INFLUENCE OF FASHION INDUSTRY ON APPAREL BUYING BEHAVIOR OF FASHION COLLEGE STUDENTS

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ABSTRACT

Purpose – The key objective of the currentresearchpaperis to assess the demographic profile of fashion college students in the age group of 18-23years and also clarifies how fashion industry influence the buying behaviour of youth. The intention is to understand the type of fashion apparel they purchase & whether there is any correlation between demographic variables & buying behavior.**Research approach** – Structured questionnaire is used to collect the data from fashion college students of Noida city through random sampling.**Findings** – Consumers' interest towards fashionable clothing has been increased and to look different they prefer fast fashion apparels according to the latest trend of fashion industry and colour forecast. Fashion college students have varied thoughts with regard to the product characteristicsandthey preferred sustainable and natural fabrics but the maincriteria of apparel selection was on silhouette, price and type of fabric.In addition, Social media and Tv are the major source of information for them.A significant correlation in female participants, monthly budget for clothesand influence of fashion industry.**Originality/value** – This study focusses on mainly on fashion college students specially the students from fashion college– this subject has not been studied muchbefore.

Keywords: Trend, Fashion Industry, Buying behavior, Fashion Apparel, Fashion college students
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INTRODUCTION

Clothes are the basic essential commodities and listed under the Essential Commodities Act, 1955. It is an important part of individual's life. There is probably no sphere of human activity in which our values and lifestyles are reflected more vividly than they are by the clothes that we choose to wear. The dress of an individual is a kind of 'sign language' that communicates a complex set of information and is usually the basis on which immediate impressions are formed. It affects the mood and behaviour of the individual as it has been observed that a person who is better dressed is better behaved. **Hurlock** says, "The reason of the human's clothes has such a pronounced effect on his behaviour is that he recognizes himself with his clothes. Today, it has become a wonderful means of getting noticed by others. They not only reflect a person's age, sex, occupation and socio-economic status, but are also an outward symbol of a person's attitude, values, interests, tastes and so much more that they are often instrumental in the conscious evaluation of one's personal characteristics. They also fulfil important psychological needs of conformity and self-confidence. It would not be wrong to state that we are born in a society where clothes have a special status. Social, Cultural, Personal, Psychological, Fashion, T.V. advertisement act as thefactorseffects the buying practices of today's youth. With the combined effect of Fashion industry through mass-media, education and that of advancement in technology, today's consumer has a great variety of fabrics and apparels to choose from according to their desires. The fashion market is remarkably competitive and there is a constant need to upgrade the quality of goods to consumers as per their requirements (Bhardwaj &Fairhurst, 2010).

Significance of the Study:

The research emphasis isonthe criteria of apparel selection on basic of their socio-demographic status, influence of other factors like personal, social, psychological, cultural and influence of fashion industry. Therefore, such a study will be

of great importance to manufactures and dealers of ready-made garments in making available goods that would be preferred and better satisfy the fashion college students and also help them to capture the fashion apparel market.

2. MATERIALS & METHODS
2.1 Literature Review

Solomon &Rabolt (2004), consumer behaviour is the learning of the processes involved when people or groups, select, purchase, use or dispose of item, services, ideas or practices to satisfy needs and desires (1). Knowledge of consumer behaviour directly affects marketing strategy (Anderson et al, 2005).Subrahmanian (2011) assessed that the women's value perception is multi-faceted and they are morequality orientednowadays.Garg (2012) conducted a study on buying-practices of women inLudhiana, Chandigarh, Hissar and Delhi, he reported that majority of consumers inLudiana, Chandigarh, Hissar and Delhigave greater weightage to price,durability, material, overall look and Brandname.HandraSekhar (2012) noted that advertisement with moving image is more effective than advertisement with still image. Language used in theadvertisement also play important role in increasing effectiveness of anadvertisement. Social issue included in advertisement effect the consumerbehaviour towards branded product. National advertisement has more influenceon consumer's life style instead of local advertisement.

Khambata (2012) observed that cotton was the first choice of fabric for apparel selection in consumers of all age groups. Silk, artificial silk, terricot,terrylene were occasionally used for ready-made apparels.

Mishra, Dayal and Mishra (2012) analysed the data in terms of percentage, frequency and Chi square (X2) and revealed that 120 girls from different schools were (100%) willing to buy cosmetic and trendymodern clothes enhanced their physical appearance according to the currenttrends they observed through the media. Majority of girls (87.50%) werekeen to buy trend/modern

accessories (e.g., goggles, earring, belts etc.) toenhance their physical appearance according to the current trends theyobserved through the media.Priyanka et.al. (2012) found that fixed priced shops were most preferredsource for purchasing garments. Cotton fabric was the top most preferred fabric selection for the clothes of participants' family member's.

Handa&Khare (2013) found that gender had low impact on theconnection between materialism and involvement withfashion clothing and young men andwomenvary with respect to theirassosciation with fashion clothing and even more connection with the purchase of fashion clothing, with women reporting ahigher level of involvement in both cases.

