

# GenZ Fashion Search Habits Survey

112 responses

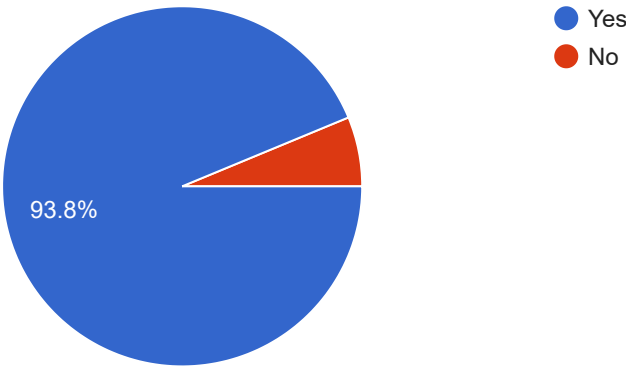
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## Online Shopping Routine

### Do you shop for fashion items online?

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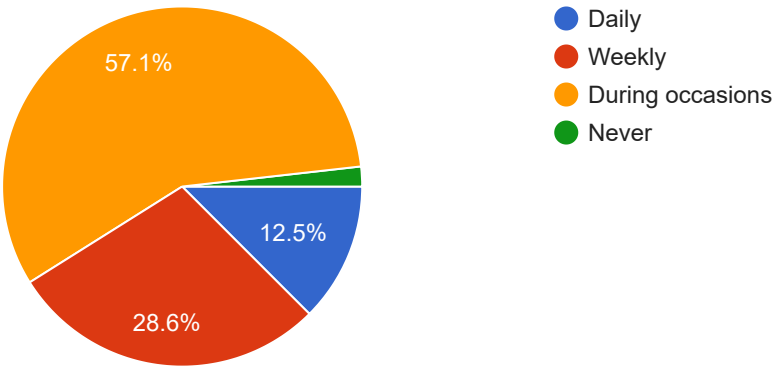
112 responses



### How often do you search for fashion items online?

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112 responses



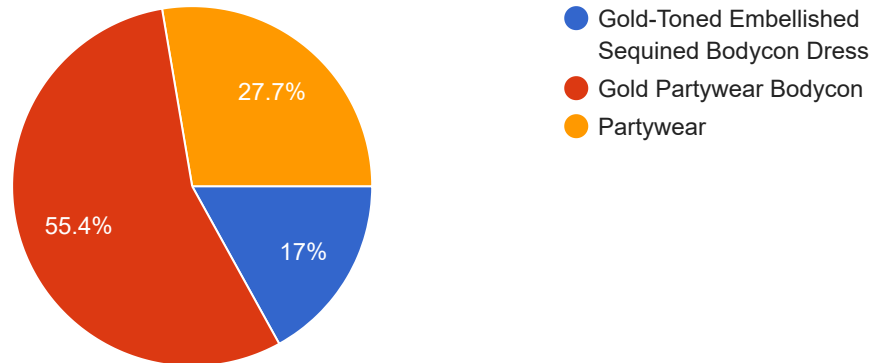
## Outfit Descriptions - Women's Styles





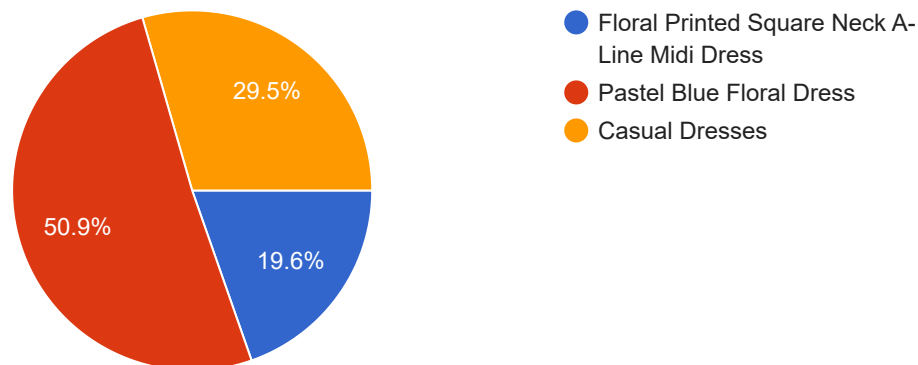
Look at the image below and select how you would describe it if you were searching for this item online. (1)

112 responses



Look at the image below and select how you would describe it if you were searching for this item online. (2)

112 responses



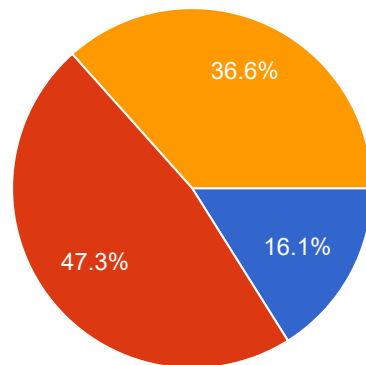
Outfit Descriptions - Men's Styles





Look at the image below and select how you would describe it if you were searching for this item online. (1)

