Trends in Fashion Industry and their Influence in Consumer Buying Decision

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Abstract: *Fashion trends come and go; meanwhile a society's values are established and evolving characteristic to their beliefs and culture. The technological innovations have helped apparel manufacturers, brand merchandisers and retailers to shift towards a new global reality. Fashion is what is accepted and adopted by the society at any given point of time. In other words, it is a lifestyle statement of an individual or a group of people. This study examines about the socioeconomic profile and factors influenced to purchase fashion apparel online. Data is collected from 150 respondents in and around Coimbatore. Primary and Secondary data was collected. instance looking at the factors that have a positive impact on consumer buying behaviour of fast fashion clothing, messages can be tailored in such a way that these are out in consideration.*

Keywords: Brand Merchandizers, Retailers, fashion, Life style

1.Introduction

The production of clothes, which was considered to be an art in the prehistoric period, has undergone several technological changes. The technological innovations have helped apparel manufacturers, brand merchandisers and retailers to shift towards a new global reality where customer choice and service are not just the priorities; but have the potential to create a difference between the success and failure in a highly competitive market. Fashion is essentially the most popular mode of expression: It describes the ever-changing style of clothes worn by those with cultural status. A fashion trend occurs when others mimic or emulate this clothing style. Online shopping offers fashion shoppers a new world of opportunity and they are looking to get the most from that. Over 98% of fashion buyers also stated the importance of reviews. This was down to customers wanting to get an honest perspective of the product they are considering buying.

Objectives

1. To examine the socio-economic characteristics of the customers of fashion marketing.
2. To study the factors influencing the purchase of fashion garments.

Statement of Problem

In change in lifestyle environment and growing economic scenario, Indian consumers purchase behaviour is totally change in different dimensions includes consuming food and taste, buying of clothes etc. India is one of the second largest populations in the world market and also the Indians purchase behaviors preferred branded apparels in readymade garment market in addition to that the Indian and foreign based branded apparels products are induced our customers to wear different designs, price and attractive colours. Hence the importance of the buyer's behaviors towards the readymade fashion apparels research is need of hour in the competitive market.

Scope of Study

This study examines the effectiveness of different fashion marketing strategies and analysis of consumer behavior in a cross-section of demographic settings in reference to fashion apparel retailing.

Research Methodology

A scientific approach to the research methodology is very much essential to evaluate the research problem systematically. The area covers the study of Coimbatore city. Sample size is 150 respondents through Google forms. Primary and Secondary data was collected.

Statistical tools

The following are the statistical tools used to analyze the data;

- Percentage Analysis
- ANOVA
- Descriptive Statistics

2.Review of Literature

1. **Deepali Saluja (2018)** made a study on **"Consumer Buying Behaviour towards Fashion Apparels".** The results showed a positive relationship, where those with a higher buying frequency and a higher share of category requirements are more likely to give brand

associations. The findings also showed that share of category requirements was a greater driver of brand association responses than buying frequency. Consumer behaviour which was earlier termed as „overt behaviour" is a continuous consumption process related to pre-purchase, purchase and post purchase issues. This study developed apparel buying behaviour model on the basis of five dimensions, namely consumer characteristics, reference groups, store attributes, promotion and product attributes. All these dimensions are created based on the various research studies on the consumer behaviour and also through the opinion of various experts from the industry and academic institutions.

2. **Sandeep Bhanot (May 2018**) made an **"A study on consumer buying behaviour in the apparel industry in Mumbai".** This research paper studies the consumer buying behavior of apparel buyers in Mumbai and Navi Mumbai. It is found that most of the consumers preferred branded apparel over non-branded ones. More than 50% of the sample size preferred private label brands over the other brands as they found it pocket-friendly. They were less affected by the choices of their friends and relatives. Also, more than 50% of the consumers are dissatisfied with the after sales services and it is a big turn off for them. The exchange-time for a product also plays an important role in the buying preferences of the consumer. Their income also has a great influence on their purchase pattern. Majority of the respondents preferred readymade apparel than the stitched ones and may switch to another brand, if their preferred brand is not available. Most of them prefer western apparel over Indian apparel.

