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Purchase probabilities of fashion clothing made with alpaca (Vicugna pacos) fiber among young people in the Puno Region, Peru

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Abstract

In recent years, the fashion industry has expanded to meet consumer demands, especially from young users seeking unique and ephemeral designs. The aim of this study is to determine the factors that influence the probability of purchasing fashion clothing made from alpaca (*Vicugna pacos*) fiber among young people in the Puno region of Peru. A quantitative, explanatory, and cross-sectional method was used. Participants included men and women aged 25 and older. The survey was conducted in various provinces of the Puno region, Peru, in their most frequented public areas. The results indicate that only certain factors influence the likelihood of purchasing alpaca fiber fashion clothing in the Puno region. Among these are garment durability, eclectic style, design, and perceived impact value. It is concluded that, within the young segment of the Puno region, the probability of purchasing alpaca fashion clothing is determined by the creativity and originality of the product.

Keywords: Alpaca fiber, Eclectic clothing, Fashion clothing, Modern design.

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1. Introduction

Modern societies have been characterized by momentary preferences to differentiate themselves from others, primarily in clothing culture. This is called fashion, understood as the way of dressing, being, and culture of a society, which will always be the image and reference of each era; moreover, it becomes a symbol of personality expression [1]. In recent years, the fashion industry has experienced a growing emphasis on sustainability, driven primarily by increased consumer awareness about the social and environmental effects of the clothing production process [2]. This has created a demand for particular designs that consumers of each era may desire to express their personality through their way of dressing. A

significant element in fashion is aesthetics and the great variety of tastes, both individual and collective, that influence clothing such as: color, ornaments, form, material, among others; at the social level, human beings are governed by certain customs and generally accepted norms; and at the individual level, each person, through their clothing, creates their own image and sign of individual differentiation from the rest of society [3]. In this context, current societies, primarily younger generations, demand ephemeral fashions to express their modern status with respect to their peers.

Historically, fashion has prioritized local production, small-batch manufacturing, the use of local resources and labor, and traditional techniques, which require more time to produce each garment and, in many cases, exclude the possibility of outsourcing production. This is characteristic of slow fashion [4]. From this perspective, in developing countries, local production of slow fashion is only viable for small-scale artisanal businesses, as any attempt at expansion faces limits in regional and national production bases, shortages of specialized skills, and lack of suitable ecological materials [5]. These limitations prevent fashion clothing made with natural resources from prospering on a large scale and meeting demands beyond regional borders. However, there are local and national segments, as well as some foreign visitors, who demand clothing based on the region's own resources, such as clothes made from alpaca (*Vicugna pacos*) fiber, which is characterized by its softness and warmth in cold seasons and for cold geographical areas.

Some previous studies report that, since the 21st century, global clothing production has doubled, thanks to reduced operating costs and increased consumer spending [2]. As a result, consumers buy more fashion items than ever due to their low prices [6]. Additionally, it is demonstrated that London remains one of the world's most influential fashion capitals [7] with the industry contributing 11 billion euros in gross added value and sustaining 20,000 jobs in 2021, of which 12,000 are in product development and design [8]. On the other hand, the study by Bailey et al. [9] indicates that the fashion industry is characterized by overproduction and overconsumption; there, non-renewable resources generate enormous amounts of waste and carbon emissions, in addition to high water consumption, pollution, and the release of plastic microfibers into the oceans. Likewise, consumers are considered one of the most legitimate and powerful actors in the transformation of the fashion industry [10]. In this way, existing research on fashion indicates that there is overproduction and overconsumption, where consumers are powerful actors in the transformation of this industry, but this would threaten the ecosystem.

In the literature, there are no studies on the demand for clothing made from alpaca (*Vicugna pacos*) fiber, such as sweaters, caps, coats, scarves, blankets, etc., which have particular texture characteristics, because the habitat of alpacas is found in high regions, where their feeding is peculiar and which produce fine-quality fibers suitable for making fine and pleasant garments [11]. The high-altitude regions of Peru, such as Puno, Cusco, Arequipa, Huancavelica, Apurímac, Ayacucho, Pasco, Moquegua, Junín, and Lima, account for 87% of the world's alpaca population that produces fiber [12]. Thus, the study is important for its exposed characteristics that will contribute to filling certain gaps that exist in the literature.

The objective of the study is to determine the factors that influence the probability of purchasing fashion clothing made with alpaca (*Vicugna pacos*) fiber among young people in the Puno region, Peru. The article is structured with methodology in the first part, where the research process is described, followed by tables presenting study results and discussion, and finally, the study conclusion.