MauryaSrishti (2014) researched on "Fashion awareness and peerpressure among adolescents" and concluded that the adolescent's male andfemale were more impressed by the TV, fashion shows, and magazines, brandwhile bringing change in their clothing patterns, living pat terns and theirstatus.

Agarwal and Kulshreshtha (2015)in their Comparative study onclothingbuying and practice among female concluded that in selecting clothesfor special occasion in LIG (13-19year)look for two factors cost(50%) and fashion (50%) for MIG and HIG, fashion was the most importantcriteria. In 20 to 35 age group, LIG looked for cost (63.3%) first than fashion.MIG were interested for fashion, and HIG were interested for fashion and print.Agarwal and Kulshreshta (2015) in their study, to evaluate the effect ofage and socio-economic status on clothing behaviour, buying behaviour andknowledge among the population of district Ghaziabad. Out of 500 participants,majority of them were educated, unmarried belonged to nuclear family andfrom lower income group (LIG). Results showed that LIG was found to be moreconcerned for cost than durability in selecting clothes used for differentoccasion. The data reflect some important aspects of clothing behaviour,buying behaviour and fashion awareness and knowledge, which would help manufacturer to meet the

requirements of customersfromdifferent socio-economic status.

In a study, done in Chandigarh by Verma (2015), it was found thatadvertisement affects the buying practices of ready-made garments andconsumers would increase expenditure ongarments after being influenced byadvertisement.

Srivastava and Tripathi (2016) conducted a study on 180 subjects selectedrandomly to compare the working women and college going girls of Udaipurcity. Questionnaire method was used to collect data and concluded that majority of participants were aware about sun protectiveclothing/accessories available in market and were using it readymade. Lightcolour cotton material was their choice, majority of participants were notsatisfied with the variety of colour, printsand typeofclothing/accessories available in the market for sun protection.

2.2 AIM OF THE STUDY

Theresearchpurposeis to assess the demographic profile of fashion college students between the age group of 18-23 years and to study the impact of fashion industry on theirapparelbuying behavior.

2.3 METHODOLOGY, RESEARCH AREA & SAMPLING PLAN

Methodology is a structure of various fundamental elements which are utilized and studied during the course of research work.

- **Type of Research**: Descriptive Research
- **Data Sources**: Primary Data, Secondary Data
- **Research Approach**: Survey Method
- **Tool for Data Collection**: Self structured Questionnaire
- **Type of Questionnaire**: Structured (Close ended)
- **Technique of Data Analysis**: Chi square, correlation test
- **Sampling Plan**:
  a) Study Population: Noida City
  b) Sampling Area: Fashion College Students (18 – 23 years)
  c) Sampling Unit: 05 Colleges
  d) Sample Size: 500 Both male and female
  e) Sampling Technique: Random Sampling

Mode of Data Collection: For primary data, the participantsare randomly selected and requested to complete the research questionnaire. The questions are arranged in a pre-determined sequence. Books, magazines, internet, journals, and publications are the secondary sources of information.

3. Result & Discussion

On the basic of information filled in the questionnaire the Results and findings of the study are revealed in this section.

3.1 Demographic Profile

Table 1: Gender

Gender	No.	%
Male	87	17.4
Female	413	82.6

Table 2:Age group

Age	No.	%
18-20	255	49
20-23	245	51
GRAND TOTAL	500	100

Table 3: Education Qualification

Qualification	NO.	%
Intermediate	276	55.2
Graduate	224	44.8
GRAND TOTAL	500	100

Table 4: Marital Status

Marital Status	No.	%
Married	75	15.0
Unmarried	425	85.0
GRAND TOTAL	500	100

Table 5:Monthly budget for clothing

Monthly budget	No.	%

for clothing		
Below 2000	288	42.4
2000 & above	212	56.6
Total	500	100

Table 6: Place of Residence

Place of Residence	No.	%
Noida	346	69.2
Others	154	30.8

Table 1-6reveals the demographic profile of the participants who filled the data.Regarding Gender majority of the them (82.6%) were females and remaining (13.4%) were males. In Age group 51% of the participants were below the age of 20years and remaining 49% were 20 years and above.In table no. 3 Education out of 500 participants, majority of them (55.2%) were educated up to intermediate and remaining (44.8%) were graduate. Out of 500 participants 85% of the participants were single and more than 69.2 participants were residing in Noida. Monthly budget for the clothes of the participants was also recorded and it was noticed that more than half (57.6%) spend below Rs. 2000 monthly on clothes and remaining (42.4%) spend Rs. 2000 and above monthly on clothes.

3.2 IMPACT OF FASHION INDUSTRY ON CLOTHING CHOICES

Table 3.2.1: Impact of Fashion industry on clothing choices

Fashion Industry	%
Fashion Trend	95
Fashion fast	88
Colours acc. to forecast	91

The table 3.2.1 above clearly depicts that maximumparticipants(95%) like to purchase according to the trend of fashion industry (88%) participants like clothes of fast fashion and (91%) select colours according to the fashion forecast.

