

# Influence of Fashion Behavior on Store Choice among the Arts College Students in Sivganga District

M. Faisal, S. Chandramohan, M. Ayisha Millath, AV.Karthick

**Abstract:** This article presents the impact of fashion trends for teenagers and its influence on store choice. The study was conducted with 300 teenagers of age between "18-25". Survey method with structured questionnaire is used to collect the data. Convenience sampling techniques were adopted and the data were collected from Sivaganga district of Tamil Nadu. The study resulted that, fashion related views and expectation varies with respect to area of Residence, Age, Family Income, Size of the family, and Frequency of purchase. Also, the most influencing sources for purchase is found to be comforted, moreover, it is also found that the influencing source also varies with respect to area of Residence, Age, Family Income, Size of the family, and frequency of purchase.

**Keywords:** expectations, fashion, sources, store choice, views.

## I. INTRODUCTION

Recent years, the fashion store industry has turned out to be ever more competitive. One result has been the proliferation among scholars and professionals about how these organizations influence consumers' store choice conduct. In this paper propels the possibility that consumer shopping behavior which is a determinant of the store decision choice when stores offer diverse value designs. Thus, the study was conducted with a focus on fashion related views and expectation and how it varies with respect to area of Residence, Age, Family Income, Size of the family, and frequency of purchase. Also, the study was made to identify the most influencing sources for purchase and its impact with respect to area of Residence, Age, Family Income, Size of the family, and frequency of purchase.

Shopping constitutes a necessary and a routine form of consumer behavior. Not like most consumer shopping for contexts, the fashion garments and related products are characterized by (1) multiple shopping for goals that has to be achieved through the process of a fancy array of in-store stimuli akin to merchandise, brands, and point-of-purchase info, and (2) repetition at regular time intervals (e.g., once a week). These conditions produce a singular context during

### Revised Manuscript Received on July 22, 2019.

**M. Faisal**, Research Scholar, Alagappa Institute of Management, Alagappa University, Karaikudi, India, Email: faisalfais.m@gmail.com

**Dr. S. Chandramohan**, Professor, Alagappa Institute of Management, Alagappa University, Karaikudi, India, Email: lathamohan\_sibi@yahoo.co.in.

**Dr.M.AyishaMillath**, Assistant Professor, Alagappa Institute of Management, Alagappa University, Karaikudi, India, Email: ayishamillath05@gmail.com.

**AV.Karthick**, Research Scholar, Alagappa Institute of Management, Alagappa University, Karaikudi, India, Email: avkarthick@gmail.com

which purchase intentions and outcomes typically differ on a range of situational factors. Analysis on in-store consumer behavior has centered totally on the concerns on in-store display arrangements. A related, nonetheless, completely different, stream of analysis has centered on factors that designate unplanned shopping of fashionable garments and products, the kind of store and products, the quantity and frequency of purchase, and shopper demographic characteristics. The study was conducted with 300 teenagers of age between "18-25". Survey method with a structured questionnaire to collect the data. Convenience sampling techniques were adopted and the data were collected from Sivaganga district of Tamil Nadu.

## II. REVIEW OF LITERATURE

Shopping pattern have been appearing to be a key concept to support look into for the researcher for decades (Darden W. R., 1980), and the significance of shopping pattern by and large models of support conduct is all around recorded in (Darden W. R., 1987). (Pessemier, 1980) used shopping pattern as a key component in displaying store picture and position. Shopping patterns have been appeared to be firmly identified with affecting components, for example, consolidate in the family life cycle, psychographic qualities, and statistic information. Analysts have exhibited that the phases of the family life cycle essentially impact the purchaser's shopping orientation (Wells, 1967). As the family advances through the stages, new circumstances and issues are introduced. Changes can incorporate the accessibility of assets, for example, time and cash, the quantity of individuals in the family, and the times of every part.

Stage in the family life cycle, area of residence and financial status are critical determinants of customers buying behavior. In any case, annual family salary alone isn't adequate to clarify accommodation introduction. The shopping introduction of the elderly contrasts from that of more teenagers (Lumpkin, Shopping orientation segmentation of the elderly consumer. , 1985).

(Bellenger, 1977) suggested the connection between shopping introductions and store qualities. They found that the leisure customer sets an abnormal state of significance on store properties, for example, store, stylistic theme, assortment of item, and quality. (Lumpkin, Shopping orientation segmentation of the elderly consumer, 1985) researched connections among the elderly's shopping introductions, the significance of store/item traits, data sources utilized, and support inclinations. The three shopping introduction bunches were recognized by their utilization of data from clothing shopping and the significance of

store properties yet were not diverse in their support conduct. Shopping introductions impact both the particular retail outlet and the general sort of outlet chose (Hawkins, 1989). For instance, buyers' shopping introduction was a solid indicator of both individual store and store-type decision conduct (Darden W. R., 1987). Recreational and monetary customers were found to show diverse wants with respect to strip mall choice (Bellenger et al., 1977). For example, the leisure customer favored a top notch focus which offered broad assortment and an expansive number of related administrations while the comfort or financial customer was principally worried about low costs.