2. Methodology

The research employed a quantitative approach and was conducted in the Puno region during 2024. According to Hernández et al. [13] this approach collects data to test hypotheses based on numerical measurement and statistical analysis, in order to establish behavioral patterns and test theories. The type of research used was explanatory and cross-sectional, as data were collected at a single moment. The variables as influential factors in the probability of purchase were expressed through 17 items with non-uniform multiple-choice alternatives. The selection of items implies defining the construct to be measured clearly and comprehensively, and based on that definition, choosing items that address all relevant aspects of said construct [14]. Meanwhile, for the purchase probability variable of fashion clothing, a Likert scale was used: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, and 5=strongly agree. The instrument was administered in different provincial capitals of the Puno department, particularly in the cities of Puno and Juliaca, due to their larger populations. People from the age groups of 25 to 35 years, 36 to 45 years, 46 to 55 years, and 56 and older, men and women from the urban population, were surveyed, considering that they may have purchasing power and autonomy. People younger than these groups were excluded, as many of them are still dependent, as well as those who did not wish to participate.

The instrument was validated by experts, including two specialists in administration (marketing) and two academic researchers, who approved the content of the instrument used to measure the purchase probability by potential customers of fashion garments made from alpaca fiber. Additionally, the reliability of the instrument was determined using Cronbach's alpha, which resulted in 0.78, indicating that the instrument is reliable for conducting this study and is acceptable, as indicated by Heo et al. [15].

The study sample was randomly obtained from 242 individuals, comprising 84 women and 158 men, in the most frequented places in the city, such as main squares, shopping centers, and public and private institutions, during break times and holidays. According to Lloret-Segura et al. [14], this size is adequate for most descriptive and psychometric analyses of the items, as long as the test to be validated is not too extensive. The surveyed people participated in the study after prior consultation about their desire for voluntary participation.

For data analysis, descriptive statistics were initially used for the demographic section, followed by inferential statistics, employing the ordinal logistic regression model to assess the effect of variables on the likelihood of purchasing clothing as sustainable fashion based on alpaca fiber.

3. Results

The first part presents descriptive results of demographic data, purchase frequency, and frequencies by items, then inferential results on the probability of purchasing fashion clothing based on alpaca fiber.

3.1. Descriptive Statistics

Table 1.
Demographic data.

		Gender:					
		Female		Male		Total	
		N	%	N	%	N	%
Age	25-35 years	54	64.3%	90	57.0%	144	59.5%
	36-45 years	14	16.7%	34	21.5%	48	19.8%
	46-55 years	14	16.7%	18	11.4%	32	13.2%
	56+ years	2	2.4%	16	10.1%	18	7.4%
Total		84	100.0%	158	100.0%	242	100.0%

Table 1 shows the participation of people in the survey: 64.3% were females aged 25 to 35 years, and 57% were males between the ages of 25 to 35 years. Other participants of older ages were in lower percentages. These data allow us to understand that the participation in the study is mostly among young adults who provided information about fashion clothing based on alpaca fiber.

Table 2.
Data on clothing purchase frequency and gender.

		Gender:					
		Female		Male		Total	
		N	%	N	%	N	%
General clothing purchase frequency	Once a month or more	2	2.4%	16	10.1%	18	7.4%
	Every 2-3 months	6	7.1%	10	6.3%	16	6.6%
	Every 6 months	40	47.6%	32	20.3%	72	29.8%
	Once a year or less	36	42.9%	100	63.3%	136	56.2%
Total		84	100.0%	158	100.0%	242	100.0%

Table 2 presents the purchase frequency by gender, where it can be seen that 47.6% of women buy clothing every six months, 63.3% of men buy once a year, and 42.9% of women buy once a year. This indicates that women tend to purchase clothing more frequently throughout the year.

Table 3.
Frequency by items that characterize the purchase probability.

Factors (Items)	Alternatives	N	Marginal percentage
I would buy alpaca fiber garments because they have traditional design characteristics, softness, and satisfaction.	Strongly agree	112	46.3%
	Agree	96	39.7%
	Neither agree nor disagree	28	11.6%
	Disagree	6	2.5%
What characteristics attract you most in alpaca fiber products?	Texture and softness	84	34.7%
	Design and style	86	35.5%
	Durability	64	26.4%
	Sustainability	8	3.3%
Would you be interested in alpaca fiber products with design innovations, such as modern patterns or cultural details?	Definitely	156	64.5%
	Only if it fits my personal style	68	28.1%
	No, I prefer simple designs	12	5.0%
	Not sure	6	2.5%
What sustainable clothing styles currently attract you the most?	Minimalist and modern	90	37.2%
	Eclectic and colorful	14	5.8%
	Classic and timeless	102	42.1%
	Traditional with cultural touches	36	14.9%
How much does design innovation influence your decision when	A lot, I look for novel	112	46.3%

