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A Concerned Study on Evaluating Buying Behavior in Fashion Market

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ABSTRACT

Today, every nation in the globe has their small and specialized fashion industries that cater to specific regional, cultural or religious markets. The Indian retailing market is moving towards the phase of organized retailing from the phase of unorganized retailing. Firms can satisfy those needs only to the extent that they understand their customers. The main objective of this paper is to study and evaluate the buying behavior of customers in this fashion market. The survey emphasize that the choices of the customers are mainly influenced by factors like monthly Income, gender, and peer influence are moreover by celebrities, magazines etc. Quality, comfort and brands are the main criteria which impacts their buying behavior towards fashion apparels. This study also shows that age, education and occupation do not have much impact on buying behavior of customers. But hence the conclusion that is implemented out of this survey gives a positive impact or attitude towards fashion brands and market.

Keywords: Buying Behavior, Fashion, Market, Retail, Apparels

1. Introduction

The relation between dressing and the idea of individual expression is complex. There is a widespread recognition that consumer behavior is the key to contemporary marketing success. In this way, the field of consumer behavior has been characterized by a diversity of viewpoints and based on interdisciplinary science.

In this context, the understanding of consumer behavior could appeals to a set of different areas of knowledge whether it's about quality, comfort, education, income, etc. Today fashion industry is a rapidly growing industry in the world. The fashion industry in India currently is considered dynamic.

For a last few decades the fashion industry in India is experiencing a boom due to increasing consciousness for fashion among people around the globe.

To survive in this industry, it is necessary for manufacturers and retailers to develop effective marketing strategies. The market has been extremely influenced by fashion trends. If consumer's preference can be identified by manufacturers & retailers of fashion apparel, they can be better able to attract and maintain their target customer group and can have more customer satisfaction.

Thus the purpose of this study is to investigate the dimensions of fashion shopping among consumers and what are the factors that affect them. The actual fashion market is notably competitive and there is a constant need to "Refresh" products and retailers to provide consumers what they want. It is a fact that consumers have become a more demanding target with impulsive and no arbitrary desire, and that fast fashion is what they are demanding.

Fashion industry could be defined as fundamental for both reasons, firstly due to economic value and secondly due to social function meaning that apparel provides to consumer's existence. Income is considered as one of the important demographic variables which can have a deep influence on purchase pattern on an individual. Also a person's economic situation affects the product choice. Marketers of income sensitive goods should monitor trends in personal income, savings and interest rates. Hence, it is critical to consider these factors in consumer's behavior, as they greatly influence how people

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respond to marketing messages and make purchasing decisions. The paper seeks to explore some sociological factors influencing customer's behavior within fashion industry.

2. Problem Statement and Research Question

2.1. Problem statement

The current researches on this topic just analysis single variable as an influence or stimuli from what we've have been reading so far, not having any further paper with an analysis or comparison of possible influencers in the buying process towards the fashion industry. Having found a gap that needs to be filled, our purpose with this study is to give clear idea of the determinants that somehow incite human on fashion buying process. The variables to study chosen are not typical variables such a prices and nature of products on. As a fashion follower we have chosen variables that we consider nowadays or that are trendy in fashion blogs and magazines.

2.2 Research question

What are the actual variables that influence a buying behavior towards a fashion product purchase?

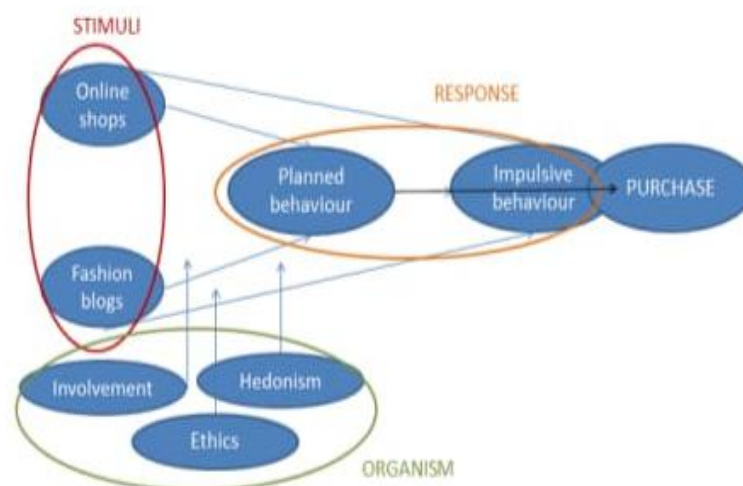
3. Literature Review

The conceptual framework to be followed during the study integrates several consumer theories. As a basis, the stimulus-Organism-response framework (SOR) will be defined, and as a response towards a stimuli, two other behavioural theories, Theory of Planned Behaviour and Impulsive Behaviour one.

