

## List of Figures

<b>Figure 1 Industry Growth</b> .....	2
<b>Figure 2 Industry Growth Deceleration</b> .....	3
<b>Figure 3 Household Apparel Consumption Growth</b> .....	3
<b>Figure 4 Retail global sales of loungewear market from 2012-2021 (in billion USD)</b> .....	5
<b>Figure 5 Supply and Demand Curve</b> .....	8
<b>Figure 6 Shift in Supply curves</b> .....	9
<b>Figure 7 Shift in Demand Curves</b> .....	9
<b>Figure 8 Shift on Both Supply and Demand Curves</b> .....	10
<b>Figure 9 Factors Affecting Demand in Fashion</b> .....	11
<b>Figure 10 Purchasing Decision Process</b> .....	13
<b>Figure 11 Factors Affecting Consumer Behavior</b> .....	14
<b>Figure 12 Household Income, Spending, and Savings</b> .....	19
<b>Figure 13 Thinking Frame</b> .....	23
<b>Figure 14 Binomial Logistic Regression Function</b> .....	31
<b>Figure 15 Shift of Supply and Demand Curves During Pandemic (Loungewear Market)</b> .....	37