III. OBJECTIVES OF THE STUDY

- To understand the fashion related views and expectations among the Arts college students
- To elucidate the influencing sources for the fashion behavior of the students.
- To find out the store choice for garments and fashion products by the respondents.
- To analyse the reasons for the store choice
- To offer suggestions to the Fashion Retailers based on the findings.

IV. ANALYSIS AND INTERPRETATION

DESCRIPTIVE STATISTICS

Table 1 - Descriptive statistics to with respect to fashion related views and expectations

S.No	Fashion related views and expectations	N	Mean	Rank
1	I usually dress for fashion not comfort	300	2.3033	14
2	I usually shop different brands to source a variety of choices when buying	300	2.6567	13
3	I usually purchase more expensive clothing brands	290	2.9276	7
4	The higher the price, the higher the quality of the apparel	290	3.0276	3
5	Fashionable styling is very important to me	294	2.966	5
6	I look carefully to find apparel with the best value for money	291	2.9759	4
7	I always use accessories to accentuate my style	296	2.8615	10
8	I always feel the need to be connected via internet	294	2.9252	8
9	I use social networking sites to spot the latest fashion trends	288	2.8611	11
10	Twitter / FB gives comprehensive news	297	2.697	12
11	Brands using social currency (artificial currency earned by point used for gifting) are more interesting	300	2.9467	6
12	I am inspired by brands by brands who invite me to be a part of social issues	297	2.9091	9
13	If I like something, I wouldn't think twice before spending	300	3.0667	2
14	I like to plan my purchases rather than relying on impulse	300	3.0867	1
	Valid N (list wise)	245		

Source: Primary Data

Interpretation

The above table shows that the data are ranked by the respondent with respect to the fashion related views and expectations among college male and female students. In this majority of the respondents has rank Number one with "I like to plan my purchases rather than relying on impulse" so it is considered as majority of responding from the respondents

and it is ranked as Number One and the minimum responds from the respondents for "I usually dress for fashion not comfort" so it is considered as least and ranked as Number 14.

ANOVA TEST

ANOVA test – Fashion related views Expectations Vs Residence

Null hypothesis H0- There is no significant difference between the Fashion related views Expectations Vs Residence.

The alternate hypothesis H1-There is a significant difference between the Fashion related views Expectations Vs Residence.

Table 2 -ANOVA test – Fashion related views & Expectations Vs Place of Residence

ANOVA TEST								
S. No		N	Mean	Std. Deviation	F	Sig.	Null Hypothesis	
1	I usually dress for fashion not comfort	town	114	2.5351	1.39010	3.523	.031	Rejected
		sub urban	108	2.0926	1.21160			
		village	74	2.3243	1.02179			
		Total	296	2.3209	1.25213			
2	I usually shop different brands to source a variety of choices when buying	town	114	2.9912	1.10105	10.205	.000	Rejected
		sub urban	108	2.3704	.90267			
		village	74	2.5946	1.10935			
		Total	296	2.6655	1.06705			
3	I usually purchase more expensive clothing brands	town	108	3.1759	1.14246	8.234	.000	Rejected
		sub urban	108	2.9167	1.27613			
		village	70	2.4429	1.07185			
		Total	286	2.8986	1.20825			
4	The higher the price, the higher the quality of the apparel	town	110	3.4273	3.77451	2.118	.122	Accepted
		sub urban	105	2.7143	1.45915			
		village	71	2.9859	1.07561			
		Total	286	3.0559	2.57048			
5	Fashionable styling is very important to me	town	114	2.9825	1.29657	1.571	.210	Accepted
		sub urban	105	3.0667	1.33925			
		village	71	2.7324	1.01359			
		Total	290	2.9517	1.25244			
6	I look carefully to find apparel with the best value for money	town	105	3.1905	1.31628	3.387	.035	Rejected
		sub urban	108	2.7315	1.29417			
		village	74	3.0270	1.29248			
		Total	287	2.9756	1.31270			
7	I always use accessories	town	112	2.7054	1.35990	1.147	.319	Accepted