3.1 Stimulus-Organism-Response model

Regardless consumer behavior (CB) models, they all have represented some form of Input-output model, which is defined as one of the earliest model of consumer behavior. Among these first models, there was also the assumption that consumers operate in a rational way. Basically, consumers were defined as reactors towards external stimulus (Jacoby ,2002, p.51). In this way, individuals acquire calmly and carefully as much information as possible of what they already know about a product, considering the plus and cons and giving as a result of a satisfactory decision (Salomon, Bamossy, Askegaard & Hogg, 2010, p.315).

A new generation of consumers emerged in the mid-1960's, with the introduction of internal factors as the basis of the theories. The simple model before defined gave way to a more complex model Stimulus –Organism-Response (SOR) which gave a considerable attention to the internal factors (O) as a stimuli of either an input or an output (Jacoby, 2002, p.51).



A stimulus is defined as the environment in which the individual is encountered at a specific moment. In this section, are included products, brands, logos, word of mouth , social media and ads among others. An organism is defined as the kingdom where individuals subconsciously take into account the stimulus, activate it, or both at the same moment (Jacoby,2002,p.54). Finally, the response is defined as the moment in which an individual is constantly aware of the stimulus and gives a response (p.55).

Stimuli:

Blogs :Due to the appearance of web 2.0 blogs have become an important tool as a marketing channel.Today, main segment of blogging are the fashion blogs, which are used as a new way of sharing and intercommunicate information (Halvorsen et al, 2013).

Numbers show the existence of a considerable amount of fashion blogs all around the world. These blogs could fit into the gossiping segment of blogging, and knowing what consumers want would define blogs as a drive to forecast future street trends (Rickman & Cosenza, 2007).

Online Shopping

Due to the internet penetration, online shopping has been seen as an alternative way of purchase. Each day the number of online buying consumers increases, either to buy a product or just to get information, as well as the online shopping platforms. These platforms usually work as a source of information for consumers about the retailers (Panda & Swar, 2014, p. 52). And an online retailers with high visibility tend to be considered as trustworthy and reliable by the consumers (Luo, Ba & Zhang, 2012, p. 1133).

Fashion Involvement

Fashion involvement makes a reference to the interest of a consumer towards a fashion product. The individual is grabbed by the awareness, reactions or interests (Park et al. , 2006)

Ethical consumption

The recent success and the consequently growth of the ethical fashion market bring us the question if ethical consumption is back. Also if consciousness is now a motivation to buy ethical clothes (Joergens, 2006). In the specific case of online shopping, ethical consumption will not refer just to the fabrics and the production of the item itself, also to the process of the purchase. According to Roman and Cuestas (2008) the perceived ethics from an online retailer also includes, "security and confidentiality of information, fair treatment and honest disclosures".

Hedonic consumption

According to Hirschman & Holbrook (1982) hedonic consumption "designates those facets of consumer behavior that relate to the multi-sensory, fantasy and emotive aspects of one's experience with products". Hedonic goals can be described as seek for pleasure needs. Considering fast fashion, these goals could be accomplished through the store environment or shopping experience (Watson & Yan, 2013, p.150)

Response:

The Theory of Planned Behavior (TPB) was introduced by Ajzen as a theory to predict human behavior in specific contexts (Ajzen, 1991,p.181). The theory is an extended form of Theory of Reasoned Action (TRA) in which is based, with the aim of providing a better explaining of individual's behavior (Ami-narh& Williams, 2012,p.1385),due to the inexistence of volitional control in the previous theories (Ajzen, 1991,p.181).The theory of reasoned action is focused on two main factors as determinants of a behavioral intention: an attitudinal factor, defined as a personal, and a normative factor, defined as social (Vallerand, Pelletier, Deshaies, Cuerrier, & Mongeau, 1991,p.98). It is theorized that an individual's behavior is a result of his or her intentions that attitudes and subjective norms are of behavioral intention and that behavioral and normative beliefs are of his or her attitude and subjective norms (Ami-narh& Williams, 2012, p.1384).Since its introduction the theory of planned behavior has become a frequent and influence model for prediction of human behavior (Ajzen, 2011, p.1113), as it is well approved by empirical evidence (Ajzen, 1991, p.179). Behaviors can be predicted with a considerable grade of accuracy from attitudes toward the behavior, subjective norms, and perceived behavioral control.

The factors previously introduced represent current people's control over behavior. Considering that if a person has the required opportunities and resources, and the willing to perform a behavior, this person should succeed in his or her intention in the performance of it (p. 182).

Behavioral beliefs and attitude toward behaviors

In accordance to the model, attitudes are developed from the beliefs that people possess about an attitude. It could be established that people form belief according to the association to specific attributes that can be valued as positive or negative. In this way, people tend to create favorable behaviors if they are considered to have desirable consequences, and vice versa.

4. Research Methodology**Sampling Method:**

The study was conducted over online survey sampling software by Google. The respondents were selected on the basis of non random sampling and convenience sampling which means the respondents who were willing to respond to the questionnaire were selected. The sample size selected was 104.The respondents were between a range of 16 and 65 years old, but the research will be mainly focus on people from 16 to 45-50 years old as they are considered to be the potential target that use internet for either checking blogs or the retailers websites. They reached through online platforms and personal contacts. Due to the globalization, aim was not to make it centered to a country; the aim of this research is to give a global view of purchasing decisions due to the influence variables.

Measurement instruments:

The data be collected online through the program Google Form Due to a major number of respondents from India , the questionnaire will be spread in English . As a scale reference, the Handbook of Marketing will be used.

Data collection:

A self administered questionnaire was used to collect data from the respondents. Prior to administration the questionnaire was given to various experts to get their opinion in structuring questions and items used in the study.

Data Interpretation:

1. Fashion Trends:

Do you follow latest fashion trend?

104 responses

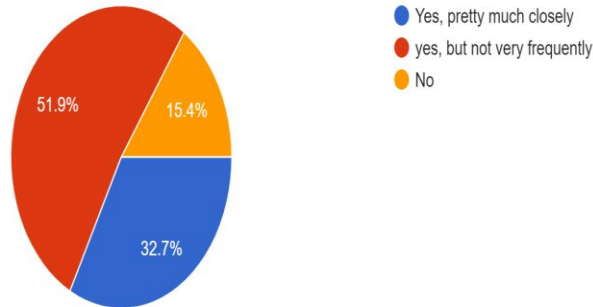


Figure 1 shows the indication of fashion trend dimension. This figure shows that how much a consumer follows a particular trend that is in fashion market.

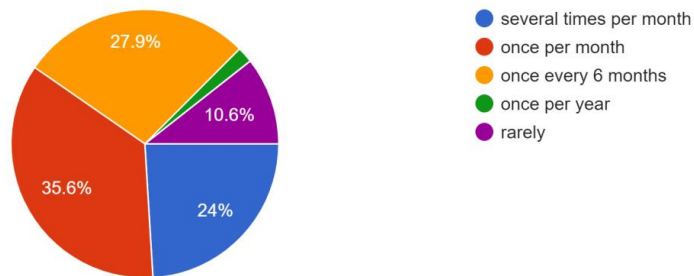
According to this pie chart, maximum number of consumers follow the trends but not very frequently which is indicated by red side with 51% and the least showcases that a great percentage of 32.7% doesn't follow the trend in frequent basis.

2. Shopping Dimension:

Table 2 shows the indicators of shopping dimensions. This table shows that how many times a consumer prefer to shop consumer products/items. This pie chart implies that maximum number of consumers prefer once per month which is indicated by red color with (35.6) % and the least implies that there are almost (3%) consumers that prefer to go for shopping once per year.

How often do you shop fashion products/ items?

