

THE ROLE OF CONSUMER PERCEPTION AND PURCHASING BEHAVIOUR IN THE PROCESS OF DESIGNING SLEEPWEAR

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Abstract: Consumer perception and purchasing behaviour play a pivotal role in the design process, as modern consumers demand products that align with and satisfy their preferences. This paper presents a study of Slovenian consumers' perceptions and purchasing behaviours of sleepwear, which are often overlooked. The main purpose of the survey is to identify consumer habits regarding the wearing and purchasing of sleepwear in Slovenia, providing a fundamental basis for the design process. Namely, the survey that has been conducted covers various aspects, including wearing and purchasing habits, visual details, textiles, and financial preferences. The results indicate that the majority of Slovenian consumers wear sleepwear during both summer and winter, but they do not use the same type of clothing for each season. In winter, consumers primarily wear two-piece sleepwear, such as pyjamas or a combination of a long-sleeved T-shirt with long pants or leggings. In summer, they primarily wear short-sleeved T-shirts, shorts, nightdresses and two-piece nightwear. An important consideration is the material of the sleepwear, with comfort being the most crucial factor. Most often, sleepwear is made from natural materials such as cotton. Sustainability is a significant factor for Slovenian consumers, as more than half of the respondents wear eco-sleepwear. Consumers typically purchase sleepwear once a year or every two years, preferably in stores. They also like to buy sleepwear as a gift. A smaller percentage of consumers wear additional pieces like socks, bathrobes or eye masks.

Key words: Consumer behaviour, clothing, sleepwear, purchasing, consumer, consumer perceptions.

ULOGA PERCEPCIJE POTROŠAČA I KUPOVNOG PONAŠANJA U PROCESU DIZAJNIRANJA ODEĆE ZA SPAVANJE

Apstrakt: Percepcija potrošača i ponašanje pri kupovini igraju ključnu ulogu u procesu dizajna, pošto savremeni potrošači zahtevaju proizvode koji su u skladu sa njihovim preferencijama i zadovoljavaju ih. Ovaj rad predstavlja studiju o percepciji i ponašanju slovenačkih potrošača pri kupovini odeće za spavanje, koja se često zanemaruje. Osnovna svrha ankete je da se identifikuju navike potrošača u pogledu nošenja i kupovine odeće za spavanje u Sloveniji, što može poslužiti kao temeljna osnova za proces dizajna. Naime, istraživanje koje je sprovedeno obuhvata različite aspekte, uključujući navike nošenja i kupovine, vizuelne detalje, tekstil i finansijske preferencije. Rezultati studije pokazuju da većina slovenačkih potrošača nosi odeću za spavanje i leti i zimi, ali ne nose istu vrstu odeće za svako godišnje doba. Utvrđeno je da potrošači zimi prvenstveno nose dvodelnu odeću za spavanje, poput pidžame ili kombinacije majice dugih rukava sa dugim pantalonama ili helankama, a leti uglavnom nose majice kratkih rukava, šorts, spavaćice i dvodelne spavaćice. Važno je uzeti u obzir materijal odeće za spavanje, a udobnost je najvažniji faktor. Najčešće

se odeća za spavanje pravi od prirodnih materijala kao što je pamuk. Održivost je značajan faktor slovenačkih potrošača, jer više od polovine ispitanika nosi eko odeću za spavanje. Potrošači obično kupuju odeću za spavanje jednom godišnje ili svake dve godine, po mogućnosti u prodavnicama. Takođe vole da kupuju odeću za spavanje kao poklon. Manji procenat potrošača nosi dodatne komade poput čarapa, bade mantila ili maske za oči.

Ključne reči: ponašanje potrošača, odeća, odeća za spavanje, kupovina, potrošač, percepcija potrošača.

1. INTRODUCTION

Sleepwear, also known as nightwear, sleep clothing or nightclothes, refers to garments specifically designed to be worn while sleeping or relaxation at home. According to the classification of clothing, sleepwear belongs to the group of everyday clothing, which is divided into men's, women's and children's clothing [1]. Common types of sleepwear include: pyjamas (pajamas), nightgowns (nighties or nightdresses), negligees, chemises, nightshirts (sleep shirts), robes, peignoirs, adult onesies, babydolls, blanket sleepers [2, 3]. Additionally, garments like gym shorts, shorts, sweatpants, leggings, t-shirts, tops, tank tops, underwear, and socks may also be worn for sleep, with some individuals preferring to sleep without clothing [2]. Sleepwear is typically designed to be comfortable and loose-fitting, available in various styles, designs, colours and textiles to accommodate different preferences and climates. Styles and textiles often vary seasonally, with warmer clothes worn during colder periods and lighter, breathable sleepwear chosen for warmer months [2]. Sleepwear textiles are chosen for their comfort, breathability, durability, sensitivity, and ability to regulate body temperature during sleep. When selecting sleepwear, it is essential to consider also personal preferences, climate conditions, and any specific requirements such as allergies or skin sensitivities. Ultimately, the ideal sleepwear textile is one that ensures a comfortable sleep environment. Common textiles used in sleepwear are [4-6]: cotton (such as jersey, muslin, poplin, flannel, terry cloth, organic cotton, gauze cotton, satin etc.), silk, bamboo, linen, wool, rayon, modal, Tencel®, viscose, microfiber, polyester, lace, satin (made from silk, cotton, or polyester), fleece, flannel (made from cotton, wool, and synthetic fibres), etc. Moreover, advancements in textile technology have introduced intelligent textiles capable of receiving and responding to environmental stimuli, alongside new sustainable and bio-based textiles that prioritize environmental care [7-10]. For example, Kiaghadi et al. have designed electronically active sleepwear that can continuously measure a variety of physiological signals during sleep and other daily activities [11].

