To Buy or Not to Buy:

Factors Affecting Fashion Adoption among Indian Youth
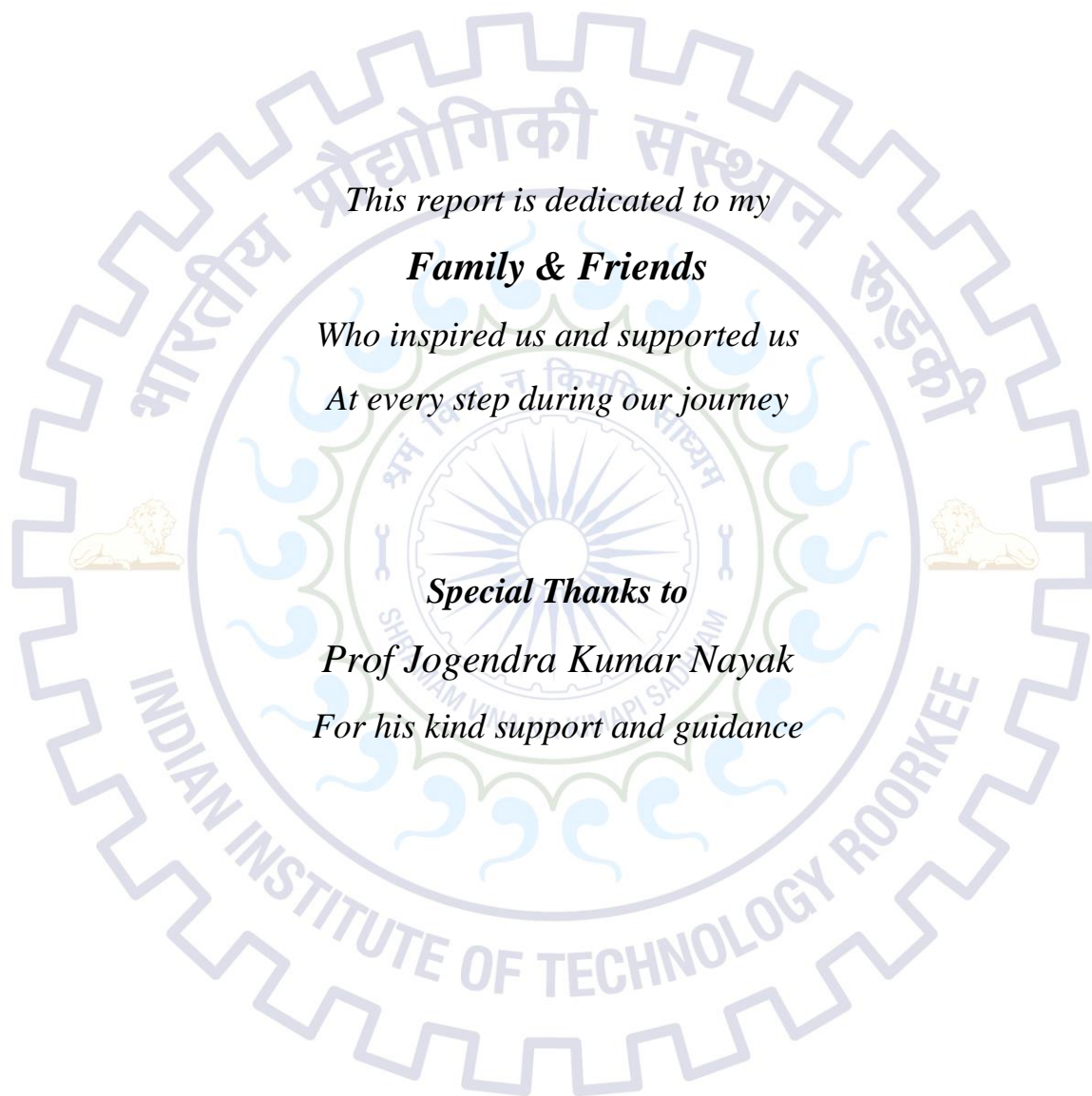
-A Descriptive Study

Abstract

Fashion adoption is a measure a consumer's tendency to a prevailing fashion trend during a particular time. Fashion adoption is affected by several psychological, consumer end factors along with brand marketing strategies. It is one core areas of interest to apparel brands in order to maximize their sales. Either through advertisement and promotion of brands or through endorsement through celebrities, companies motivate consumers of different socioeconomic backgrounds to follow the new fashion trends and buy their products. The purpose of this study is to investigate the factors affecting fashion adoption among youth in India.

Keywords: Consumers, Youth, Fashion, Intention to adopt, India.

Contents

This report is dedicated to my

Family & Friends

Who inspired us and supported us

At every step during our journey

Special Thanks to

Prof Jogendra Kumar Nayak

For his kind support and guidance

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Marketing Research and Analysis

Executive Summary

Stage	Description
Overview and Project Aim	Analysis of psychological factors that affect the **intention to adopt (IF)** a fashion trend among Indian youth (18-25). Using the obtained data to improve fashion recommendation tools and devise better marketing strategies
Outline of the Process and Planning	492 people were sampled and surveyed for the predefined attributes. 8 hypotheses were defined and the variation in the target variable (**IF**) w.r.t. the independent variables were modelled using linear regression in R. The results of hypothesis testing were discussed and further actions were recommended
Sampling and Survey	Sample Size: 492 Sampling Technique: Random Probabilistic Survey Items: • Intention to Adopt • Fashion Consciousness (**FC**) • Brand Loyalty (**BL**) • Price Consciousness (**PC**) • Susceptibility to Influence (**SI**) • Masculinity (**MA**) • Shopping Avoidance (**SA**) • Shopping Mode Preferences (**P**) Scale: 5-pointer Likert
Hypothesis Development and Testing	8 Hypotheses were drawn using existing literature and general understanding. These were tested using linear regression techniques with the following confidence level: • Intention to Adopt (**IF**)- *90%* • Fashion Consciousness (**FC**)- *90%* • Brand Loyalty (**BL**)- *90%* • Price Consciousness (**PC**)- *90%* • Susceptibility to Influence (**SI**)- *90%* • Masculinity (**MA**)- *80%* • Shopping Avoidance (**SA**)- *90%* • Shopping Mode Preferences- *85%*
Results	• **FC** and **BL** positively influence **IF** • **MA** negatively influences **IF** • Mean **IF** is higher for people who prefer online shopping

Recommendations and Further Action:

Online apparel marketers can exploit the obtained information on improving their **fashion recommendation systems** and **increasing their sales** by:

- Mapping a user's brand loyalty using previous data and suggesting relevant products. (as **BL** positively influences **IF**)
- Mapping masculinity through surveys/Masculine Behaviour Scale (**MBS**) and suggesting fewer, complying products. (as **MA** negatively influences **IF**)
- Featuring conventional products for people with low **FC** and vice-versa for people with high **FC**.

