor and Hayes Macro-Process analyses. The SEM model-fit findings showed that there exists a relationship between purchase decision involvement and green innovation, thus proving the first objective with a p-value < 0.05. Similarly, findings showed that purchase decision involvement and international marketing are significantly associated, which proves the second objective, with a p-value < 0.05. The third objective, that disposable income moderates green innovation marketing and purchase decision involvement, is proven to be true through moderator analysis. The p-value obtained was 0.002 (< 0.05). However, the fourth objective, disposable income moderates international marketing and purchase decision involvement, is proven to be insignificant through moderator analysis. The p-value obtained was 0.229 (> 0.05). Thus, the research concluded that there exists a strong relationship between purchase decision involvement factor and branding strategies (green innovation marketing and international marketing). However, disposable income as a moderating factor impacts the PDI and GIM and not the PDI and IM. This proves that purchase decision involvement is partially moderated by the branding when disposable income is concerned.

The study contributes a huge insight into branding strategies and purchase decision involvement in fashion clothing using disposable income as a moderating factor. The lack of use of the adopted variables in existing studies paved the way for the proposed research. Though the study is limited to two factors of branding strategies, in future, by using the same datasets, the researcher intends to examine other driving factors and moderating factors like gender and age in fashion clothing, in the Indian textile industry.

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