



Impact of Consumer Fashion Stores in Hyderabad: A Comparative Study

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ABSTRACT

Consumer behavior plays a crucial role in shaping the success of fashion retail stores. This study examines the impact of consumer preferences, purchasing patterns, and brand perception on fashion stores in Hyderabad, with a focus on Zudio, Zara, Max Fashion, and Trends for the past 5 years. Through a combination of surveys and observational analysis, the research identifies key factors influencing consumer decisions, including price sensitivity, brand loyalty, shopping experience, and seasonal trends. The findings highlight the dynamic nature of consumer expectations and provide insights for fashion retailers to enhance customer engagement and sales strategies. This study contributes to a deeper understanding of how evolving consumer behaviour influences the competitive landscape of fashion retail in an emerging metropolitan market.

INTRODUCTION

The saying "First impression is the last impression" is often emphasized. Fashion products are certainly used to build this image. Apparel, clothes, watches, footwear, jewellery, and fragrance are all considered to impact a person's perception. Much attention is being paid by marketers to consumers in emerging nations. In these countries, increasing awareness of one's identity and the contribution of brands to improving consumer image is noticed. Brand awareness and self-awareness are increasingly recognized among customers. In the fashion industry, products are expected to satisfy consumers' utilitarian and symbolic needs. As disposable income grows, more interest is shown by consumers in trends due to higher income capacity. The present study is not just highlighting the importance of the fashion industry, but it is seeking to answer a more profound question. What motivates an individual to purchase or plan to purchase a fashion product, whether it is apparel, footwear, watches, or jewellery. To enhance their brands and spur growth, marketers must focus on specific aspects of customer behavior beyond fashion hype. This dynamic sector plays a significant role in global economies, influencing trends, consumer behavior, and cultural expression. At the core of the fashion retail industry, different types of stores are catering to specific customer segments with unique product assortments. Department stores like Macy's and Nordstrom are offering a wide range of products from various brands. Specialty stores such as Gap and Banana Republic are focusing on specific product categories or niche markets. Discount retailers like T.J. Maxx and on retailers like Zara, H&M, and Forever 21 are revolutionizing the industry by offering trend-driven collections with rapid turnaround times. The fashion retail industry is characterized by intense competition, Ross Dress for Less are offering a variety of brands at discounted prices. Fast-fashion driven by globalization, technological advancements, and changing consumer preferences. E-commerce is emerging as a major force, providing consumers with online shopping convenience and access to a wider range of products and brands. The industry is constantly evolving, adapting to new technologies, consumer preferences, and market trend

SCOPE OF THE STUDY:

The scope of the study is primarily focused on the intricate factors that influence consumer behavior within the context of fashion retail. Consumer behavior is analyzed through a multifaceted lens, with a range of psychological, social, and cultural influences being considered in shaping individual purchasing decisions. Within this framework, various aspects of consumer behavior are explored, including but not limited to purchase motivations, decision-making processes, brand perception and loyalty, the impact of social media and online platforms on shopping habits, and the role of in-store experiences in influencing consumer satisfaction.

OBJECTIVES:

- To analyze the role of consumer in purchasing the fashion goods.
- To analyze the brand loyalty of the customers.

RESEARCH METHODOLOGY:

SAMPLING METHOD: Convenience sampling is adopted in this study, where sample units are conveniently chosen by researcher.

SAMPLE SIZE: The present study is focused on 85 sample units' responses who purchases from the fashion stores

SAMPLE TOOL: This study is focused on both primary and secondary sources of data.

PRIMARY DATA: The present study is focused on structured questionnaire.

SECONDARY DATA: The present study is taken from books, websites, journals.

SATISTICAL TOOL: The present study is focused on descriptive statistics and correlation analysis.

REVIEW OF LITERATURE

Kotler et al. (2022), one of the most important aspects of marketing is consumer buying habits. It entails investigating the ways in which individuals, groups, and organizations acquire and dispose of goods, services, concepts, and experiences to satisfy their desires and needs. In addition to Kotler, several other authors have contributed to the definition of consumer behavior.

(Haider, 2022). Tomohiko Sei, CEO of Uniqlo India, in the same report, quote, “India is an important and huge priority market. The Indian customer is sensitive to quality and fitting, which are functional, and we see consumer mindset changing from short-term fashion to essential long-term ones. India offers a high potential market for the trend.”

(Ford, 2021). The popularity of fashion trends is driven by societal approval, which is based on a selection of an individual's value system and behavioral traits

HYPOTHESIS OF STUDY:

- ❖ There is no significant difference between demographic attributes and purchasing frequency.
- ❖ There is no significant difference between demographic attributes and brand loyalty of consumers.

DATA ANALYSIS AND INTERPRETATION

1. Role of Consumers in Fashion Purchases

When people shop for fashion today, it's not just about what looks good—it's about how it makes them feel and what it says about who they are. Emotional drivers like self-expression and personal identity often guide decisions just as much as price or quality. At the same time, people are heavily influenced by what's trending, what their friends wear, and even what their culture deems fashionable.