104 responses

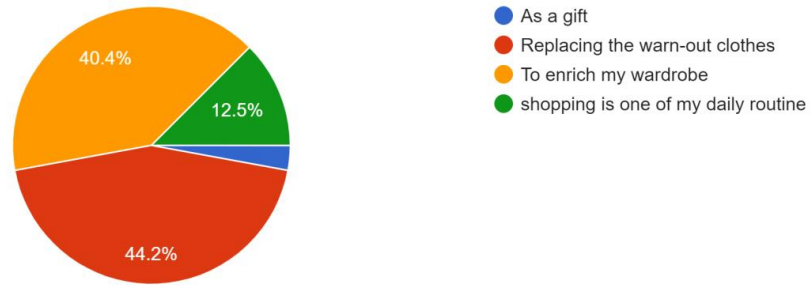


3. Frequent Buying Dimension

Table 3 shows the indicator of frequent buying dimensions of consumers. This pie chart shows that why the consumers often buy new clothes. So according to the survey of 104 people, the pie chart implies that maximum people prefer buying new clothes for replacing the worn out clothes that is indicated by red color with (44.2%) and the least preferred by the consumers is a gift which is indicated with blue color with almost (4%).

Why do you most often buy new clothes?

104 responses



4. Brand Name Dimension

How much importance does BRAND NAME plays in your purchasing?

104 responses

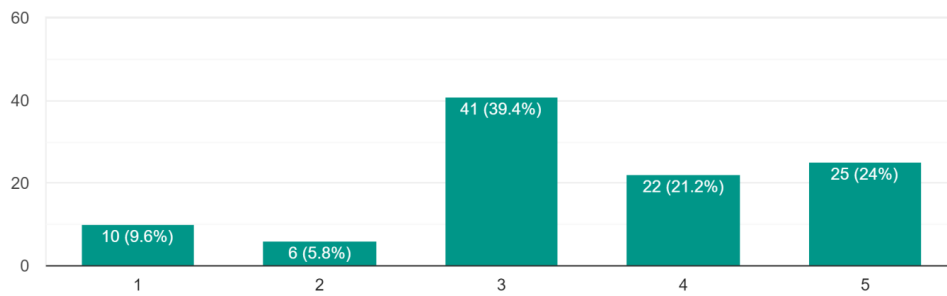


Figure 4 shows the indicator of brand name dimension. This graph shows that how much a consumer is being influenced by the brand name in fashion industry. This graph depicts that maximum number of consumers with (39.4%) prefer brand name.

5. Quality / Fit Dimension:

How much importance does QUALITY/FIT of the products plays in your purchase behavior?

104 responses

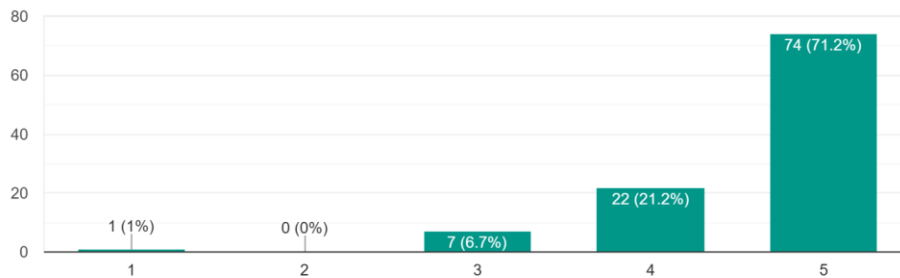


Figure 5 shows the indication of Quality/Fit dimension. This graph shows that how much information does a consumer gives to the quality of a product in a market. This graph implies that people with (71.2%) gives importance to the quality/fit of the product and believes that quality play an important role in your purchasing behaviour.

6. Style and Trend Dimension

How much importance does LATEST TREND plays in your purchase behavior?