3. **Kavita Patil Vice-Prin. & Head, Assoc. Professor, Textile Science and Apparel Design Department,** has took a study on **"Scenario of Fashion Industry & Fashion Trends: Post Covid-19"** As the world faces this pandemic in unified isolation, we at fashion revolution are focusing on how the unfolding situation is affecting the people who make our clothes. Retailers are shutting their doors around the world, encouraging their customers to shop **online instead. E-commerce is the need of the hour, and those retailers who do not want their** brand to sink, need to create channels in the virtual market as well to retain their customers.

Socio-Economic Profile

Particulars		No. of Respondents	Percent
Gender	Male	35	23.3
	Female	115	76.7
	Total	150	100.0
Age	below 20 years	61	40.7
	20-30 years	82	54.7
	31-40 years	7	4.7
	above 40	0	0
	Total	150	100.0
Educational qualification	upto school level	7	4.7
	Under graduate	121	80.7
	Professional	14	9.3
	Any other specify	8	5.3
	Total	150	100.0
Occupational status	Student	124	82.7
	Employee	16	10.7
	Professional	9	6.0
	Any other specify	1	.7
Monthly Income	less than 20000	82	54.7
	20000-40000	42	28.0
	40000-60000	12	8.0
	above 60000	14	9.3
	Total	150	100.0

It is seen from the above table that out of 150 respondents, 76.7 per cent of the respondents are Female and 23.3 per cent of respondents are Male followed by 40.7 per cent of the respondents are in the age group of below 20 years, 54.7 percent of the respondents belong to the age category of 20-30 years, 4.7 percent of the respondents belong to the age category of 31-40 years and no respondents comes under the age category of above 40 years, 80.7 per cent of them are Undergraduates, 9.3 per cent of them are post graduates and 5.3 per cent of them are belonging to other category like diploma, not educated etc. . and 4.7 per cent of them are completed up to school level, 82.7 per cent of them are students, 10.7 per cent of them are employee, 6.0 per cent of them are professional and.7per cent of them are doing other occupation like agricultural business, 54.7 percent of the respondents having a monthly income less than Rs.20000, 28.0 percent of the respondents having a monthly income of Rs.20000-Rs.40000, 8.0 percent of the

respondents having a monthly income of Rs.40000-Rs.60000 and 9.3 percent of the respondents having a monthly income of above Rs.60000.

Descriptive Statistics on Factors Influenced to Purchase Fashion Apparel Online

Statement	N	Minimum	Maximum	Mean	Std. Deviation
I prefer quality over price while buying clothes	**150**	**2**	**5**	**4.22**	**.767**
Wearing good clothes is a part of leading a good life	150	1	5	4.03	.806
Other people`s recommendation also influence my decision in buying clothes	150	1	5	3.39	.989
The brand I choose is a way to express my individuality	150	1	5	3.77	.951
Price and branding is the major attributes in fashion industry	150	1	5	3.87	.939
I prefer buying clothes which derived from eco friendly materials	150	1	5	3.78	.826
Generational differences is also a factor to influencing me to buy online	150	1	5	3.64	.907
I believe brands play a major role on your purchase behaviour	150	1	5	3.85	.930
I prefer clothes are one of the most important way to express our own individuality	150	1	5	3.87	.849
My apparel selections are strongly influenced by clothing whom by people i admire	150	1	5	3.70	.932
The quality of the merchandise what we buy is more important than its fashion appeal.	150	1	5	3.83	.878

(Source: Computed)

From the mean ratings it is inferred from the table that, the high mean rating has been found for the statement 'I prefer quality over price while buying clothes' (Mean 4.22) followed by 'wearing good clothes is a part of leading good life' (Mean 4.03), ' price and branding is the major attributes in fashion industry and I prefer clothes are one of the most important way to express our own individuality' has same mean ' (Mean 3.87) ' I believe brands play a major role on your purchase behaviour' (Mean 3.85) and the least mean score has been found for 'other people's recommendation also influence my decision in buying clothes' (Mean 3.39). Hence, based on high mean rating, it is evident that most of the respondents have agreed that they have high level of importance towards quality, price, brand and eco friendly while buying clothes when they purchase apparel's through online.