Table 3.2.2: Attributes of fashion Product

Attributes	%
Price	80
Design details	35
Type of fabric	50
Silhouette	92
Use of Trims/accessories	22

Table 3.2.2 represents the importance of fashion Product attributes to the participants and it was observed that Silhouette (92%), Price (80%), Type of fabric (50%) were the main attributes they look before while making the final purchase and design details (35%) ,use of trims/accessories (22%) of the product were also considered for product selection.

Table 3.2.3: Shopping Preference

Shopping preference	%
Online	80
Offline	20
Branded	35
Non-Branded	75

Table 3.2.3 shows that mostly participants have shown clear inclination towards buying non-branded clothes from Online portals.

Table 3.2.4: Selection of fabric

Selection of fabric	%
Natural	70
Synthetic	60
Mix:Blends	86
Sustainable Fabric	50

Table 3.2.4 depicts that majority of the participants prefer Mix Blends over others given choices as they did not have the much idea about the fabric but still (70%) select natural, (60%) synthetic and (50%) for sustainable fabric.

Table 3.2.5: Types of Apparels

Type of Apparels	%
Ready made	95
Tailor made	10

Table 7 represents the fact that participantsgenerally prefer Multi Brand Outlet (78.16%) rather than Single Brand Outlet or through online platforms.

Table 3.2.6: Source of Information that Influence Fashion Apparels Choices

Promotion criteria	%
TV Ads	65
Fashion Magazine	35
Newspaper	5
Social Media	60

Social Media Promotions (62%) and TV Ads (62%) both play an equal and major role in influencing the buying of fashion apparels as seen in Figure 4. The other mediums of promotion which have a significant influence on buying fashion apparels are Newspaper Advertisements followed by Hoardings.

TABLE 4: CORRELATION BETWEEN DEMOGRAPHIC PROFILE AND INFLUENCE OF FASHION INDUSTRY

Table 4.1: Correlation between Age and influence of fashion industry

Parameter	Statistical Analysis				
	Mean	SD	r	t	p
Age in years	19.95	1.72			
Fashion	46.91	6.809	-0.038	0.849	more^0.05

Table 4.1display the result of correlation between age of participants&influence of fashion industry on buying fashion apparels. The mean value 19.95, Standard Deviation (SD)1.72, r (-0.038), t (0.849) and p values greater than 0.05 at 5% level of significance, there was no corelation between age of participants& influence of fashion industry on buying fashion apparels.

Table 4.2: Correlation between Age and influence of fashion industry among male Participants

Parameter	Statistical Analysis				
	Mean	SD	r	t	p
Age in years	20.40	2.08			
Fashion	43.00	8.23	+0.011	0.101	more^0.05

Table 4.2represents the result of correlation between age of male participants& influence of fashion industry on buying fashion apparels. The mean value 20.40, Standard Deviation (SD)2.08, r (+0.101), t (0.849) and p values greater than 0.05 at 5% level of significance, there was no corelation between age of male participants& influence of fashion industry on buying fashion apparels.

Table 4.3: Correlation between Age and influence of fashion industry among female Participants

Parameter	Statistical Analysis				
	Mean	SD	r	t	p
Age in years	19.86	1.62			
Fashion	47.73	6.28	+0.091	2.082	less^0.05

Table 4.3 shows whether there is significant relationship between age & frequency of purchase of apparels. As the obtained Table 4.3 exhibits the result of correlation between age of female participants& influence of fashion industry on buying fashion apparels. It can be inferred from the table that as the obtained the mean value 19.86, Standard Deviation (SD)1.62, r (+0.091), t (2.082) and p values less than 0.05 at 5% level of significance, there was significant corelation

between age of female participants& influence of

fashion industry on buying fashion apparels.

Table 4.4: Correlation between Monthly budget for clothes and influence of fashion industry

Parameter	Statistical Analysis				
	Mean	SD	r	t	p
Monthly budget for clothes	1780.60	777.02			
Fashion	46.91	6.89	-0.007	0.156	less^0.05

Table 4.4 shows whether there is significant relationship between monthly budget & frequency of purchase of clothes. Table 4.4 exhibits the result of correlation between monthly budget& influence of fashion industry on buying fashion apparels. It can be inferred from the table that as the obtained the mean value 1780.60, Standard Deviation (SD)777.02, r (-0.0007), t (0.156) and p values less than 0.05 at 5% level of significance, there was no significant relation between monthly budget of participants& influence of fashion industry on buying fashion apparels.

4. Conclusion&Implications

From the research it was revealed that Consumers' interest towards fashionable clothing has been increased and to look different they prefer fast fashion apparels according to the latest trend of fashion clothing and colour prediction. Majority of students have varied thoughts with regard to the merchandisecharacteristics and they preferred sustainable and natural fabrics but the main criteria of apparel selection was on outline shape, price and category of fabric. In addition, Social media and Tv are the vital source of information for them. It was noticed that the buying behavior of customers differs according to age & income level.There was a significant relation in female participants, monthly budget for clothing and influence of fashion industry.

Research implications– In this research, only fashion college students of Noida City were selected as the participants. The results might vary with different college students and different areas of Delhi/NCR.

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