Sleepwear, in addition to other factors, can have an impact on sleep quality and contributes to a com-

fortable and pleasant rest, regulates body temperature and hides the body [12-14]. Several studies have investigated sleep quality, sleep environment, the impacts of sleepwear, bedding and fibre types on sleep quality, etc. [12-17]. A review article by Li et al. [12] systematically evaluates the impact of sleepwear or bedding of different fibre types on sleep quality. Overall, the reviewed studies suggest that different types of sleepwear, bedsheets, and duvet materials can affect sleep outcomes, and selecting appropriate materials for sleepwear, bedsheets, and duvets can have a positive impact on sleep quality [12]. Lee et al. [13] reported that sleepwear type might affect objective sleep parameters (e.g., total sleep time), while Chow et al. [15] reported that small significant sleep benefits were observed for wool over cotton and polyester sleepwear in warm conditions for participants aged 50 to 70 years of age. The findings made by Shin et al. [16] in their research suggest that sleepwear played a contributory role to sleep outcomes and that the participants slept better at 17°C than at 22°C.

In addition to knowing sleepwear types, textiles, their properties and advantages, it is also important to research and understand consumers' perception and purchase behaviour when designing sleepwear. An immediate emotional response to a product is critical for engaging consumers and eventually influencing their purchase decision [18]. According to Norman [19], emotional design significantly influences consumer preferences and purchasing behaviours by emphasizing the emotional reactions that such products evoke. Norman also argues that aesthetically pleasing and user-friendly products are more likely to generate positive emotional reactions, thereby enhancing consumer satisfaction and influencing purchase decisions [19]. Trends in colour, textiles, patterns, and styles are heavily influenced by consumer tastes, as well as comfort, functionality, and usability directly impact design choices. Desmet and Hekkert [20] also emphasized the impact of sensory elements on emotional responses, as products designed to provide a pleasurable sensory experience are more likely to be favoured by consumers. Design decisions and purchasing behaviour are influenced not only by emotional factors, such as the desire for self-expression, but also by practical needs, such as affordability

and durability. Hassenzahl highlights the importance of fulfilling both functional and emotional needs through product design. Emotionally engaging products create more meaningful interactions, leading to stronger consumer attachment and preference [21].

The colour of clothing plays an important role in design, as it affects not only the aesthetic appeal but also the psychological and emotional responses of the wearer [22]. Ristić et al. [22] describe the importance of colour from the aspect of aesthetics and communication ability of clothes, i.e., the promotional effect of colour on the recognition of the usefulness of the product by customers. The tactile properties of fabrics are also an important feature that affects the quality of finished products and consumer purchasing decisions, as reported by Zhezhova et al. [23]. Textile materials used in close contact with the human body create an interaction between the characteristics of the material and the human senses [23]. As reported by Khan and Kumar [24], scents are used to change moods, evoke emotions, and stimulate certain senses. Their survey examines consumer behaviour and preferences regarding textile products with fragrance finishes. Additionally, the article reviews literature indicating that fragrance finishes in textiles can evoke positive sensory and emotional response from consumers [24].

By understanding and integrating these factors, designers can create products that not only meet market demands but also foster brand loyalty and drive sales. However, our literature review indicates that limited research has been devoted to this topic, particularly in relation to sleepwear [25-31]. The YouGov Sleep Study made in the UK [25] shows that around half of Britons (47 %) sleep in pyjamas, 21 % of Britons sleep in their pyjamas and underwear, and 26 % sleep just in their pyjamas, without any underwear. A further 20 % of the respondents sleep just in their underwear and nothing else, and 20 % of Britons sleep naked. According to a Better Sleep Council (BSC) survey made in the United States [26], 74 % of adults sleep in pyjamas at least a few times a week or more, and 21 % of adults sleep in the nude. In the People's Republic of China, Rahman et al. investigate the Chinese male consumer's perceptions and behaviours towards sleepwear [27], and pyjamas purchasing behaviour of Chinese consumers [28]. The first study shows that the majority of the Chinese male respondents did not wear pyjamas for sleeping [27]. The results of the second survey, including young Chinese females indicate that comfort, fabric and quality are significant attributes, whereas country-of-origin and brand are relatively insignificant determinants for purchasing a pair of pyjamas [28]. The results of the re-

