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CONSUMER PERCEPTION TOWARS TRADITIONAL WEAR AND MODERN WEAR AMONG WOMEN DEMOGRAPHICS.

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ABSTARCT :

The fashion industry has undergone a dynamic transformation with the evolution of cultural, social, and global influences. This study aims to explore consumer perception towards traditional wear and modern wear among women across different demographic groups. By analyzing preferences, attitudes, and purchasing behaviors, this research identifies the factors influencing women's clothing choices, including age, income, education, occupation, and geographic location. The study utilizes both quantitative and qualitative methods to gather data through surveys and interviews, providing insights into the cultural significance, comfort, identity, and aesthetic appeal associated with each clothing type. The findings highlight a noticeable generational divide, with younger women leaning towards modern wear for its versatility and trendiness, while older demographics show a stronger inclination towards traditional attire due to its cultural and emotional value. The study also reveals a growing trend of fusion fashion, where traditional and modern styles are blended to meet evolving consumer demands. These insights are valuable for fashion brands, retailers, and marketers aiming to tailor their offerings to diverse consumer preferences.

Keywords:

INTRODUCTION :

Clothing is not merely a basic necessity but also a powerful medium of self-expression, cultural identity, and social communication. In today's fast-evolving fashion landscape, women's clothing choices are influenced by a range of factors including cultural values, social trends, media influence, and personal preferences. Traditional wear, often rooted in heritage and cultural symbolism, continues to hold a significant place in women's wardrobes. On the other hand, modern wear, characterized by contemporary styles, comfort, and global appeal, has seen widespread acceptance, especially among younger generations.

As globalization and urbanization reshape lifestyles, the boundary between traditional and modern fashion is becoming increasingly fluid. Women now have greater access to diverse fashion choices and are constantly balancing cultural roots with modern aesthetics. This shift in consumer behavior has led to a growing interest in understanding how different demographic segments perceive and adopt these fashion styles.This study aims to examine the perception of traditional versus modern wear among women, focusing on key demographic variables such as age, education, income level, occupation, and geographic location. By identifying patterns and preferences within these groups, the research provides deeper insights into how cultural background, generational values, and social influence shape fashion choices among women.Understanding these perceptions is crucial for fashion designers, marketers, and retailers seeking to cater to the diverse and evolving needs of female consumers. It also offers a broader perspective on the role of fashion in reflecting societal change and individual identity.

STATEMENT OF PROBLEM :

The fashion industry is experiencing a shift in women's preferences between traditional and modern wear. Traditional attire holds cultural and emotional value, while modern wear offers convenience and global trends. However, there is limited understanding of how women across different demographics perceive these choices. This lack of insight makes it difficult for brands to meet diverse consumer needs. The problem is to explore women's perceptions of traditional and modern wear across age groups, cultures, and lifestyles. This will help develop targeted marketing strategies that align with their evolving fashion preferences.

OBJECTIVES :

- To analyze the consumer perception of traditional and modern wear among women in different age groups.
- To study how cultural, social, and economic backgrounds affect women's clothing choices

SCOPE OF THE STUDY :

Usually, both traditional wear and modern wear is well consumed in our society. This study will investigate the evolving preferences and perceptions of women across different demographics regarding traditional and modern wear. It will explore factors influencing their clothing choices such as comfort, trends, cultural norms and self-expression. This study will analyse the attitudes, occasions, and acceptance of both traditional and modern wear and it focuses on understanding preferences, buying behaviour, and the cultural significance to each type of clothing examine how these preferences impact the fashion industry including design, marketing, sustainability. Research methods will include surveys, observations and the Secondary data to analyse and to understand consumer behaviour and provide insights for businesses. The research will involve a survey of individuals from diverse socio-economic backgrounds in both urban and semi-urban areas.

REVIEW OF LITERATURE :

➤ **Lee's (2017)**

Lee's (2017) study investigated South Korean women's preferences for modern wear, finding fashion trends and individuality as primary drivers. Younger women prioritized self-expression, while older women valued comfort and practicality.