purchasing clothing made from sustainable materials?	designs		
	Somewhat, but I prioritize other factors	80	33.1%
	Little, I prefer the classic	42	17.4%
	I don't consider it relevant	8	3.3%
Would you consider buying alpaca fiber products if they were adapted to trends such as urban fashion or sporty styles?	Yes, definitely	118	48.8%
	Maybe, depending on the design	98	40.5%
	No, I prefer more traditional products	18	7.4%
	Not sure	8	3.3%
What types of alpaca fiber garments would you like to see redesigned to follow current trends?	Coats and jackets	132	54.5%
	Sweaters and cardigans	66	27.3%
	Accessories such as hats or scarves	20	8.3%
	Traditional clothing	24	9.9%
Would you prefer to buy alpaca fiber products if you knew that their modern design incorporates traditional artisanal techniques from the producing communities?	Yes, definitely	140	57.9%
	Only if the price is competitive	84	34.7%
	No, I prefer products without traditional elements	4	1.7%
	Not sure	14	5.8%
What aspects do you value most in redesigned alpaca fiber products?	Modernization of patterns and styles	104	43.0%
	Innovation in materials and functionality	80	33.1%
	Positive impact on the producing community	44	18.2%
	Affordable price	14	5.8%
Do you consider the price of alpaca fiber products fair compared to other sustainable products?	Very fair	116	47.9%
	Moderately fair	92	38.0%
	Moderately unfair	14	5.8%
	Very unfair	20	8.3%
Valid		242	100.0%
Missing		0	
Total		242	

Table 3 shows the probability of purchasing alpaca fashion clothing based on its traditional characteristics and product softness, with 46.3% strongly agreeing. Design and style attract 35.5% of participants, and texture and softness attract 34.7%. Modern and cultural pattern design interests 64.5%. Sustainable clothing styles that attract them are classic and timeless (42.1%) and minimalist and modern (37.2%). Additionally, design innovation greatly influences the moment of purchase, with 46.3% seeking novel designs. Definitely, 48.8% would buy alpaca fiber clothing if adapted to trends like urban fashion or sporty style; 40.5% might buy, depending on the design. The types of alpaca fiber garments they would like to see redesigned to follow current trends are coats and jackets (54.5%) and sweaters and cardigans (27.3%). They would definitely prefer to buy alpaca fiber products if they knew their modern design incorporated traditional artisanal techniques from the producing communities (57.9%), only if the price is competitive (34.7%). The most valued aspects in redesigned alpaca fiber products are modernization of patterns and styles (43%) and innovation in materials and functionality (33.1%). Regarding the current price, 47.9% consider it very fair and 38% moderately fair.

3.2. Inferential Statistics

The ordinal logistic regression model was used to evaluate the effect of variable factors expressed in items: product characteristics, interest in fiber, clothing styles, design innovation, fiber products, garment preference, artisanal design, valuation aspects, and product price on the probability of occurrence in the product purchase category, measured through the Likert scale.

Table 4.
Model fitting information.

Model	-2 Log Likelihood	Chi-square	df	Sig.
Intercept Only	511.659			
Final	363.390	148.269	28	0.000
Link function: Logit.				

As observed in Table 4 the model was statistically significant $X^2 = 148.26$, $P<0.001$, and Table 5 explained 52% ($R = 0.520$) of the dependent variable categories.

Table 5.
Pseudo R-square.

Cox and Snell	0.458
Nagelkerke	0.520
McFadden	0.288
Link function: Logit.	

Table 6.
Parameter estimates.