search made in Norway and Sweden [29] showed that men do not usually use specific nightwear but rather sleep in their underwear or naked. For women, it is equally common to use nightwear, underwear or they sleep naked [29]. Labhard and Morris [30] explored the purchase of sleepwear by college women, the desired attribute characteristics, and preferred styles. No significant relation between sleepwear preference and personality type was found. It was also found that natural fibres and knit fabrics were preferred, followed by satin. Comfort was the attribute ranked the highest; brand and sexiness were ranked lowest. Preferred styles of sleepwear were: tops (a crop and a camisole) and pants (short and tap-French knickers style), T-shirts, and man-tailored shirts [30]. According to our pre-test made in Slovenia in 2018 [31], consumers mostly wear two-piece sleepwear, such as pyjamas or a combination of a T-shirt with pants or leggings. It was also evident that the most important factor when wearing nightwear is the comfort and that the material from which the sleepwear is made is a very important factor too. The results of our previous research also showed that the respondents liked different prints and patterns on their sleepwear and that the brand name of the sleepwear is important only to 3 % of the respondents. It was also found that 90 % of the respondents buy nightwear in stores and only 3 % buy them online [31].

This article summarizes the findings of a survey of Slovene consumers' perceptions and purchasing behaviours of sleepwear. The research covers various aspects, including wearing and purchasing habits, consumer perceptions and preferences regarding sleepwear textiles, details, colours and styles, as well as financial preferences. The main purpose of the survey is to identify consumer habits regarding wearing and purchasing of sleepwear in Slovenia, which can serve as a fundamental basis for the design process.

2. METHODOLOGY

A quantitative research study was carried out, in order to explore consumer habits regarding wearing and purchasing of sleepwear in Slovenia. The research encompassed various aspects, including consumer perceptions and preferences regarding sleepwear types, styles, colours, details and textiles, purchasing behaviour and wearing of sleepwear. The online survey was made in Slovenia by using the 1ka program and took place from 22 March 2024 to 23 May 2024. All data presented are obtained by interviewing. The questionnaire was sent by e-mail and shared via web page of Faculty of Design and social networks. A random sample was used in data collection.

Table 1: Age of the Respondents

Age	Frequency	Percent
Up to 24	82	28 %
25-34	29	10 %
35-44	80	27 %
45-54	67	22 %
55 and more	40	13 %

The total number of respondents who carried out a survey was 437. Of these, 298 respondents answered the question regarding gender and age, 4 % (11) were men and 95 % (283) were women, 4 respondents were unspecified regarding gender. Table 1 presents the age of the respondents. The majority of the respondents (28 %) were up to 24 years of age, followed by the respondents aged between 35 and 44 (27 %), between 45 and 54 (23 %), and age 55 and more (13 %), with the least number of respondents age between 25 and 34 (10 %).

3. RESULTS AND DISCUSSION

As sleepwear and textiles can vary according to the seasons, firstly we wanted to know if the respondents wore sleepwear during summer and winter time. Out of a total of 432 answers, 28 % of the respondents answered that they do not wear sleepwear in the summer and 16 % of the respondents do not wear sleepwear in the winter, as presented in Figure 1. For those respondents who do not wear sleepwear, the survey ended with this question. Next, we were interested in whether they wear the same type of sleepwear in summer and winter time. As presented in Figure 2, only 27 % of the respondents (91 out of 342) answered that they wear the same type of nightwear in summer and winter. This typically includes some items such as a T-shirt and pants, two-piece pyjamas, only underwear, or oversized T-shirts etc.

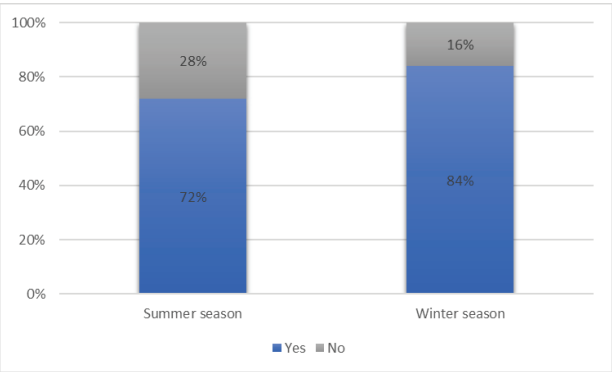


Figure 1: Do the respondents wear sleepwear while sleeping in summer and winter time?

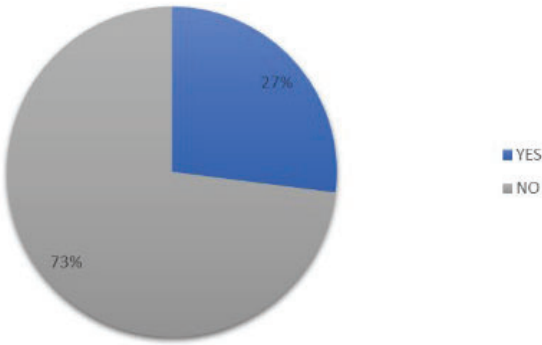


Figure 2: Do the respondents wear the same type of sleepwear in summer and winter time?