Marketing Research and Analysis

1. Introduction

Even before the term was coined, fashion has been of core importance in terms of something that segregates *Homo sapiens* from other species sharing its kingdom. From serving the basic purpose of shielding oneself from physical elements (Gupta, 2011) and obscuring intimate body parts, the concept of fashion has come far to become a measure of one's status, beliefs, uniqueness and lifestyle. With numerous fashions brands in store, each brand aims at setting a fashion trend. Whether or not a person adopts a fashion trend depends not only on the branding and advertising but also on a host of psychological and interpersonal factors.

The key to multiplying profits is in positive reinforcement of these trends. The marketing and sales teams, thus, need to put in special emphasis on the effective diffusion of these products. Consumer behaviour and response to adopting a new product are of great interest to marketing managers and business analysts. With the effective feedback mechanisms and direct and indirect methods of review, a consumer's attitudes can be mapped. This data can be modelled using sophisticated software, to yield meaningful insights on the high likeability of a product.

Fashion apparel continues to be one of most widely bought and marketed products of all time. The fashion industry is so big that popular e-commerce sites like Flipkart have dedicated handles like Myntra (Jabong) solely for apparel shopping. The fashion industry in India alone is projected to grow from USD 59 billion (2015) to an estimated USD 180 billion (2025). Understanding the factors that influence fashion adoption can help companies leverage these to maximize adoption and thereby returns.

This study explores fashion adoption among Indian youth with respect to selected determinants like brand consciousness, value consciousness, and masculinity. At a whopping 356 million, India has the world's largest youth population. Owing to rapid globalization and Westernization, India has become a huge market for prominent international brands like Zara, H&M, and Puma. This Oligopoly within the market restricts the entry of new indigenous brands. In such a scenario, understanding of consumer behaviour is important to devise ways of influencing consumers to adopt new trends easily. This practice is also essential for prominent brands to ensure consumer loyalty and reputation.

This study is organized into five sections. For example, the first section of this study introduced the research problem; in the second section, literature review is discussed. The third section proposes the method of the investigation, the fourth section discusses the analysis of the collected data and the results and findings, however in the last section, discussion and conclusions, and the future recommendations are discussed.

2. Literature Review

2.1 Fashion

The term fashion relates to the consumers' preferences or choices about any object which changes from time to time. In this project, we have focused on to investigate the fashionable clothing perceptions of consumers. Fashionable clothes are generally the consumed products that reflect the personality and social status of the wearer. In general, fashion is a practice which is quite famous among the people of society. It includes clothing, footwear, hairstyle, jewellery, watches and many other things. The term 'fashion' goes through the factors of change, uncertainty, novelty and benefit when associated with an object. It has been argued that fashion is like a cover of a book that keeps on changing continuously. Fashion has been studied in many fields like sociology, psychology, and arts etc. However, most of the time fashion is linked with the dress code because the dressing is one of the most prominent things in a person's life. A dress shows educational and material aspects of the world, and it holds great importance in financial and social terms. However, adoption of fashionable clothes are not simple; they have to pass through a critical phase of social values and norms, which are interrelated within the society. Fashion is a process that has been made by consumers' beliefs, customs, norms and values. For example, females are now participating in the labour market that raised a silent competition among males and females regarding fashion. Athletes have brought a unique change in the fashion markets. Now athletes are a symbol of fashion and seen on walking in the fashion shows that increases the new trends of fashion. Fashion is also appearing as the tool of joy and self-confidence in the present era. It is now considered as a value that has transformed consumer's interests, and how they view fashion as an essential element of their lives

2.2 Fashion Theories:

Four main theories of fashion substantially contribute to the diffusion of fashion among consumers. These theories include upper-class leadership theory, mass-market theory, and subcultural innovation theory and innovation- collective selection

A) Upper-Class Leadership Theory: This theory proposes that fashion starts from the upper class, after adopting by upper class it moves toward next class, and it ends when lower class stop using that.

B) Mass-Market Theory: This theory is concerned with the mass production along with the combination of mass communication about fashion information for the social classes in the society. This theory proposes that every class has its leader that has a significant influence on them as compared to any other person.

C) Sub-Cultural Innovation Theory: This theory explains the culture's ability to spread new fashion among the people.

D) Innovation-Collective Theory: According to this theory, individuals who are creative and innovators are treated as the leaders in fashion because their choices and styles are socially acceptable

Sprole' Fashion Adoption Model:

The Model is primarily used to measure factors influencing an individual's decision to adopt or reject a new fashion trend. The underlying concept being that an individual's decision to choose a new style is based on by six traits, which are perfectionism, value consciousness, brand consciousness, fashion consciousness, shopping avoidance and support-seeking.

1. Perfectionism: It measures a potential customer's desire for the best quality products. Those scoring high on this scale are seekers of the very best whereas low scorers are less quality orientated. People with high levels of perfectionism are more careful with purchase decision and invest a lot of time and effort into comparison shopping.

2. Value Consciousness: The factor refers to people who search for products that are 'value for money'. These people tend to be more prices sensitive.

3. Brand consciousness: The factor measures a person's orientation towards buying the most well-known brands. Consumers which score high on this scale are the ones that believe that the higher the price of the product, the better its' quality. They prefer better department stores and speciality stores.

4. Fashion consciousness: The factor refers to the novelty-seeking individuals with high levels of fashion consciousness. They tend to keep up with the latest fashion trends and being in style is much important to them. These consumers tend to be fewer prices sensitive.