	to accentuate my style	sub urban	106	2.9528	1.22188			
		village	74	2.9054	1.18401			
		Total	292	2.8459	1.26826			
8	I always feel the need to be connected via internet	town	111	3.0180	1.26478	.582	.559	Accepted
		sub urban	105	2.8571	1.19638			
		village	74	2.9865	.81918			
		Total	290	2.9517	1.13960			
9	I use social networking sites to spot the latest fashion trends	town	108	3.1759	1.14246	6.105	.003	Rejected
		sub urban	102	2.6863	1.25059			
		village	74	2.6892	.97820			
		Total	284	2.8732	1.16400			
10	Twitter / FB give comprehensive news	town	111	2.6396	1.38033	.153	.858	Accepted
		sub urban	108	2.7315	1.24260			
		village	74	2.6622	1.11376			
		Total	293	2.6792	1.26307			
11	Brands using social currency are more interesting	town	114	2.7982	1.04906	1.413	.245	Accepted
		sub urban	108	3.0648	1.38937			
		village	74	2.8919	1.07992			
		Total	296	2.9189	1.19328			
12	I am inspired by brands by brands who invite me to be a part of social issues	town	114	3.0351	1.18941	1.120	.328	Accepted
		sub urban	108	2.7870	1.23841			
		village	71	2.9437	1.32974			
		Total	293	2.9215	1.24306			
13	If I like something, I wouldn't think twice before spending	town	114	3.1228	1.19097	5.059	.007	Rejected
		sub urban	108	3.2315	1.23505			
		village	74	2.6892	1.01934			
		Total	296	3.0541	1.18341			
14	I like to plan my purchases rather than relying on impulse	town	114	3.1404	1.34281	1.201	.302	Accepted
		sub urban	108	2.9630	1.25248			
		village	74	3.2432	1.07028			
		Total	296	3.1014	1.24732			

Source: Primary Data

**Interpretation**

Based on the result generated by SPSS, the significant value is lower than 0.05 for variable 1, 2, 3, 6, 9 and 13. So reject null hypothesis. Hence there is a significance difference in the in opinion on before mentioned Fashion related views Expectations with respect to place of Residence.

While rest of the significant value is greater than 0.05 for rest of the functionality variables, hence, accept null hypothesis. There is no significant difference in opinion with

other Fashion related views Expectations with respect to place of Residence.

**CORRELATION ANALYSIS**

Correlation analysis with respect to Age, Family Income, Size of the family, frequency of purchase and Fashion related views & Expectations

Null hypothesis H0- There is no significant relationship between considered variables

Alternate hypothesis H1-There is significant relationship between considered variables

**Table 3 – Correlation analysis with respect to Age, Family Income, Size of the family, frequency of purchase and Fashion related views & Expectations**

		Age	Family Income	Size of the family	Frequency of purchase
Fashion related views Expectations	Pearson Corre	-.111	.173**	.050	.055
	Sig. (2-tailed)	.083	.006	.439	.392
	N	245	245	245	245

Source: Primary Data

**Interpretation**

The calculated significance value is .006, which is less than .05 for family income, hence null hypothesis rejected. Thereby there is significant positive relationship between various Family income and fashion related views and expectations.

While other variables doesn't have significant relationship with the fashion related views and expectation factor.

**ANOVA TEST**

**ANOVA test –Influencing Source Vs Place of Residence**

Null hypothesis H0- There is no significant difference between the Influencing Source Vs Place of Residence.

Alternate hypothesis H1-There is significant difference between the Influencing Source Vs Place of Residence.

**Table 4 -ANOVA test – Influencing Source Vs Place of Residence**

ANOVA TEST								
S. No.		N	Mean	Std. Deviation	F	Sig.	Null Hypothesis	
1	Price	town	114	2.6228	1.41039	.100	.905	Accepted
		sub urban	108	2.7037	1.71992			
		village	74	2.6216	1.30019			
		Total	296	2.6520	1.50159			
2	Aesthetics	town	111	2.9550	1.19383	1.439	.239	Accepted
		sub urban	106	2.7170	1.09331			
		village	74	2.7297	1.11401			
		Total	291	2.8110	1.13958			
3	Brand	town	111	3.4505	1.18888	8.676	.000	Rejected



		sub urban	108	3.0093	1.30774			
		village	74	2.7027	1.16724			
		Total	293	3.0990	1.26075			
4	Fashion Scene	town	105	3.4190	1.15842	5.127	.007	Rejected
		sub urban	105	3.3714	1.20302			
		village	71	2.8592	1.34479			
		Total	281	3.2598	1.24217			
5	Quality	town	111	3.7748	1.10111	8.047	.000	Rejected
		sub urban	108	3.6574	1.33369			
		village	74	3.0135	1.58324			
		Total	293	3.5392	1.35333			
6	Comfort	town	102	3.7843	1.25570	7.568	.001	Rejected
		sub urban	108	3.8981	1.28208			
		village	74	3.1216	1.67947			
		Total	284	3.6549	1.41943			
7	Style	town	114	2.8509	1.59774	1.661	.192	Accepted
		sub urban	108	2.4907	1.48195			
		village	74	2.5676	1.51776			
		Total	296	2.6486	1.53982			
8	Durability	town	114	3.3509	1.28285	3.520	.031	Rejected
		sub urban	108	2.8889	1.51832			
		village	74	2.9324	1.41742			
		Total	296	3.0777	1.41806			
9	Advertising	town	114	2.4912	.97985	1.274	.281	Accepted
		sub urban	108	2.5648	1.21727			
		village	74	2.7703	1.40982			
		Total	296	2.5878	1.18710			
10	Uniqueness	town	114	3.5439	1.24190	3.070	.048	Rejected
		sub urban	108	3.5185	1.10632			
		village	74	3.1351	1.24223			
		Total	296	3.4324	1.20261			