In the following question, we were interested in what kind of sleepwear the respondents wear for sleep. Several answers were possible; thus, the frequency of answers is presented in Table 2. It was found that the majority of the respondents in winter time wear a two-piece pyjama set (a set of a shirt and pants), two-piece nightwear not in a set (consisting of a shirt and pants), long-sleeved T-shirt and long pants or leggings. The least of them wear negligees, tank tops or just underwear in winter. In summer time the majority of the respondents wear short-sleeved T-shirts, shorts, nightgown (nightdress/nightshirt) with short sleeves, and two-piece nightwear not in a set. Negligees (a shorter female undergarment made of transparent materials and lace) are worn in summer by 81 and in winter by only 16 respondents. Only underwear without sleepwear is worn in summer by 127 respondents and in winter only by 17 respondents. Next, we were interested in whether the respondents wear loose or tight-fitting clothes, plain or multi-coloured clothes, sleepwear with prints, patterns, lace, and whether they wear elegant or erotic sleepwear, etc. Several answers were possible. It was found, that the majority of the respondents wear loose fitting sleepwear (88 %, 298 out of 337 respondents) of simple cuts, multi-coloured (45 %) or plain (39 %), with prints and patterns (48 %). Only 11 % of the respondents (37) wear tight-fitted sleepwear, 9 % of the respondents wear sleepwear with lace details, 6 % of them wear elegant and only 3 % (11 out of 337) of the respondents wear erotic sleepwear.

We were also interested in whether the respondents liked the textile patterns and prints and inscriptions on the sleepwear. Several answers were possible; thus, the frequency of answers is presented in Figure 3. The results showed that 46 % of the respondents (150 out of 327) liked small prints (e.g. dots, hearts, teddy bears, etc.), and 31 % of the respondents liked flower prints/motifs from nature. It was also found that 30 % of the respondents (97 out of 327) do not like pat-

Table 2: What kind of sleepwear do the respondents wear while sleeping?

Type of sleepwear	Frequency of answers	
	Summer season	Winter season
Two-piece pyjama set (a set of a shirt and pants)	127	220
Two-piece nightwear not in a set (consisting of a shirt and pants)	162	185
Nightgown (nightdress/nightshirt) with short sleeves	174	33
Nightgown (nightdress/nightshirt) with long sleeves	25	80
Short-sleeved T-shirts	243	85
Long-sleeved T-shirts	18	180
Sleeveless top	133	19
Shorts	201	34
Long pants/leggings	37	196
One-piece suit (adult onesie)	9	34
Negligee	81	16
Only underwear	127	17

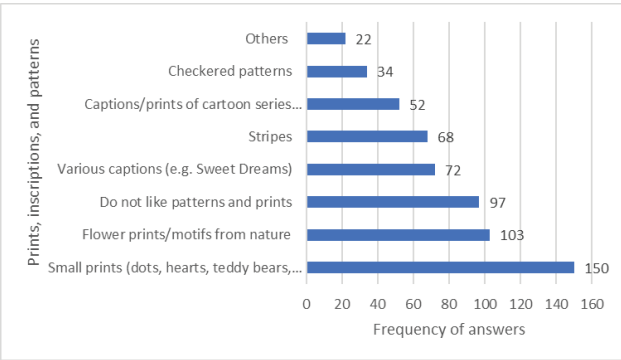
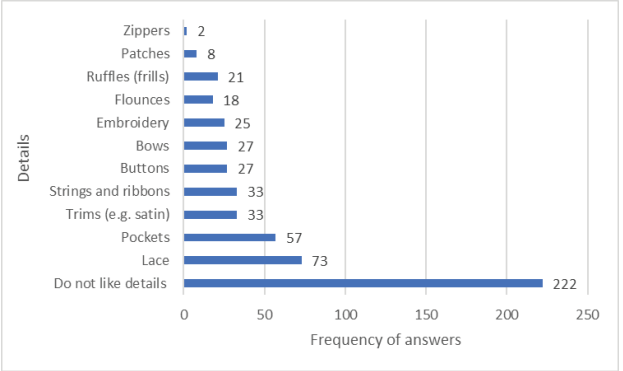


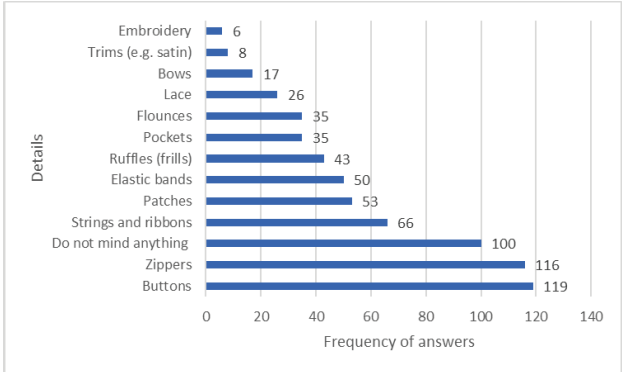
Figure 3: What prints, inscriptions, and patterns do respondents like on their sleepwear?