5. Shopping Avoidance: The factor suggests that some people dislike shopping in general and tend to make very rapid shopping trips. They do not see shopping as exciting or fun, and they would be ready to make shopping sacrifices in order to save time.

6. Support-Seeking Behaviour. These individuals are the ones which tend be confused about the marketplace, and they often seek the advice and approval from friends when making a purchase

Figure 1: Sprole's Fashion Adoption Model

Source: Sprole's (1979)

Figure 2: Craik's Theory: Factors Influencing Fashion Adoption

Source: Craik (1994)
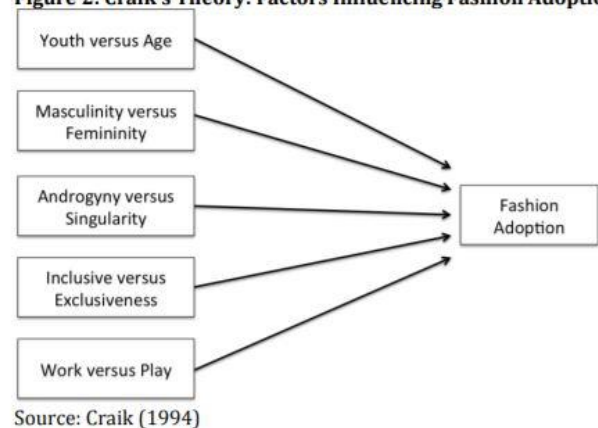
Craik's theory about Factors Influencing Fashion Adoption (1994):

This is the second theory underlying the present project. The theory suggests that potential fashion instabilities influence a person's decision to adopt a particular fashion. The factors include youth versus age, masculinity versus femininity, androgyny versus singularity, inclusiveness versus exclusiveness, and work versus play.

1. Youth vs Age: It refers to the tension between youth versus age. This phenomenon is especially relevant in the 21st century where quite different fashion images are portrayed towards younger versus older customers.

2. Masculinity vs Femininity: The role of gender and its' influence on fashion have received quite a bit of attention over the past few years. This is elaborated in the model by defining two

categories, namely masculinity versus femininity, and androgyny versus singularity. In compact form, the difference between is regarded as typical male attire versus typical female attire, has undergone a drastic shift over the last century, and more so over the last decade. Historically speaking, the male ideal focuses on strength, nobility and grace, whereas the female ideal focuses on delicacy, femininity and shape. However, the 20th century witnessed the metaphorical death of rigid male-centred values, and in both the genders dual identities have emerged, with the woman being more and more assertive, and men becoming more sensitive. This concept is referred to as androgyny, in which an individual engages in both masculine and feminine tasks. As a result of which, while previous generations approached life with many certain assumptions about gender, these prejudices are slowly making way for blurred gender identities.

3. Inclusive versus Exclusiveness: The factor refers to the opinion that clothes are a fundamental unit to the modern consumer's sense of identity and many people tend to buy clothes or products that helps identify them with a particular group or to express their individualism. This is proven paradox.

4. Work versus Play: This one has been a persistent trend of the twentieth century which highlights the difference in work clothing versus leisurewear. This trend emerged primarily during the 1950s when families started moving to the suburbs and engaged in outdoor activities and sports. As a result of which, distinct differences are evident between clothing that is regarded as acceptable work wear and casual wear.

2.3 Fashion Industry:

The fashion industry is one of the most progressing industries in the world. Every single day companies introduce a new fashion. This is a market worth of billions for the fashion marketers. The fashion industry has a much shorter product life cycle. The primary reason being the frequent change in the behaviour of consumers to adopt new fashions. Therefore, it is much more difficult for companies to survive in this industry. Companies need to focus on viewing and predicting the fashion life cycle. The competition among the companies in the fashion industry is also too high, especially in the retail sector. It is to be believed that fashion markets are encountering the rapid changes which may become the reason of success and failure of the firms. Because of the preferences of the local consumers, global fashion brands are now covering the whole market, and their sales are increasing among the growing markets of Asia, especially in Korea, Japan, India and China. Fashionable lifestyle has gained a considerable attraction among the people, which leads the fashion industry to get an optimal output of it. Fashion lifestyle refers to the attitudes, opinion and interests of the people to make fashion purchases. The perceptions of both men and women are positively related with the fashion innovativeness, knowledge, involvement and opinion leadership which lead the fashion industry to be more innovative. The fashion cycle moves much faster than the other products' life cycles. Therefore, it can be challenging to define innovative consumers clearly.

The presented report is grounded in Sprole's (1979) Fashion Adoption Model and Craik's (1994) theory of factors influencing fashion Adoption.

3. Hypotheses Development

3.1 *Fashion Consciousness and Intention to Adopt New Fashion*

The intention to adopt a new fashion is dependent on the fashion consciousness of the consumers. This trait determines a consumer's interest in exploring and knowing about new fashion trends. Fashion consciousness is considered as an important factor that plays a central role in the consumers' fashion adoption process. It increases consumer's involvement with upcoming trends, and this knowledge pushes them towards exploring through trial and experimentation, positively influencing one's intention to adopt. Fashion consciousness enables a consumer to get pleasure and information by buying a particular product as compared to other consumers who do not buy and they ultimately, consciously or subconsciously, positively influence the adoption intentions of the former consumers.

As a result, we hypothesize that,

H1: Fashion consciousness has a positive effect on consumers' intention to adopt new fashionable clothes.

3.2 *Brand Loyalty and Intention to Adopt New Fashion*

Brand loyalty can be defined as the tendency to holistically stick to a particular brand. It greatly affects adoption, as loyalty makes it likely for the consumer to make repeated purchases of the same brand in order to demonstrate commitment. Brands often appeal to a group of customers through targeted promotion strategies. Consumers often develop an emotional connect towards a brand and are afraid to experiment with the products of other brands. In a survey of nearly 200 senior marketing managers, 68 per cent responded that they found the "loyalty" metric very useful.

As a result, we hypothesize that,

H2: Brand loyalty has a positive effect on consumers' intention to adopt new fashionable clothes.

3.3 *Price Consciousness and Intention to Adopt New Fashion*

Price consciousness is sensitivity towards expensive purchases. Price-conscious people see seek the lowest price for the products they buy. Price-conscious buyers always look out for the best prices.

The variation in price affects their purchasing behaviour and hence their intent to buy new clothes.