							95% Confidence Interval	
		Estimate	Std. Error	Wald	df	Sig.	Lower Bound	Upper Bound
Threshold	[Possibility = 1]	-5.880	1.585	13.761	1	0.000	-8.987	-2.773
	[Possibility = 2]	-2.715	1.542	3.098	1	0.078	-5.738	0.308
	[Possibility = 3]	0.188	1.458	.017	1	0.897	-2.669	3.046
Location	Disposition	0.255	0.182	1.959	1	0.162	-0.102	0.611
	[Characteristic=1]	1.239	1.026	1.459	1	0.227	-0.771	3.249
	[Characteristic=2]	1.950	1.032	3.567	1	0.059	-0.074	3.973
	[Characteristic=3]	2.967	1.041	8.124	1	0.004	0.927	5.007
	[Characteristic=4]	0[a]	.	.	0	.	.	.
	[Interest fiber=1]	-1.436	1.123	1.634	1	0.201	-3.638	0.766
	[Interest fiber=2]	-1.916	1.137	2.839	1	0.092	-4.146	0.313
	[Interest fiber=3]	1.646	1.221	1.818	1	0.178	-0.747	4.039
	[Interest fiber=4]	0[a]	.	.	0	.	.	.
	[Styles=1]	0.952	0.545	3.046	1	0.081	-0.117	2.020
	[Styles=2]	1.930	0.766	6.348	1	0.012	0.429	3.431
	[Styles=3]	0.177	0.524	0.114	1	0.735	-0.850	1.204
	[Styles=4]	0[a]	.	.	0	.	.	.
	[Innovation=1]	-1.835	1.093	2.820	1	.093	-3.978	0.307
	[Innovation=2]	-1.655	1.127	2.157	1	.142	-3.865	0.554
	[Innovation=3]	-3.218	1.192	7.292	1	.007	-5.553	-0.882
	[Innovation=4]	0[a]	.	.	0	.	.	.
	[Product=1]	1.225	1.288	.905	1	0.341	-1.299	3.749
	[Product=2]	2.724	1.320	4.259	1	0.039	0.137	5.310
	[Product=3]	2.136	1.430	2.230	1	0.135	-0.667	4.940
	[Product=4]	0[a]	.	.	0	.	.	.
	[Garment preference=1]	-0.981	0.611	2.582	1	0.108	-2.178	0.216
	[Garment preference=2]	-0.787	0.617	1.626	1	0.202	-1.996	0.422
	[Garment preference=3]	-0.593	0.780	.577	1	0.448	-2.122	0.937
	[Garment preference=4]	0[a]	.	.	0	.	.	.
	[Design=1]	-4.597	0.925	24.702	1	0.000	-6.409	-2.784
	[Design=2]	-3.208	0.876	13.408	1	0.000	-4.925	-1.491
	[Design=3]	-1.009	1.359	0.552	1	0.458	-3.673	1.654
	[Design=4]	0[a]	.	.	0	.	.	.
	[Valuation=1]	-1.431	0.837	2.925	1	0.087	-3.071	0.209
	[Valuation=2]	-1.501	0.890	2.848	1	0.092	-3.245	0.242
	[Valuation=3]	-2.061	0.792	6.779	1	0.009	-3.613	-0.510
	[Valuation=4]	0[a]	.	.	0	.	.	.
	[Price=1]	-1.392	0.758	3.376	1	0.066	-2.878	0.093
	[Price=2]	-1.006	0.735	1.874	1	0.171	-2.446	0.434
	[Price=3]	-1.603	1.067	2.257	1	0.133	-3.694	0.488
	[Price=4]	0[a]	.	.	0	.	.	.

Note: Link function: Logit.
a. This parameter is set to zero because it is redundant.

The results of the prediction values and the Odds Ratio (OR) are found in Table 6.

Specifically, the product characteristics variable in its "durability" category had a significant effect on the occurrence of purchasing alpaca fiber clothing, $p<0.004$. If one point is increased in this independent variable, the purchase probability

would be higher. Regarding the clothing style variable, it is observed that the "eclectic and colorful" category has a significant effect on the occurrence of purchase, p<0.012, which means that, if one point is increased in the predictor variable, the purchase probability would also be higher. On the other hand, the design innovation variable result indicates that the "little, I prefer the classic" category has also had a significant effect p<0.007, but shows a negative beta coefficient (estimate); despite being significant, as the predictor variable increases, the effect on the category scale of the dependent variable decreases, that is, the purchase probability intention may decrease among potential customers. The alpaca fiber product variable indicates that the "maybe, depending on the design" category had a significant effect on the occurrence of alpaca fiber purchase, p<0.039, meaning that if one point is increased in this variable, the occurrence of purchase would also be higher. The design with artisanal techniques variable in both the "yes, definitely" and "only if the price is competitive" categories had a significant effect on the occurrence of alpaca fiber purchase p<0.001, but they show a negative beta direction (estimate); despite being significant, as the predictor variables increase by one point, the effect on the category scale of the dependent variable decreases, that is, the purchase probability intention may decrease in potential customers. The valuation aspects variable in its "positive impact on the producing community" category had a significant effect on the occurrence of purchase, given that the value is p<0.009. However, it shows a negative beta coefficient (estimate), which indicates that, despite being significant, as the predictor variables increase, the effect on the category scale of the dependent variable decreases. This suggests that the purchase intention may decrease among potential customers. Other variables, such as interest in fiber, garment type preference, and price, did not have an effect on the scales of the product purchase probability variable, alpaca fiber fashion clothing.