terns and prints. Some of them like stripes (21 %), various captions (e.g. Sweet Dreams, 22 %), and captions/prints of cartoon series heroes/characters (16 % of respondents). Checkered patterns are the least liked by the respondents, only by 10 %. Figure 4a presents the results related to details that the respondents like on their sleepwear, such as buttons, lace, pockets, embroidery, flounces, ruffles (frills), zippers, bows, strings and ribbons, etc., and Figure 4b what currently bothers the respondents on their sleepwear. Several answers were possible; thus, the frequency of answers is presented on Figure 4 a and b. As much as 68 % of the respondents (222 out of 328) do not like details on sleepwear nor the accessories that seem insignificant to them. 22 % of them like lace details, 17 % like pockets on their sleepwear, 10 % like trims (e.g. satin), 10 % of them are keen on strings and ribbons, and only 2 respondents like zippers. About 31 % of the respondents (100 out

of 324) do not mind anything on their sleepwear, 37 % are bothered by buttons, and 36 % dislike having zippers. 20 % of the respondents find strings and ribbons inconvenient, 16 % are bothered by patches, and 15 % are bothered by elastic bands.



(a)



(b)

Figure 4: What kind of details do respondents like (a) or bother them on sleepwear (b)?

When asked what colour of sleepwear the respondents mostly wear, several answers were possible. The frequency of their responses is presented in Figure 5. The most respondents wear blue sleepwear (53 %, 173 out of 325), followed by grey (38 %), black (36 %), white (35 %) and beige (34 %) colours. The fewest respondents wear orange (4 %) and yellow sleepwear (6 %). 17 % of the respondents answered that they wear other colours, e.g. pastel, pink, olive, turquoise. In the following question, we were interested in what shades of colours the respondents like. Several answers were possible. 50 % of the respondents (162 out of 322) answered that they like light shades, 39 % like pastel shades, 36 % like dark shades, 27 % of them like natural shades, and 19 % like beige shades. When asked about the importance of the material used for sleepwear, 325 respondents answered. Of these, 3 % (10 respondents) did not care about the material, 5 % (15 respondents) were unsure, and 92 % (300 respondents) stated that the material is important. They emphasized that sleepwear textile should be comfortable, skin-friendly, soft, pleasant to the touch, breathable, natural, and flexible.

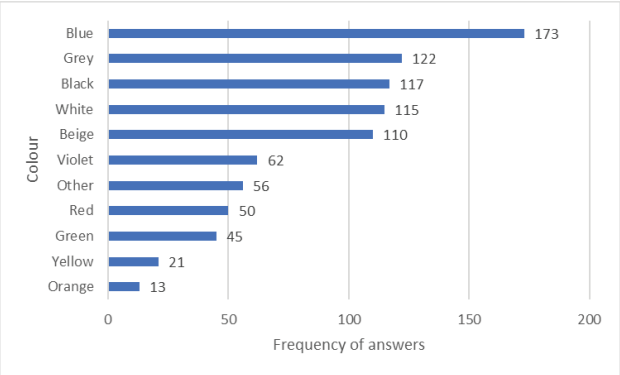


Figure 5: What colour of sleepwear do the respondents mostly wear?

In the following question we were interested in what material the sleepwear of the respondents is made of. As presented in Table 3, most sleepwear is made of cotton textiles, both for summer (265; 85 % of the respondents) and winter (292; 94 %) wear. In winter, the respondents often wear also flannel (89) and terrycloth (79) sleepwear, but less often silk, satin, modal and lace nightwear. In summer, the respondents often wear cotton, silk (80), bamboo (64), transparent (59), lace (56), viscose (55) and satin (53) sleepwear, and less often flannel, terrycloth and modal nightwear. 75 of the respondents answered that they do not know sleepwear textiles made from modal fibres, 44 from bamboo, and 30 from viscose. 24 of them do not know satin, 31 terrycloth and 27 flannel. Next, we were interested in whether the respondents wear sleepwear made from organic and eco textiles. 315 respondents answered, 62 % of them with an affirmative ‘yes’ response. 47 % of the respondents wear sleepwear made from organic cotton and 15 % wear sleepwear made from other eco materials (e.g. bamboo, lyocell), 31 % of the respondents did not know and 19 % of the respondents answered negatively. Those who responded with doubt or negatively (157), were asked, if they would like to have sleepwear made from organic and eco textiles. 75 % (118 out of 157) of the respondents answered that they would like to have it, and 22 % of the respondents do not care about it. Only 5 respondents explicitly denied wearing sustainable sleepwear, most of them with no specific reason. We were also interested in whether the respondents would be willing to pay more money for sleepwear made from organic and eco textiles. Out of 116 (2 of them did not proceed with the answer) respondents, 44 % (52) would be willing to spend more money for eco-sleepwear and 22 % of the respondents would not be willing to pay more money.