As a result, we hypothesize that,

H3 Price Consciousness has a negative effect on consumers' intention to adopt new fashionable clothes.

3.4 Susceptibility to Interpersonal Influence and Intention to Adopt New Fashion

Among youth, interpersonal influence becomes a governing factor while adopting a new fashion. Young people show the constant need for validation and try to keep up with the ongoing trends by seeking advice from their peers.

Khare & Rakesh,(2012) found that the Indian woman's fashion involvement is influenced by normative values, especially among younger age groups. This advice-seeking behaviour has an indirect intention to adopt a new fashion.

As a result, we hypothesize that,

H4 Susceptibility to Interpersonal Influence has a positive effect on consumers' intention to adopt new fashionable clothes.

3.5 Masculinity and Intention to Adopt New Fashion

Masculinity is classical traits, behavioural patterns and roles that are generally associated with boys and men. It is a social construct and is a measure of confirmation to social norms of masculine behaviour, and not the actual biological male sex. Both males and females are seen to exhibit masculine traits and behaviour.

The common masculine traits are deference to logic over emotions, assertiveness, confidence and dominance. As the feminine and masculine roles were separated at home and workplace respectively, normative clothing such as formal suits started to be associated with masculinity. Deviation from the existing clothing patterns was greeted with criticism. While the at home front, the scene was more liberal and people had time to experiment with new designs.

As a result, we hypothesize that,

H5 Masculinity has a negative effect on consumers' intention to adopt new fashionable clothes.

3.6 Shopping Avoidance and Intention to Adopt New Fashion

Shopping Avoidance is the disinterest towards shopping. Some consumers do not enjoy shopping as an activity and tend to minimize shopping trips and shop rapidly. This also affects consumer's knowledge of new fashion trends there isn't enough shopping interest required to generate curiosity and need to cope up with new fashion.

As a result, we hypothesize that,

H6 Shopping Avoidance has a negative effect on consumers' intention to adopt new fashionable clothes.

3.7 Gender and Intention to Adopt New Fashion

In general, women are perceived to be more liberal when it comes to fashion choices, given a wider range of options and buying out of a desire to dress and impress as opposed to need or utility. Women are often seen to be more observant and choosy while buying and spend more time making a purchase.

Men, on the other hand, are less choosy and more conventional. Recent studies have shown a shift in this pattern. Millennial men show higher shopping engagement and susceptibility to changing fashion than older generational cohorts.

To find if the effects of this shift are significant we define the following hypotheses:

H0 Mean Fashion Adoption among Males and Females is same

H7 Mean Fashion Adoption among Males and Females is significantly different

3.8 Preference of Shopping Location and Intention to Adopt New Fashion

With the advent of the platform economy, the rapid growth of cities and incoming indigenous brands, online shopping sites, malls and garment stores, all are increasing a rapid rate. The entire consumer segment tends to trifurcate strongly among these three shopping methods, which each one of them having their own pros and cons.

For example, online shopping provides a huge variety and ease of sorting and filtering through several criteria, while malls provide the flexibility of trying before buying. Markets/Garment stores, on the other hand, provide few but tailored and trending choices, making selection easier.

As a result, we hypothesize that,

H0 Mean Fashion Adoption among people preferring Malls, Markets/Garment Stores and Online Shopping Websites is same

H8 Mean Fashion Adoption among people preferring Malls, Markets/Garment Stores and Online Shopping Websites is significantly different

4. Methodology

This section covers the population, sampling and data collection, the instrumentation and measurement of the constructs and the data analysis techniques. Subsequently, the descriptive statistics of the sample are discussed.

4.1 Population and Sampling Procedure

Youngsters (18-35 years) are the targeted population for this research. The reason for choosing this group is that Indian youngsters spend significant time shopping and working on their looks. Due to the deep penetration of technology among youngsters, social media and socializing apps like Facebook, Instagram, and Pinterest have a strong influence on their fashion choices in order to appear more presentable. Youngsters like to keep up with the fashion trends via influencers, magazines and mass media. In order to keep unique themselves in their social circle, young people use fashionable clothes. Due to these qualities, they are the most attractive consumer segment for apparel companies and online apparel websites.

To obtain a sample that is highly representative of the population, simple probabilistic sampling was used.

4.2 Instrument and Measures

The data collection instrument has two sections; questions related to consumers' demographics i.e. age, gender and education are given in the first section. The second section of the questionnaire covers items related to the selected factors (i.e. fashion consciousness, brand loyalty, susceptibility to interpersonal influence, masculinity, and intention to adopt) are given. All the constructs are adopted from the previous literature. All the items were measured using two items. All the scale items were measured by a 5-point Likert scale that ranges from 0 = Strongly Disagree, 1 = Disagree, 2= Neutral, 3= Agree to 4 = Strongly Agree. The items were then averaged to find the score for each factor.

4.3 Statistics and Data Analysis

The questionnaire responses were taken using Google forms. In order to encode and compute the data, measure the relationships between the variables Microsoft Excel's Data Analysis feature was used. To model the relationship R language was used. All data were reported and graphs were plotted in Excel.

4.4 Participant (Subject) Characteristics

A total of 491 people took part in the survey. According to the demographic information of the subjects (See Table 1), the population comprised 162 females and 329 males. 462 of the total respondents were pursuing Bachelors, 18 Masters and 11 were getting Doctorate degrees.