112 responses

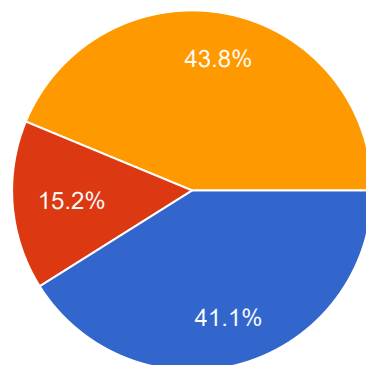


- Men Standard Corduroy Cotton Shirt
- Brown Minimalist Men Wear
- Western Shirts



Look at the image below and select how you would describe it if you were searching for this item online. (2)

112 responses



- Monochrome Black Jacket
- Checked Ombre Printed Mock Collar Bomber Jacket
- Black Jacket

Additional Insights



## When you search for fashion items online, how do you typically describe what you're looking for? (e.g., "Goa trip outfits," "floral half sleeve relaxed fit")

66 responses

color,length

by the specific occasion/purpose/vibe of the dress, along with certain requirements like fitting, style etc

Party wear dresses

Floral,party wear

Festive wear,party wear, formal wear

Tshirts casual

Beach outfits

Zara denim jackets

Maxi dresses

Casual wear

Goa outfits

Western outfits

Floral tops or crop tops

Frocks with full sleeves

high waist wide leg jeans

Dresses jeans tops

Very often

Casual outfits

Single piece frocks

Goa trip outfits

Puffed sleeves white crop top



Floral A-line dress

Cute bodycon outfits for birthdays

High straight leg jeans

High neck sleeve t-shirt

I would search with the preferred categories.

floral print dresses

Mostly with neck & sleeve patterns ..like square,flower ..

Mini dresses , angrakha dresses

Floral dressess

I black body con mini slit wear

Linen Shirts

Comfy outfit

I describe the fashion item based on the environment which it is suitable for

Travel fits

V neck , bodycon

Birthday outfits

Dress outfits

Party outfits

Dresses

Trendy clothes

floral half sleeve relaxed fit

Loose fit cargos

The items name and the color.



Comfort relaxed cotton outfits

Dresses

Summer dress, summer tops, Pinterest outfit

Floral

Blue colour bodycon

Maxi frocks

Western wear

Floral maxi dress

Partywear dresses

Casual wear,bodycon,sleeveless tops,etc

Croptops brown , cargo pants for girls

Birthday dresses

Trend tshirts

Beach cotton outfits,

Party outfits

Yes

Half sleeves

No

for collage wear

Western outfits women

Goa trip outfits

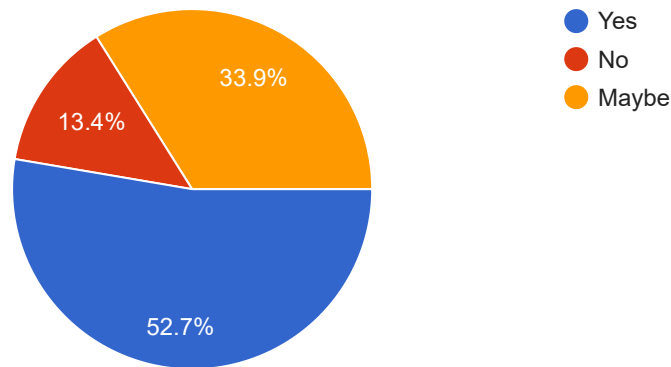
Cotton



### Do you find it challenging to find fashion items that match the vibe or aesthetic you have in mind on popular online fashion websites?

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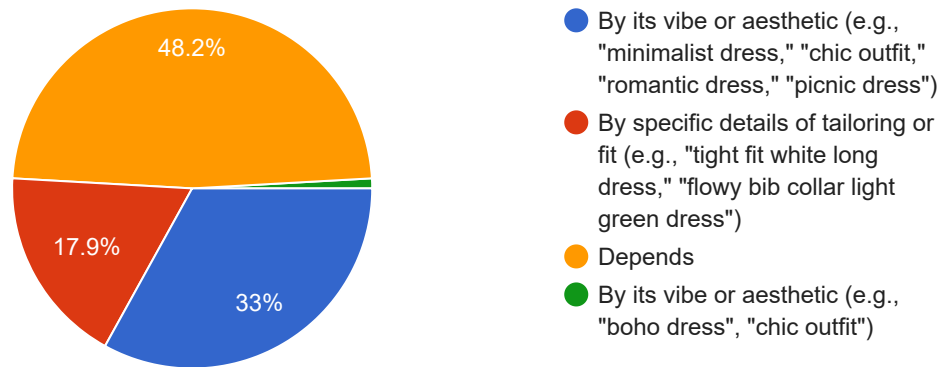
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### How do you typically describe the fashion items you're searching for? (Choose the option that best applies)

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112 responses



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