Table 3: What material is the respondents’ sleepwear made of?

Sleepwear textiles	Frequency of answers		
	Winter season	Summer season	Do not know
Cotton	292	265	8
Silk	17	80	18
Bamboo	34	64	44
Modal	19	18	75
Viscose	32	55	30
Satin	15	53	24
Terrycloth	79	1	31
Flannel	89	6	27
Lace	21	56	19
Transparent textiles	9	59	18
Others (wool, plush, hemp textiles)	4	3	10

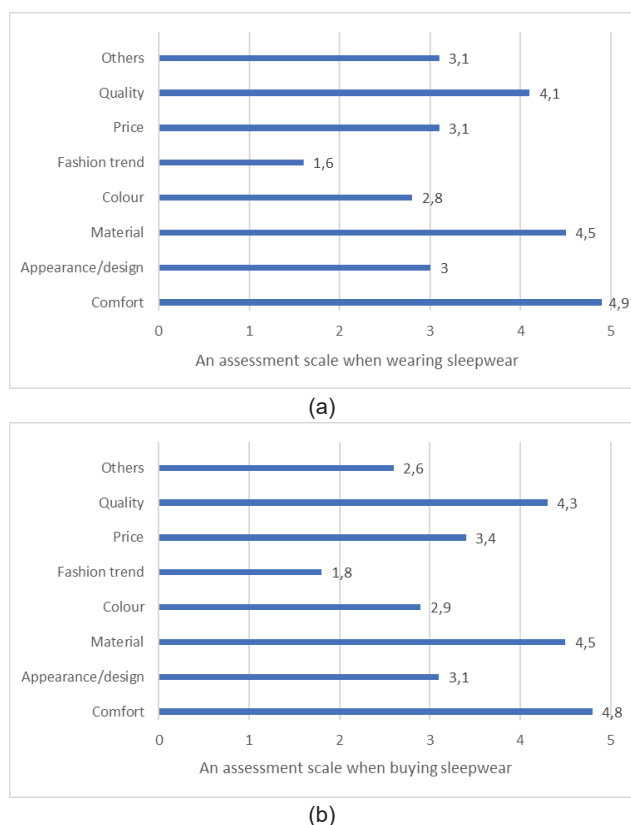


Figure 6: What is important to the respondents when wearing (a) and buying (b) sleepwear?

When asked what is important to the respondents when wearing and buying nightwear, an assessment was conducted on a scale from 1 to 5, where 5 presents the most important value. It was found that comfort is the most important factor for the respondents when wearing (92 %; 287 out of 313) and buying (85 %; 251 out of 297) sleepwear. This is followed by the material and quality (most important for 41 % of the respondents when wearing and 48 % when buying sleepwear), price (important for 55 % of the respondents when buying sleepwear), appearance/design, and colour, as presented in Figure 6a and b. 64 % of the respondents consider material as most important factor when wearing sleepwear, and 62 % consider it the most important when buying sleepwear. When buying sleepwear, 41 % of the respondents consider colour important, and 36 % consider the design/appearance important as well. It was also found that fashion trends are the least important to the respondents when wearing (56 % of the respondents) and buying (50 %) sleepwear. When asked whether the name of the brand was important to the respondents when buying sleepwear, 269 respondents answered, of which 93 % (250) did not care about the brand name. Figure 7 presents how much the respondents spend on average for the purchase of their sleepwear. It was found that 28 % (76 out of 268) of the respondents

spend an average of up to € 20 for the purchase of nightwear, 47 % of the respondents spend € 20 to 40 for the purchase of their nightwear, 14 % spend € 40 to 60 and 5 % spend € 60 and more for the purchase. Next, we were interested in where the respondents buy sleepwear. As presented in Figure 8a, 74 % of the respondents (197 out of 267) buy sleepwear in the store, 16 % buy them online, 4 % of them wear old T-shirts, leggings, promotional T-shirts or other pieces of clothing, and 3 % of the respondents make their own sleepwear. It was also found that 83 % of the respondents (164 out of 197) buy sleepwear in Slovenia, 5 % of them buy both in Slovenia and abroad, and only 1 % of the respondents buy them abroad. When asked how often the respondents buy sleepwear, 267 respondents answered. As presented in Figure 8b, 30 % of the respondents (80) buy sleepwear once a year, 10 % seasonally (summer, winter), 30 % of the respondents buy sleepwear once every 2 years, and 24 % buy them in period from 3 to 5 years and the rest (6 %) as the need occurs.