Gender

Female
33.0%

Male
67.0%

Course

Masters
3.7%
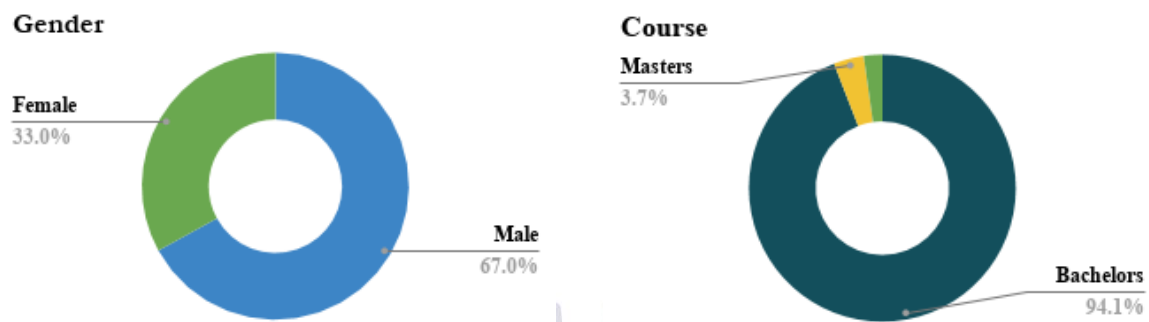
Bachelors
94.1%

Table 1: Demographic Information

Variable	Category	N	%
Age	18-25	481	97.96
	25-30	10	2.03
Gender	Female	162	32.99
	Male	329	67
Education	Bachelors	462	94.09
	Masters	18	3.66
	PhD	11	2.24

Marketing Research and Analysis

5. Model Fit Analysis

The hypotheses were tested using linear regression analysis and following results were obtained:

Fashion consciousness and brand loyalty are seen to vary positively with the intention to adopt new fashion, therefore *H1* and *H2* are accepted. However, price consciousness is observed to have a positive effect on the intention to adopt, therefore *H3* is rejected. The contradictory behaviour of price consciousness can be attributed to the brand strategies like discounts and festival sales which are generally adopted by the apparel brands which lead to higher buying tendency among price conscious consumers. Susceptibility to interpersonal influence affects adoption positively but this effect is weak and not significant. Therefore *H4* is rejected. Masculinity is seen to have a negative effect on adoption, thus more masculine features lead to lesser adoption, and *H5* is accepted. Shopping avoidance affects adoption negatively but this effect is weak and not significant. Therefore *H6* is rejected. The adoption pattern in males and females differs significantly under the chosen confidence levels, therefore *H7* is accepted.
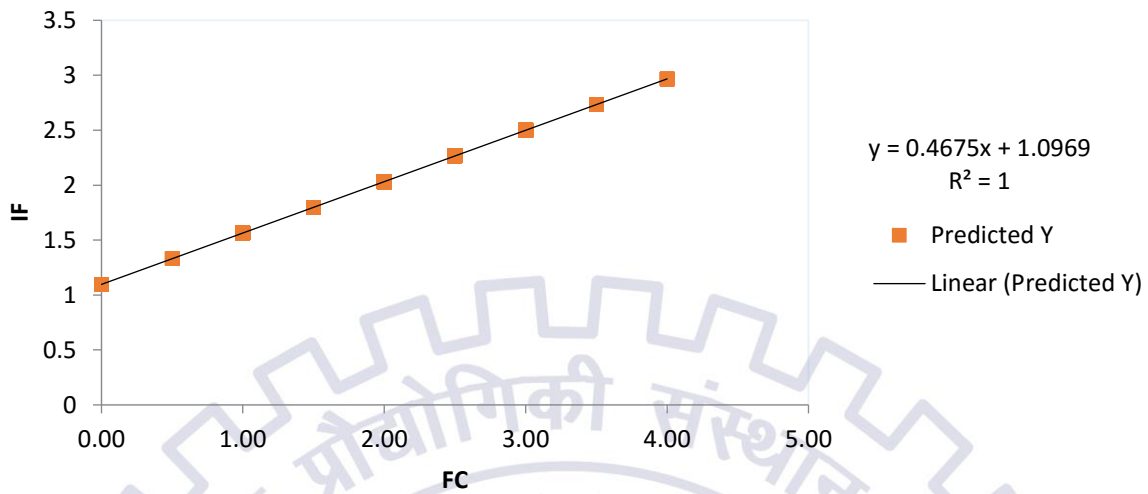
5.1 Intention to Adopt New Fashion (IF) vs Fashion Consciousness (FC)

The linear regression analysis results of IF vs FC are summarised below:

Regression Statistics	
Multiple R	0.460210443
R Square	0.211793652
Adjusted R Square	0.210181778
Standard Error	0.733943346
Observations	491

	Coefficients	Standard Error	t Stat	P-value
Intercept	1.096866993	0.093055596	11.78722	2.12E-28
FC	0.467467342	0.040781232	11.46281	4.16E-27

IF vs FC

$y = 0.4675x + 1.0969$
$R^2 = 1$

■ Predicted Y

—— Linear (Predicted Y)

The *p*-value is significantly less than the critical value (*p*=0.1), therefore the null hypothesis is **rejected** and we conclude that fashion conscious consumers have greater intent to adopt a new fashion.
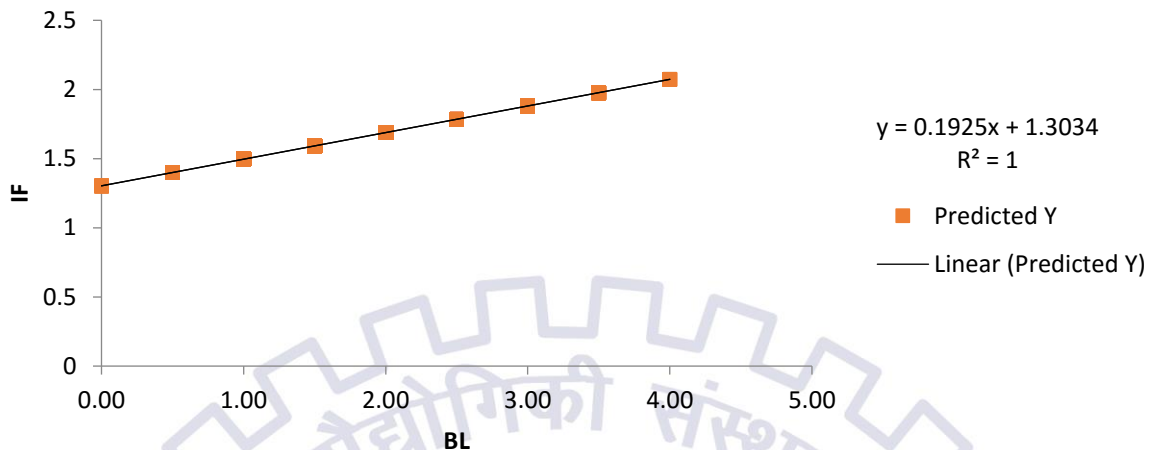
5.2 Intention to Adopt New Fashion (IF) vs Brand Loyalty (BL)