Table 7.
Test of Parallel Lines.

Model	-2 Log Likelihood	Chi-square	df	Sig.
Null Hypothesis	363.390			
General	335.048[b]	28.342[c]	56	.999
The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.				
a. Link function: Logit.				
b. The log-likelihood value cannot be further increased after the maximum number of step-halving.				
c. The chi-square statistic is computed based on the log-likelihood value of the last iteration of the general model. The validity of the test is uncertain.				

Table 7 shows the p-value is greater than 0.05, does not reject the null hypothesis, indicating that the study assumption is met, that is, the effects of the predictor variables are constant across all categories of the response variable.

4. Discussion

The descriptive results indicate that young women buy more fashion clothing during the year, followed by young men. Also, in determining the purchase, characteristics such as alpaca fiber clothing with design innovations stand out; sustainable styles that attract are classic and timeless; also, novel designs; garments adapted to trends such as urban fashion or sporty style; they like to see redesigned garments such as coats and jackets; also, in modern design incorporating traditional artisanal techniques from the producing communities; what they value most in redesigned clothing is the modernization of patterns and styles; and finally, they consider the price fair compared to other sustainable products.

These descriptive results partially agree with other studies because they do not refer exactly to fashion garments made from alpaca fiber but to other sustainable products. For example, London fashion garments in design, creation, and control of symbolic value are the main competitive advantages, where symbolic attributes are related to superior quality, craftsmanship, complexity, exclusivity, innovation, and brand reputation Caniato et al. [16]. Jung and Jin [17] in their findings, they indicate that excessive fashion consumption identifies a strong link between emotional reactivity to trends, highlighting the role of hedonic experience in fashion consumption; since clothing is an experiential product, its attributes are difficult to compare, as consumers generally need to see, smell, touch, or wear it, and each individual can form heterogeneous opinions based on specific product attributes [18]. Likewise, it is related to the study of Sun et al. [19] who found that both young and older women are more willing than men to accept sustainable products. In this way, users or customers of fashion clothing are attracted by a set of characteristic factors of the products.

Regarding the inferential results, it should be noted that no previous studies have been found on the effect of factors on the probabilities of purchasing garments made from alpaca fiber. In our study, the findings that had a significant effect on the purchase probability were the durability of alpaca fiber clothing, clothing style in the eclectic and colorful category, alpaca fiber product depending on the design, and the valuation in its category's positive impact on the producing community. Meanwhile, findings such as design innovation, the classic design with artisanal techniques, and a competitive price do not necessarily have the effect of increasing purchase probability; on the contrary, the purchase probability may decrease among customers.

This study is somewhat related to Chinese luxury fashion consumers, who exhibit a diversity of motivations and behaviors, influenced by factors such as social status, personal identity, and exclusivity [20]. Also, with Ceballos and Bejarano [21] where value segments show a strong emotional relationship with fashion, as values related to fun and

enjoyment of life, excitement, and a sense of accomplishment are important for most segments. Each segment reflects relevant personal values that act as guides in the systematic choice of appearance and desire for fashion products and brands.

However, fashion clothing produced in sectors where the industry is still small or artisanal can be adjusted to segments that may have possibilities of access with respect to cost. These garments, offered by fast fashion companies, are more affordable than haute couture, making them attractive to consumers [22]. According to the study by Statista [23] customers in the United Kingdom suggest that price is the main factor determining the purchasing decisions of most consumers. Paradoxically, fast fashion, being more democratic and accessible, can be perceived as a more socially sustainable consumption option compared to more expensive ecological designs or vintage clothing [24]. Therefore, fashion is a process of individualization and socialization, which at the same time is a means to differentiate oneself from others and a form of social sharing [1].

The limitations of the study are that the sample used was not obtained in a stratified manner, which limits its scope and may introduce biases in the results; additionally, the segment studied is only at a regional level.

5. Conclusions

The factors that influence the purchase probability of fashion clothing made with alpaca (*Vicugna pacos*) fiber among current and potential young customers of both sexes in the Puno region, Peru, are product clothing durability, eclectic and colorful style, dependence on novel designs, and the impact of valuation in the producing community. While other factors considered in the study do not influence the purchase probability of alpaca fashion clothing. This indicates that the young population of the Puno region prefers alpaca fashion clothing made with creativity, harmony, and originality.

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