ANOVA

Factors Influenced to Purchase Fashion Apparel Online Vs Socio-Economic Profile Factors and Study Factors

ANOVA and t-test have been used to test whether the 'Factors Influenced To Purchase Fashion Apparel Online' mean score has differed significantly among the respondents classified based on 'socio-economic profile ' and study profile with the following null hypothesis.

H_0: **"The mean score of Factors Influenced To Purchase Fashion Apparel Online does not have significant difference with Socio-economic Profile and study profile of the respondents".**

The null hypothesis has been tested for each of the Socio-Economic Profile factors and study factors separately and the results are presented in the following table.

Factors Influenced To Purchase Fashion Apparel Online Vs Socio-economic profile factors and study factors

Socio-economic profile factors and study factors	Groups	N	Mean	S. D	F-value	Sig.
Age	below 20	61	3.8033	.61438	.480	.620
	20-30	82	3.8049	.51942		
	31-40	7	4.0130	.08179		
Educational qualification	up to school level	7	3.8831	.69376	.785	.504
	undergraduate	121	3.7829	.56424		
	postgraduate	14	4.0065	.41807		
	Others	8	3.8864	.32868		
Occupational status	student	124	3.7953	.56228	.288	.834
	employee	16	3.8824	.52299		
	professional	9	3.9394	.44998		
	Any other specify	1	3.8182	.		
Monthly income	less than 20000	82	3.8004	.60394	2.216	.089
	20000-40000	42	3.7294	.42379		
	40000-60000	12	3.8030	.47291		
	above 60000	14	4.1558	.51971		
Frequency To Buy Fashion Apparel	once in a month	35	3.8364	.41823	2.124	.100
	once in 3 months	75	3.7794	.54794		
	once in 6 months	28	3.9935	.64279		
	once in a year	12	3.5455	.57496		
Amount spend in the purchase of fashion apparels	less than 1000	43	3.7315	.60788	.490	.690
	1000-3000	85	3.8449	.53338		
	3000-5000	17	3.8770	.44645		
	above5000	5	3.7818	.66680		

(Source: computed*) (Ns – Not significant, **-significant at 1 per cent level, *-significant at 5 per cent level)*

Age

It is inferred from the table that, the age group of the respondents have not been varied significantly in mean score for factors influenced to purchase fashion apparel through Online when they are classified based on age groups. Therefore, the null hypothesis has been accepted.

Educational qualification

It is inferred from the table that the educational qualification of the respondents have not been varied significantly in mean score for factors influenced to purchase fashion apparel through Online when they are classified based on educational qualification. Therefore, the null hypothesis has been accepted.

Occupational status

It is inferred from the table that, the educational qualification of the respondents have not been varied significantly in mean score for factors influenced to purchase fashion apparel through Online when they are classified based on occupational status. Therefore, the null hypothesis has been accepted.

Monthly income

It is inferred from the table that, the monthly income of the respondents have not been varied significantly in mean score for factors influenced to purchase fashion apparel through Online when they are classified based on monthly income. Therefore, the null hypothesis has been accepted.

Frequency to Buy Fashion Apparel

It is revealed that, the respondents have not been varied significantly in mean score for factors influenced to purchase fashion apparel through Online when they are classified based on frequency to buy fashion apparel. Therefore, the null hypothesis has been accepted.

Amount spent in the purchase of fashion apparels

It is revealed that, the respondents have not been varied significantly in mean score for factors influenced to purchase fashion apparel through Online when they are classified based on amount spent in the purchase of fashion apparel. Therefore, the null hypothesis has been accepted.

3.Conclusion

It is concluded that the consumers are more interested in buying fashion and branded apparels. Even they are restricted through some financial aspects like individual income still they are very much interested for Buying branded apparels and they are usually updated for new arrivals in fashion and brands. Additionally, these results can be used by marketing managers of fast fashion retails to focus more on the characteristics of fast fashion and know which ones influence consumer buying behaviour. Like for instance, since personal factors according to the findings contribute more to consumer buying behaviour, marketers must be able to segment their markets according to the income, occupation and lifestyle of consumers. This study together with other past studies can be used as a point of reference for players in the fast fashion clothing industry.

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