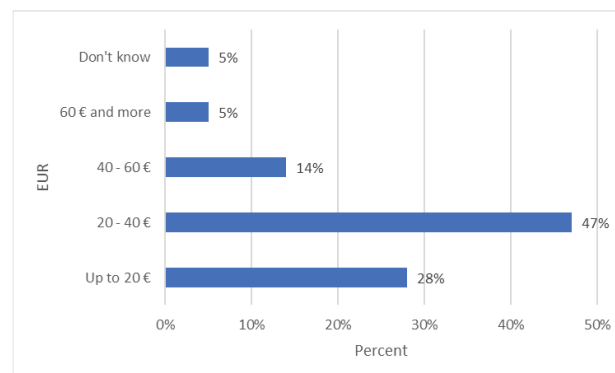
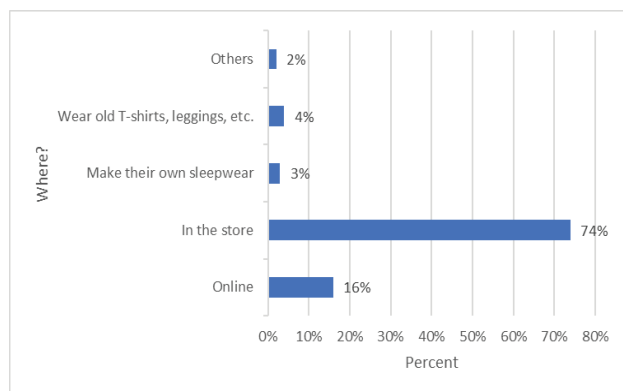
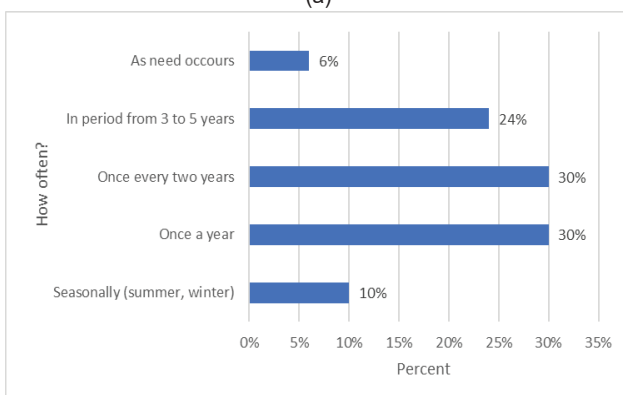


Figure 7: How much do the respondents spend on average for the purchase of sleepwear?

We were also interested in whether the respondents buy and/or get sleepwear as a gift. When asked whether the respondents buy sleepwear as a gift, 302 respondents answered, of which 49 % answered that they sometimes buy sleepwear for family members, children, husband, wife, parents, friends, relatives, etc., 4 % said that they often buy them, and 45 % of the respondents never buy sleepwear for a gift. 70 % of the respondents (210 out of 301) answered that they have already received sleepwear as a gift and 5 % of them do not know about it. Next, we were interested in whether the respondents wear sleeping eye mask, socks, underwear, bathrobe and slippers before/while sleeping. Eye mask is worn while sleeping only by 3 % (9 out of 301) and sometimes it is worn by 9 % of the respondents. 28 % of the respondents (86 out of 302) wear socks while sleeping



(a)



(b)

Figure 8: Where the respondents buy sleepwear (a) and how often they buy it (b)?

in the colder season, 4 % always wear them and 20 % of the respondents wear them occasionally. 48 % of the respondents (114 out of 298) wear underwear under their sleepwear in the summer, and 63 % of the respondents (184 out of 292) in the winter time. 12 % of the respondents wear only underwear in the summer and only 3 % in the winter. 9 % of the respondents (25 out of 292) wear a bathrobe before going to bed in summer and 17 % wear them only occasionally, while in winter season 22 % of the respondents wear a bathrobe and 23 % of them only occasionally. It was found that slippers wear at home 85 % of the respondents (254 out of 299) and 7 % wear them only occasionally. On the trip 74 % of the respondents wear slippers and 14 % only occasionally. The last question was whether the respondent would like to have an additional product that matches the style of the sleepwear, such as a bathrobe, slippers, socks, a textile storage bag, and an eye mask. Several answers were possible; thus, the frequency of answers is presented in Figure 9. 40 % of respondents (119 out of 296) answered that they would like to have a bathrobe, 39 % slippers, 30 % socks, 11 % a textile bag for storage, 8 % an eye mask and 21 % (61) of the respondents answered that they would not like to have anything.

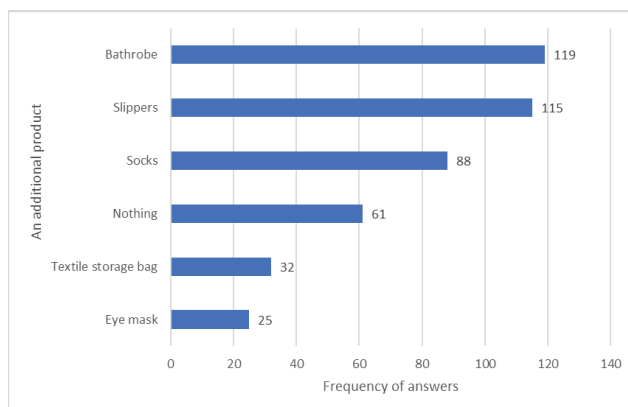


Figure 9: Whether the respondents would like to have an additional product that matches the style of the sleepwear?