104 responses

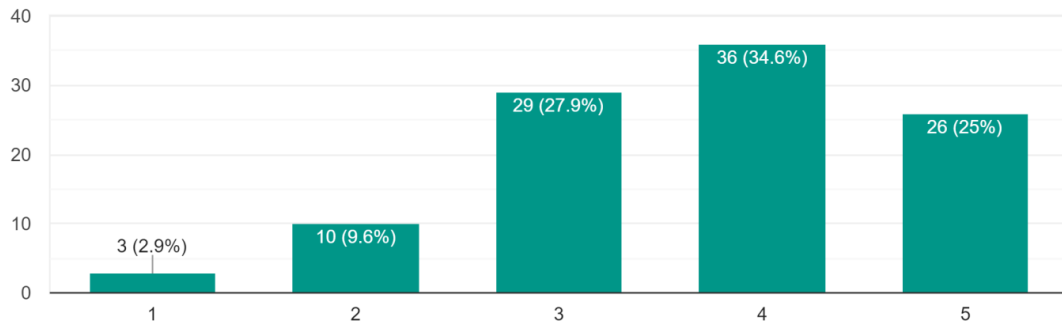


Figure 6 indicates the style and trend dimension. This graph shows that how much the style and trends in recent fashion industry influence the consumers buying behaviour.

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7. Purchase Decision

Who influences your fashion product's purchase decision?

104 responses

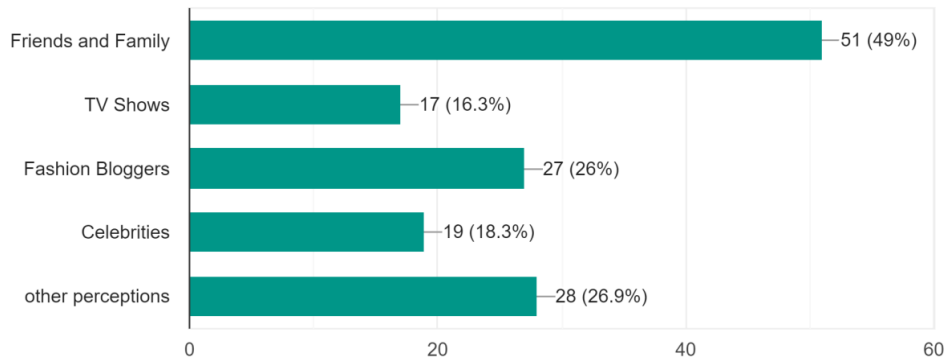


Figure 4 indicates the purchase decision dimension .this graph shows that who among the following most influence the fashion product's purchase decision. This survey depicts that maximum number of consumers are influenced by friends and family with (49%) and the least influenced by TV shows with only (16.3%)

8. Buying Behavior Dimension

which of the following plays important role in your buying behavior?

104 responses

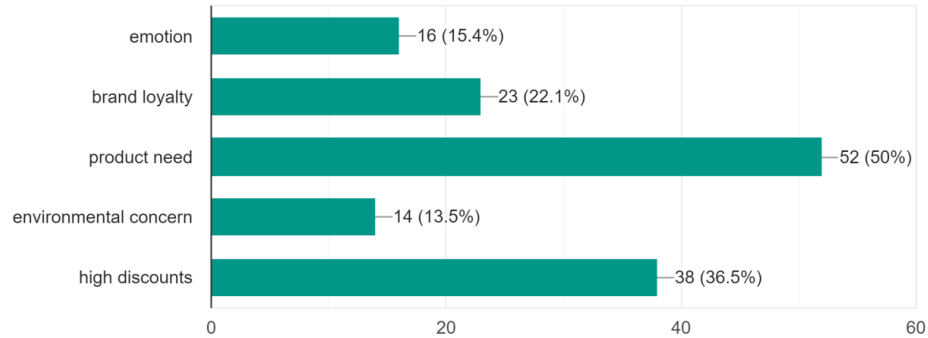


Figure 8 indicates the buying behavior dimension. This graph shows that what are the factor that have a huge impact on the buying behavior of a consumer in this dynamic environment.

This survey shows that the largest number people have a huge emphasis kn the products need. The consumer buy any product as per the need which is implied by (50%) of consumers and the least emphasis is created by environmental concern with only (13.5%) of consumers.

9. Magazine Dimension

Figure 9 indicates the magazine dimension. This pie chart shows that how a consumer can be influenced to purchase a product, solely because it was advertised in some latest magazines. So as per the survey, the result that hit the most that consumer do not buy products until they come across it which is indicated by red colour with (47.1%). And the least hit says that Yes, the consumers see the advert and they just have the product which is indicated by blue colour with (13.5%).