The linear regression analysis results of IF vs BL are summarised below:

Regression Statistics	
Multiple R	0.16376236
R Square	0.02681811
Adjusted R Square	0.024827963
Standard Error	0.943759496
Observations	491

	Coefficients	Standard Error	t Stat	P-value
Intercept	1.303365664	0.119657876	10.89244	6.95E-25
BL	0.192499961	0.052439572	3.670891	0.000268

IF vs BL

$y = 0.1925x + 1.3034$
$R^2 = 1$

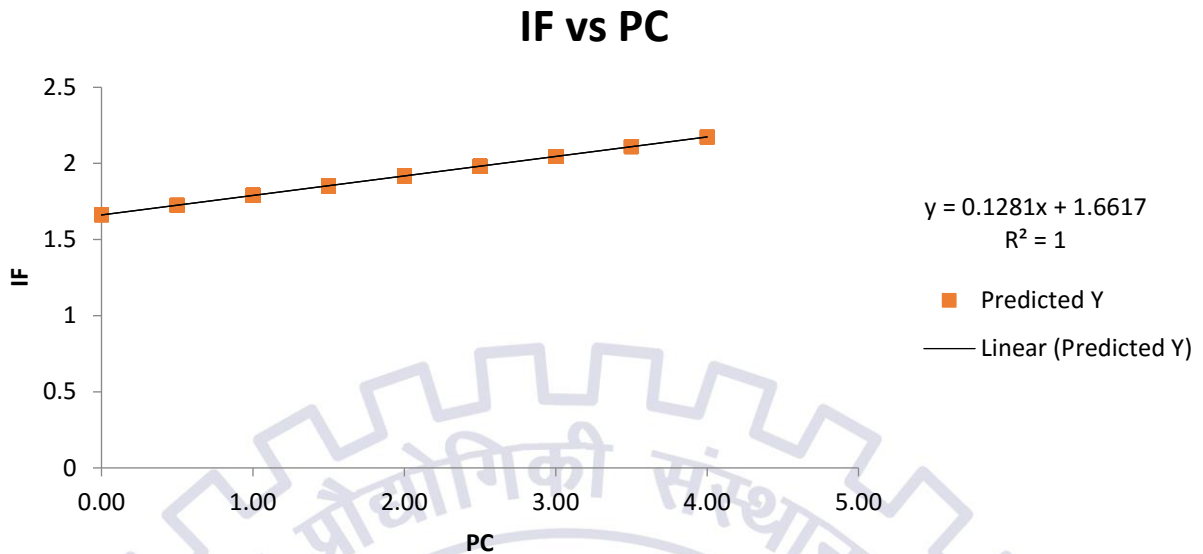■ Predicted Y
── Linear (Predicted Y)

The *p*-value is significantly less than the critical value (*p*=0.1), therefore the null hypothesis is **rejected** and we conclude that brand loyal consumers have greater intent to adopt a new fashion.

5.3 Intention to Adopt New Fashion (IF) vs Price Consciousness (PC)

The linear regression analysis results of IF vs PC are summarised below:

Regression Statistics	
Multiple R	0.124483
R Square	0.015496
Adjusted R Square	0.013483
Standard Error	0.830897
Observations	491

	Coefficients	Standard Error	t Stat	P-value
Intercept	1.6617	0.105348	15.7734	1.31E-45
PC	0.128085	0.046168	2.774309	0.005744

IF vs PC

$y = 0.1281x + 1.6617$
$R^2 = 1$

■ Predicted Y

—— Linear (Predicted Y)

The *p*-value is significantly less than the critical value (*p*=0.1), but IF is seen to vary positively with PC, contrary to the proposed hypothesis, therefore alternate hypothesis is ***rejected*** and we conclude that price conscious consumers have greater intent to adopt a new fashion.
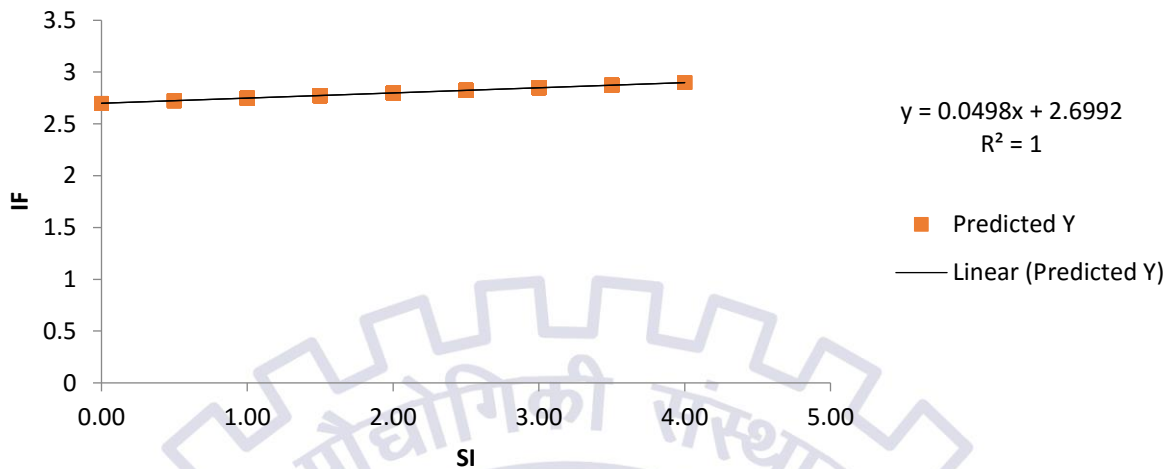
5.4 Intention to Adopt New Fashion (IF) vs Susceptibility to Interpersonal Influence (SI)

The linear regression analysis results of IF vs SI are summarised below:

Regression Statistics	
Multiple R	0.052564583
R Square	0.002763035
Adjusted R Square	0.000723696
Standard Error	0.770587412
Observations	491

	Coefficients	Standard Error	t Stat	P-value
Intercept	2.699223429	0.097701643	27.62721	6.5E-102
SI	0.049838869	0.042817343	1.163988	0.244997