Source: Primary Data

**Interpretation**

Based on the result generated by SPSS, the significant value is lower than 0.05 for variable 3, 4, 5, 6, 8 and 10. So reject null hypothesis. Hence there is a significance difference in the in opinion on before mentioned Influencing Source with respect to place of Residence.

While rest of the significant value is greater than 0.05 for rest of the functionality variables, hence, accept null hypothesis. There is no significant difference in opinion with other Influencing Source with respect to place of Residence.

**CORRELATION TEST**

**Correlation analysis with respect to Age, Family Income, Size of the family, frequency of purchase and Influencing Source**

Null hypothesis H0- There is no significant relationship between considered variables

Alternate hypothesis H1- There is significant relationship between considered variables

**Table 5 - Correlation analysis with respect to Age, Family Income, Size of the family, frequency of purchase and Influencing Source**

		Age	Family Income	Size of the family	Frequency of purchase
Influencing Source	Pearson Correlation	-.207**	.241**	-.085	.055
	Sig. (2-tailed)	.001	.000	.170	.370
	N	265	265	265	265

Source: Primary Data

**Interpretation**

The calculated significance value for age and family income is calculated to be .001 and .000, hence null hypothesis rejected. Thereby there is significant negative relationship between age and influencing source. While, there is significant positive relationship between various Family income and influencing source. While other variables doesn't have significant relationship with fashion related to views and expectations factor.

**DESCRIPTIVE STATISTICS**

**Table 6 – Descriptive statistics on Store choice for garments and fashion products**

Descriptive Statistics								
		Bags / Wallets	Belts	Artificial Jewellery	Hats / Caps	Watches	Sunglasses	Clothing's
N	Valid	300	297	294	300	291	290	300
	Missing	0	3	6	0	9	10	0
Mean		2.1233	2.6296	2.7313	2.8800	3.2165	3.0310	3.0700
Mode		1.00	2.00 <sup>a</sup>	3.00	2.00	3.00	3.00	3.00
Respective Option		Malls	Street	Shops	Street	Shops	Shops	Shops

Source: Primary Data

**Interpretation**

The above table shows that the store choice of the respondent for garments and fashion products majority of the respondent for bags in mall is 2.1233 is the mean and belt is 2.6296 and jewellery is 2.7313, hats is 2.8800, watches 3.2165, sun glasses 3.0310 and clothing 3.0700 in this majority of respondent preferring shops for purchasing the watch, sunglasses and clothing's.



**Descriptive statistics**

**Table 7 – Descriptive statistics to identify the Reason for the store choice**

Reason for the store choice	N	Mean	Rank
Wide range of collections	300	5.67	7
Display	300	5.7267	8
Price	300	4.3833	1
Brand image	300	5.2833	3
Peer suggestion	300	5.2967	4
Location of the store	300	5.1767	2
Offers and discounts	300	5.3967	5
Impulse	300	5.96	9
Family Suggestion	300	5.6467	6
Service by the store staff	300	6.2467	10

Source: Primary Data

**Interpretation**

The above table shows that the reason for the store choice with the various factors are listed and ranked by the respondent. The majority of the respondent is with the highest rank of Price so the majority for Price is Rank ONE and the least is Service by the store staff.

**V. FINDINGS AND DISCUSSION**

From the above analysis the researcher identified that plan my purchases followed by I wouldn't think twice before spending. The significance difference in the opinion on before mentioned Fashion related to views Expectation with respect to place of Residence. There is significant positive relationship between various Family income and fashion related views and expectations.

**VI. CONCLUSION**

The analyses on fashion related views and expectations illustrated that, the consumers are planning their purchase rather than relying on their impulse also it is found that financial constraints plays a major role in consumer buying behavior. Through the analysis made to it can be seen that the area of residence of the consumer significantly influence the fashion related views and expectations for most of the considered variables. Furthermore, family income was found to be significantly influence the fashion related views and expectations. The rank test performed on most influencing source illustrated that comfort, quality and advertisement to be the major influencing variables. It can be seen that the area of residence of the consumer significantly influencing their store choice behavior. Furthermore, age and family income was found to be significantly being an influencing source. Through the study it was found that it is the price, location of the store and brand image majorly contributes to store choice.

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