10. Sources And Mode Dimensions:

what are the sources you use to find fashion trends?

104 responses

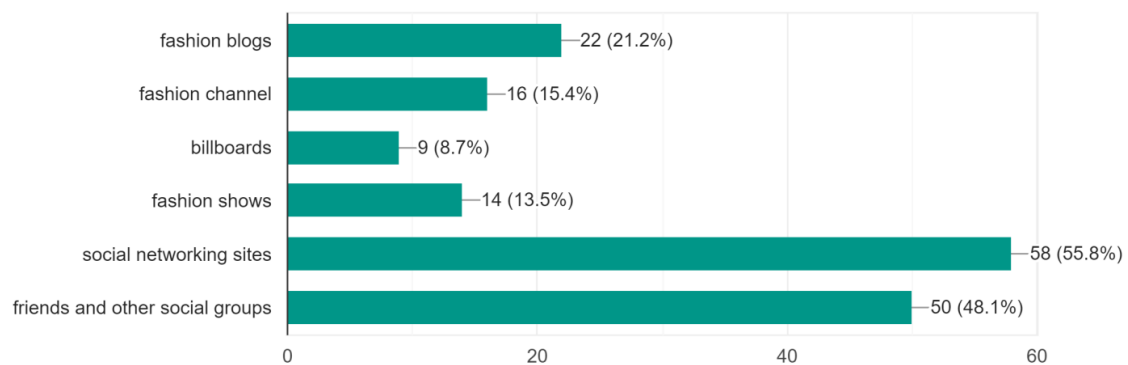
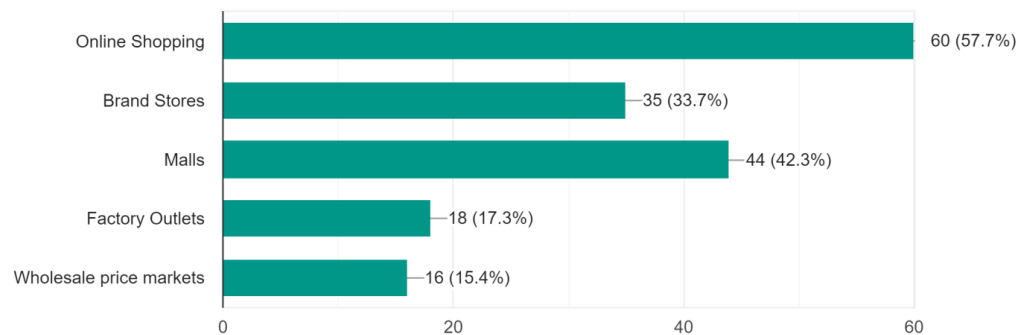


Figure 10 indicated the sources and mode dimensions. This graph shows that how various sources and mode of fashion products can influence the purchasing behaviour of a consumer.

So this survey depicts that the source that have the maximum impact is social networking sites with(55.8%) and the source that have least impact is the billboards withonly (8.7%) .The mode of fashion products purchase is the maximum with online shopping having (57.7%) of influence and the least impact is of wholesale price market with only (15.7%).

Mode of fashion product's purchase?

104 responses



5. Conclusion

This research paper mainly focuses on the determinants of buying behaviour of consumer towards fashion industry. According to this survey we have concluded that different determinants plays different roles in the fashion market and affect the buying behaviour of consumer differently. As per our findings we have evaluated that,

1. Product's Need :

The large numbers of people have a huge emphasis on the product's need. As per the need of the particular product rises in the market then the demand in the fashion industry rise simultaneously.

2. New Trends:

This is the determinant that plays an important role in fashion industry. Everyday market adapt some new trends, businesses and other industries may struggle to find ways to connect with consumers. Social media plays a crucial role to keep the consumers updated with the new/latest trends in the market and can communicate easily.

3. Family, Friends & other social groups:

The main influencers in buying of a product are friends and families, especially when the product is important and matters the most. People still mainly talk to each other about product, companies and experiences in "real life" and in person. Despite of social media, the opinions & advice of "offline" friends, relatives and acquaintances have more significant impact on what we buy. Quality, style, brands are the determinants that have huge impact. Whereas age education, gender these determinants have less impact as per our survey.

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