Marketing Research and Analysis

IF vs SI

y = 0.0498x + 2.6992
R² = 1

■ Predicted Y

—— Linear (Predicted Y)

The p-value is significantly higher than the critical value ($p=0.1$), thus we conclude that susceptibility to interpersonal influence weakly affects the intention to adopt but this effect is insignificant and therefore alternate hypothesis is ***rejected***.
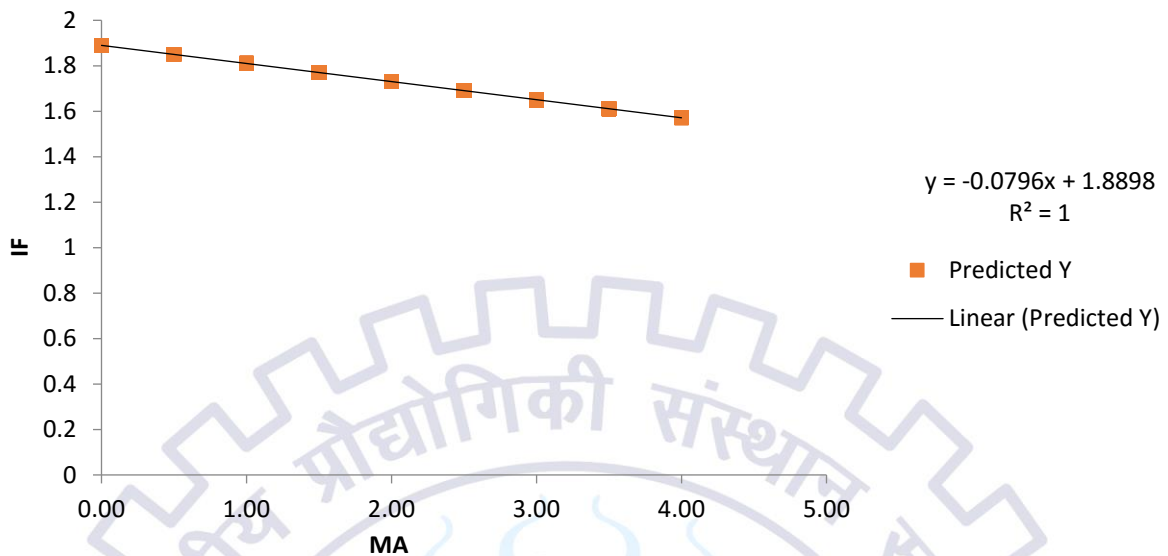
5.5 Intention to Adopt New Fashion (IF) vs Masculinity (MA)

The linear regression analysis results of IF vs MA are summarised below:

Regression Statistics	
Multiple R	0.06645572
R Square	0.00441636
Adjusted R Square	0.0023804
Standard Error	0.97325137
Observations	491

	Coefficients	Standard Error	t Stat	P-value
Intercept	1.88979768	0.123397107	15.31476	1.57E-43
MA	-0.0796472	0.054078274	-1.47281	0.141445

IF vs MA

$y = -0.0796x + 1.8898$
$R^2 = 1$

■ Predicted Y

—— Linear (Predicted Y)

The *p*-value is significantly less than the critical value (*p*=0.2, *80% significance*), thus we conclude that masculinity negatively affects the intention to adopt and therefore null hypothesis is **rejected**.

5.6 Intention to Adopt New Fashion (IF) vs Shopping Avoidance (SA)

The linear regression analysis results of IF vs SA are summarised below:

Regression Statistics	
Multiple R	0.02774703
R Square	0.0007699
Adjusted R Square	-0.0012735
Standard Error	0.70049431
Observations	491

	Coefficients	Standard Error	t Stat	P-value
Intercept	1.75461148	0.088814641	19.75588	2.68E-64
SA	-0.0238913	0.038922651	-0.61382	0.539622

IF vs SA
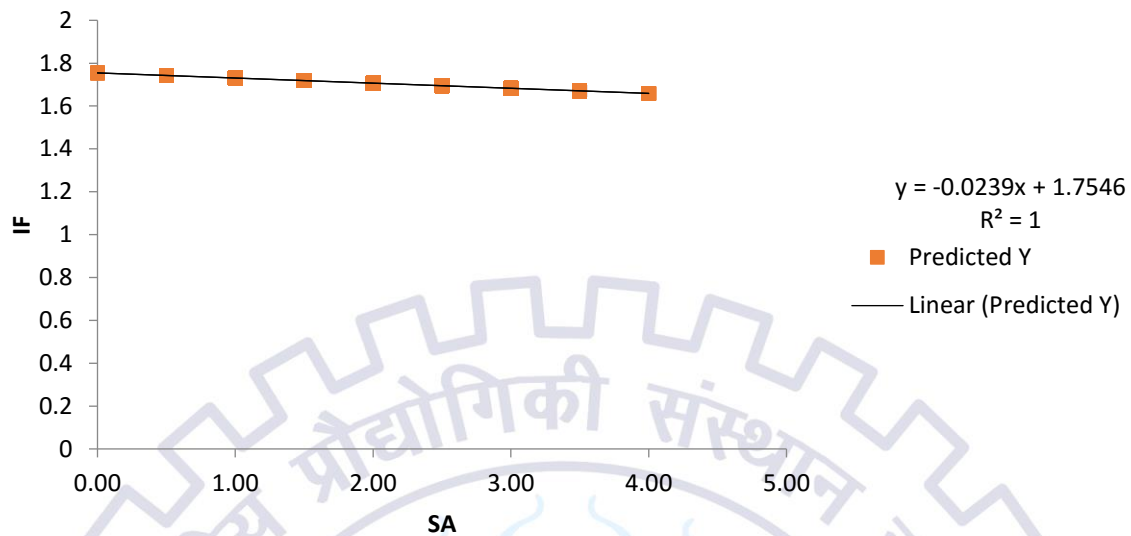
The *p*-value is significantly higher than the critical value ($p=0.1$), thus we conclude that shopping avoidance weakly affects the intention to adopt but this effect is insignificant and therefore alternate hypothesis is ***rejected***.