➤ **Hassan et al. (2018)**

Hassan et al.'s (2018) study explored Pakistani women's attitudes towards traditional wear, highlighting modesty and cultural values as essential factors. The qualitative study of 30 women found traditional wear to be a symbol of cultural heritage and identity. Hassan's findings emphasize the importance of cultural sensitivity in traditional wear marketing strategies.

➤ **Patel et al. (2018)**

Patel et al.'s (2018) study explored Indian women's attitudes towards traditional wear, finding cultural identity and social norms to be primary drivers. The qualitative study of 30 women found traditional wear to be a symbol of cultural heritage and community. Patel's findings emphasize the importance of considering cultural context in shaping consumer perception towards traditional wear.

➤ **Gupta et al. (2018)**

Gupta et al.'s (2018) study investigated the impact of social media on Indian women's traditional wear preferences, finding significant influence on cultural identity and self-expression. The survey of 200 women found social media to be a key driver of traditional wear choices. Gupta's findings highlight the importance of considering social media in traditional wear marketing strategies.

RESEARCH METHODOLOGY :

Research Design:

The study is based on the intension to analyse the perception the perception and evaluation of customers who likes to wear traditional or modern wears towards females and males. The methodology of study includes the area of the study, source of data, sample size and statistical tools.

Area of the study:

The study was conducted only within Coimbatore.

Source of data:

The type of data collection which I used in my project is primary data.

ANALYSIS AND INTERPRETATION OF DATA :

TABLE NO: 4.1

TABLE SHOWING THE AGE OF THE RESPONDENTS

S.NO	AGE	FREQUENCY	PERCENTAGE
1.	18-25	82	53.9
2.	26-35	31	20.4
3.	36-45	24	15.8
4.	45-above	15	9.9
TOTAL	-	152	100

(Source: Primary Data)

INTERPRETATION:

The above table shows that **53.9%** of the respondents belong to the age category of 18-25 years, **20.4%** of the respondents belong to the age category of 26-35 years, **15.8%** of the respondents belong to the age category of 36-45 years and **9.9%** of the respondents belong to the age category of above 45 years.

TABLE NO: 4.2

TABLE SHOWING THE RESPONDENTS ETHNIC BACKGROUND INFLUENCE THEIR CLOTHING CHOICES

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1.	Not at all	32	21.1
2.	Slightly	31	20.4
3.	Moderately	56	36.8
4.	Significantly	17	11.2
5.	Extremely	16	10.5
TOTAL	**-**	**152**	**100**

(Source: Primary Data)

INTERPRETATION:

The above shows that **21.1%** of the respondents belongs to the category were the ethnic background does not influence their clothing choices, **20.4%** of the respondents belong to the category were the ethnic background slightly influence their clothing choices, **36.8%** of the respondents belong to the category were the ethnic background moderately influence their clothing choices, **11.2%** of the respondents belong to the category were the ethnic background significantly influence their clothing choices and **10.5%** of the respondents belong to the category were the ethnic background extremely influence their clothing choices.

FINDINGS :

- 53.9% of the respondents are in the age group of 18-25 years.
- 36.8% of the respondents belong to the category of were the ethnic background moderately influence their clothing choices.

SUGGESTIONS :

The findings of my study suggest that marketers and fashion brands should adopt a balanced approach, offering products that cater to both traditional and modern sensibilities. By understanding the preferences of different demographic segments, brands can create targeted strategies that resonate with women's evolving fashion needs. Ultimately, the coexistence of traditional and modern wear reflects the diverse identities and aspirations of women, emphasizing the importance of inclusivity and adaptability in the fashion industry.

CONCLUSION :

The study **on "Consumer Perception Towards Traditional Wear and Modern Wear Among Women Demographics"** highlights the dynamic interplay between cultural heritage and contemporary fashion trends. Women's preferences for traditional and modern wear are influenced by a variety of factors, including age, lifestyle, cultural background, and social context. While traditional wear continues to hold significant emotional and cultural value, modern wear is often favored for its convenience, versatility, and alignment with global fashion trends.

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