Younger shoppers, especially, are super tuned in to global fashion trends thanks to platforms like Instagram, Pinterest, and TikTok. They want clothes that not only serve a purpose—like comfort or quality—but also help them feel confident, stylish, and in tune with their lifestyle.

Hypothesis 01: There is no significant difference between demographic attributes and purchasing frequency of consumers.

AGE AND PURCHASING FREQUENCY

This present study is examined how the frequency of consumers purchasing is influenced by age. The frequency of purchasing among different age categories are analyzed and identified. The key factors influencing purchase frequency across different age categories include accessibility, style, offers

and discounts etc. The findings help the brands and fashion stores to understand the consumer behavior and enhance their services for consumer satisfaction.

GENDER AND PURCHASING FREQUENCY

This present study is examined how the frequency of consumers purchasing is influenced by gender. The frequency of purchasing among different gender categories are analyzed and identified. The key factors influencing purchase frequency across different gender categories include accessibility, style, offers and discounts, affordability and individual's likes and preferences etc. The findings help the brands and fashion stores to understand the consumer behavior and enhance their services for consumer satisfaction.

TABLE 1: DEMOGRAPHIC ATTRIBUTES AND PURCHASING FREQUENCY

CATEGORY	P-VALUE	F-VALUE	RESULT
AGE	0.122093	7.190476	ACCEPT(H01)
GENDER	0.037036	25.5102	REJECT(H01)

Source: computed from primary data

The researcher applied an independent f-test to measure the mean differences on various purchase decisions of consumer on frequency and age and results are depicted in the above table. The p value of it is 0.122093 recommends to accept

The researcher applied an independent f-test to measure the mean differences on purchase decisions of consumer on frequency and gender and the results depicted are in the above table. The p value of it is 0.037036 recommends to reject.

2. What Builds Brand Loyalty in Fashion

People don't just buy from brands—they form emotional bonds with them. Whether it's trust in product quality or a brand's ability to resonate with their personal values, loyalty stems from a deeper connection. And today, that connection often begins online.

Social media has made it easier than ever for brands to talk directly to consumers. Personalized posts, real-time engagement, and behind-the-scenes stories make shoppers feel seen and heard. Add in loyalty rewards, exclusive discounts, and a consistent brand identity, and you've got the formula for turning one-time buyers into long-term fans. In fashion, where brands often represent identity and even social status, this emotional tie becomes even more powerful.

Hypothesis 02: There is no significant difference between demographic attributes and brand loyalty of consumers.

AGE AND BRAND LOYALTY

This present study is examined how the brand loyalty of consumers is influenced by age. The brand loyalty of consumers among different age categories are analyzed and identified. The key factors influencing the brand loyalty of consumers across different age categories include accessibility, style, offers and discount, affordability, individual's likes and preferences etc. The findings help the brands and fashion stores to understand the consumer behavior and enhance their services for consumer satisfaction

GENDER AND BRAND LOYALTY

This present study is examined how the brand loyalty of consumers is influenced by gender. The frequency of purchasing among different gender categories are analyzed and identified. The key factors influencing brand loyalty of consumers across different gender categories include accessibility, style, offers and discounts, affordability and individual's likes and preferences etc. The findings help the brands and fashion stores to understand the consumer behavior and enhance their services for consumer satisfaction.

TABLE 2 : DEMOGRAPHIC ATTRIBUTES AND BRAND LOYALTY

CATEGORY	P-VALUE	F-VALUE	RESULT
AGE	0.33103	13.04938	ACCEPT(H02)
GENDER	0.006492	46.2963	REJECT(H03)

The researcher applied an independent f-test to measure the mean differences on brand loyalty of consumer and age and results are depicted in the above table. The p value of it is 0.33103 recommends to accept.

The researcher applied an independent f-test to measure the mean differences on brand loyalty of consumer and gender and results are depicted in the above table. The p value of it is 0.006492 recommends to reject.

CONCLUSIONS

- Fashion choices are shaped by psychological economics, and social factors, such as age, gender and lifestyle.
- Higher expectations for product quality and fit have been created by growing fashion awareness, leading retailers to adapt.
- Online shopping is preferred by many consumers due to its convenience and time- saving advantages.
- Young consumers' fashion purchases are influenced by peer pressure, as individuality is balanced with social acceptance.
- Continuous study of consumer behavior is required by retailers to keep up with evolving demands.
- The maintenance of brand loyalty has been made more difficult by the rise of fast- fashion brands offering similar styles at lower prices.
- Emotional connections and brand personality are considered crucial for fostering consumer loyalty.
- Varying levels of loyalty are exhibited by millennials, depending on their brand experiences, making consistent quality and engagement essential.
- Sensory experiences and customer satisfaction are seen as major factors affecting brand loyalty.
- Marketing strategies are better tailored by fashion firms when the reasons behind loyalty or its absence are understood.

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