5.7 Intention to Adopt New Fashion (IF) vs Gender (G)

The ANOVA results of IF vs G are summarised below:

Groups	Count	Sum	Average	Variance
F	161	357	2.217391	0.593071
M	330	690	2.090909	0.690799

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.73108	1	1.73108	2.627538	0.105669	1.646821
Within Groups	322.164	489	0.658822			
Total	323.8951	490				

Since, the *F*-value exceeds the critical value (at 0.2 significance level), we conclude that there is significant variance in the intention to adopt between male and female groups, and therefore the null hypothesis is ***rejected***. We also find the mean fashion adoption for the sample to be ***higher*** for females.

5.8 Intention to Adopt New Fashion (IF) vs Shopping Preference (P)

The ANOVA results of IF vs P are summarised below:

Groups	Count	Sum	Average	Variance
Malls	219	467	2.132420091	0.613118
Market/Garment Stores	166	340.5	2.051204819	0.647362
Online Shopping	106	239.5	2.259433962	0.767767

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2.8049696	2	1.402484795	2.131528	0.119759	1.904514
Within Groups	321.09014	488	0.657971603			
Total	323.89511	490				

Since, the *F*-value exceeds than the critical value (at 0.15 significance level), we conclude that there is significant variance in the intention to adopt between the groups, and therefore the null hypothesis is **rejected**.

To find which groups are significantly different, Bonferroni's post hoc test was used. The results of the post hoc test are summarized below.

	Malls	Market/Garment Shops
Mean	2.132420091	2.051204819
Variance	0.613118428	0.647362176
Observations	219	166
Pooled Variance	0.627870957	
Hypothesized Mean Difference	0	
df	383	
t Stat	0.995974554	
P(T<=t) one-tail	0.159945664	
t Critical one-tail	1.283765866	
P(T<=t) two-tail	0.319891328	
t Critical two-tail	1.648841836	

	Market/Garment Shops	Online Shopping

Marketing Research and Analysis

Mean	2.051204819	2.259433962
Variance	0.647362176	0.767767296
Observations	166	106
Pooled Variance	0.694186389	
Hypothesized Mean Difference	0	
df	270	
t Stat	-2.010138535	
P(T<=t) one-tail	0.022705513	
t Critical one-tail	1.284694909	
P(T<=t) two-tail	0.045411027	
t Critical two-tail	1.650516748	

	Malls	*Online Shopping*
Mean	2.132420091	2.259433962
Variance	0.613118428	0.767767296
Observations	219	106
Pooled Variance	0.66339128	
Hypothesized Mean Difference	0	
df	323	
t Stat	-1.317951966	
P(T<=t) one-tail	0.094226832	
t Critical one-tail	1.284178051	
P(T<=t) two-tail	0.188453664	
t Critical two-tail	1.64958482	

Since, the *p*-value is significantly lower than the critical value (at 0.1 significance level) for *Market/Garment Shops vs Online Shopping*, we conclude that there is significant difference in the intention to adopt between the mentioned groups, and therefore the null hypothesis is *rejected*. We can also see that sample mean fashion adoption for people who prefer online shopping is *higher*.

The results of hypothesis testing are summarised below:

Table 2: Hypothesis Testing Results

Hypothesis	Status
FC-IF	Accepted
BL-IF	Accepted
PC	Rejected
SI	Rejected
MA	Accepted
SA	Rejected
G	Accepted
P	Accepted

6. Discussion

Every day, consumers buy and use different products. The intense competition among the companies has puzzled them into what to buy and what not. However, people nowadays are very proactive. They only buy those products or goods that suits their choice and taste. With the ease of doing business in India, and more and more businesses taking their venture online, shoppers often find themselves surrounded by myriad choices when it comes to apparel shopping. In order to highlight their products among a thousand others, companies need to employ effective B2C marketing techniques.

This study highlights few of the most important factors involved in a consumer journey while buying a fashion product. Fashion conscious people easily adopt a new trend compared to others. Brand loyalty is also a determinant as brand loyal prefer the tag over similar styles under other names. It is, thus, better to market branded products to a targeted audience. A surprising trend, contrary to the proposed hypothesis, is observed for price-conscious consumers. Fashion adoption among consumers is seen to increase with price-consciousness. This can be regarded as a consequence of negligence of style, durability and other features over price. Thus, new trends have greater chance of adoption if released at a lower price. Masculine consumers are found to be more reluctant while adoption a new fashion. This segment tends to be conservative and conventional. Broadcasting conventionally apt products to masculine consumer increased the chances of a product being bought.

Though gender differences are diminishing, there still seems to be significant difference in mean fashion adoption between men and women. This feature is likely to vary from place to place in a complex diversity setting like India. Among commonly available medium of shopping, online shoppers have greater tendency to adopt a trend due to cheaper prices, easier returns and better choices.

7. Limitations and Implications of the Study

The contributions of the present study are threefold: firstly, it contributes to the theoretical literature in the field of fashion marketing. More specifically, it extends on Sprole's (1980) and Craik's (1995) models of fashion adoption, by confirming that fashion consciousness, the brand consciousness and masculinity/femininity influence fashion adoption. Secondly, it provides marketing practitioners with knowledge about the factors that influence the youth's intention to adopt a new fashion style. For example, fashion marketers should try and target their campaigns on fashion-conscious consumers. Therefore highlighting the fashion-forward trends that will attract fashion-conscious consumers.

Furthermore, fashion marketers should focus on creating campaigns that emphasise uniqueness and individuality. Through the implementation of this strategy, innovators and early adopters will adopt the new trends after which it will, over time, trickle into the commercial market. Thirdly, the present study adds to contextual knowledge in the field of fashion adoption among the youth in India, an emerging market that is often overlooked in a global context.

The current research project makes several contributions to literature and industry. However, it is not without its limitations. Firstly, this project is solely conducted on students and to obtain much more informed results then it is recommended that future studies be conducted on students as well as working people. This would probably provide the much-needed comparison. There is also the possibility that students have restrictions on their buying power and as a result, their responses might have been compromised therefore including employed respondents in such a study could reap different results as to consumers' fashion preferences. Another limitation of the study was that it was a voluntary survey and accuracy of results could have been comprised with students neither having an obligation nor incentive to complete it hence they could have rushed through it or not read through the survey correctly. The other limitation is that the sample selected might not have had sufficient exposure to fashion and this might have reduced the potential contribution or impact that the study could have made.

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