4. CONCLUSIONS

The results of the study indicate that the majority of Slovene consumers wear sleepwear during both summer and winter, but not the same type of clothing for each season. It has been found that 27 % of the respondents wear the same type of nightwear in summer and winter, such as a T-shirt and pants, two-piece pyjamas, only underwear, or oversized T-shirts etc. 28 % of the respondents do not wear sleepwear in summer and 16 % of them do not wear it in winter. In winter, consumers primarily wear two-piece sleepwear, such as pyjamas (set of shirt and pants), or a combination of a long-sleeved T-shirt with long pants or leggings. In summer, consumers primarily wear short-sleeved T-shirts, shorts, nightdresses (nightgown) with short sleeves, and two-piece nightwear, not in a set. It has also been established that the majority of the respondents like small prints e.g. dots, hearts, teddy bears, etc. (46 % of respondents) and flower prints or motifs from nature (31 %). The results also show that about 30 % of respondents do not like patterns and prints at all and 68 % of the respondents do not like details nor the accessories that seem insignificant to them (e.g. buttons, pockets, flounces, ruffles, zippers etc.). About 31 % of the respondents do not mind anything on their sleepwear, while 37 % are bothered by buttons, 36 % by zippers, and 20 % by strings and ribbons. It was also found that 22 % of the respondents like lace details, 17 % like pockets, 10 % like trims (e.g. satin), and 10 % like strings and ribbons. Consumers wear primarily blue sleepwear, followed by grey, black, white and beige sleepwear. The fewest respondents wear orange and yellow sleepwear. It was also found that the respondents primarily like light shades, followed by pastel and dark shades.

92 % of the respondents confirmed that the material of sleepwear is a very important factor and has to be comfortable, natural, soft and skin friendly, breathable, and flexible. Most sleepwear is made of cotton textiles, both for summer and winter wear. In winter, the respondents often wear also flannel and terrycloth sleepwear, but less often silk, satin, modal and lace sleepwear. In summer, the respondents often wear cotton, silk, bamboo, transparent, lace, viscose and satin sleepwear, and less often flannel, terrycloth and modal nightwear. Several respondents indicated that they do not know textiles such as modal, bamboo, viscose, satin, terrycloth, and flannel. The results of the study indicate that 62 % of the respondents wear eco-sleepwear. 47 % of the respondents wear sleepwear made from organic cotton and 15 % wear sleepwear made from other eco materials (e.g. bamboo, lyocell). This indicates that sustainability is a significant factor for the majority of Slovene consumers.

Consumers recognized comfort as most important factor when wearing and buying sleepwear. This is followed by the material and quality, price, appearance/design, colour and the latest fashion trends. The brand name of the sleepwear is important only to 7 % of the respondents. Consumers typically purchase sleepwear once a year or every two years, preferably in stores. It has been found that 83 % of the respondents buy sleepwear in Slovenia, 30 % of the respondents buy sleepwear once a year, 30 % of the respondents buy sleepwear once every 2 years, 10 % seasonally, and 24 % buy them in period from 3 to 5 years. 74 % of the respondents buy nightwear in stores and 16 % buy them online. This means that the percentage of online purchases of sleepwear increased compared to the previous survey from 2018, when only 3 % of the respondents shopped online [31]. The rest wear old T-shirts, leggings, promotional T-shirts or other pieces of clothing, and 3 % of the respondents make their own sleepwear. 49 % of the respondents answered that sometimes they buy nightwear for family members, friends, parents, relatives, etc. and 70 % of the respondents that they already received sleepwear as a gift. The results also show that some respondents would like to have a bathrobe, slippers, and socks that matches the style of the sleepwear. In a smaller percentage of cases, the respondents wear additional pieces like socks, bathrobes or eye mask. It was also found that 85 % of the respondents wear slippers at home regularly, while 7 % wear them only occasionally.

The findings show that comfort and textile material are crucial factors in consumers perception, with

natural materials like cotton being preferred for their breathability and durability. This indicates that emotional design significantly impacts consumer preferences and purchasing behaviours. We can conclude that the findings of this study could be useful not only for fashion designers in the process of planning and designing sleepwear, but also for brand and product managers as well as for marketing departments of textile companies, to better understand Slovene consumers' perceptions of wearing and buying sleepwear. The article also reveals diverse sleepwear habits, underscoring the importance of understanding consumer needs to inform design and marketing strategies. Additionally, the research will be interesting also for the consumers themselves, as it will highlight the importance of sleepwear for sleep quality and will consequently contribute to the enhancement of sleepwear culture.

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