

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Trade and Finance**



**Master's Thesis**

**Consumer Behaviour in Fashion Industry**

**Komal Verma**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## DIPLOMA THESIS ASSIGNMENT

Bc. Komal Verma

Economics and Management  
Economics and Management

Thesis title

Consumer behavior in fashion industry.

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Objectives of thesis

The objective of the thesis is to assess specific factors affecting consumer behaviour in fashion industry (including quality, price, brand, celebrity endorsement, etc.).

Methodology

The research method will be qualitative and quantitative. Data will be sampled from primary and secondary data.

**The proposed extent of the thesis**

60-80 pages + appendices

**Keywords**

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Evans, M. (1989), "Consumer Behaviour towards Fashion", *European Journal of Marketing*, Vol. 23 No. 7, pp. 7-16

Gérard P. Cachon, Robert Swinney. "The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior"

Rehman, F.u., Bin Md Yusoff, R., Bin Mohamed Zabri, S. and Binti Ismail, F. (2017), "Determinants of personal factors in influencing the buying behavior of consumers in sales promotion: a case of fashion industry", *Young Consumers*, Vol. 18 No. 4, pp. 408-424.

Shen, B., Wang, Y., Lo, C.K.Y. and Shum, M. (2012), "The impact of ethical fashion on consumer purchase behavior", *Journal of Fashion Marketing and Management*, Vol. 16 No. 2, pp. 234-245

Sproles, G. B. (1981). *Analyzing Fashion Life Cycles—Principles and Perspectives*. *Journal of Marketing*, 45(4), 116–124

UKEssays. (November 2018). *Consumer Behaviour in Fashion Industry*.

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## **Declaration**

I declare that I have worked on my master's thesis titled "Consumer Behaviour in Fashion Industry" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 31.03.2022

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**(Bc. Komal Verma)**

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I would like to thank my research supervisor Ing. Ticha Ivana, Ph.D. for his help and guidance during the work on this thesis. Without her assistance and dedicated involvement in every step throughout the process, this master thesis would have never been accomplished.

# Consumer Behaviour in Fashion Industry

## Abstract

The thesis takes a mixed-method approach (both primary and secondary data analysis) to analyse and discuss how the Indian fashion industry is changing and the different factors that are forcing this change. The discussion essentially focuses on the certain objectives such as the consumer role in Indian fashion economy, the factors affecting the purchasing decision making of consumers and the role of celebrity endorsement in promoting brands in India. The secondary data is collected from a wide range of academic sources that includes research papers, online articles and company websites. On the other hand, the primary data is collected from 189 respondents against a set of questionnaires, focusing on understanding how they make a decision before making a purchase from the fashion Industry. Overall, the study concludes that Indian consumers are in a transition phase from being fast fashion-oriented to environmental impacts oriented, thus forcing brands to become more sustainable, given that the fashion industry is among the biggest contributors to consumerism and environmental damage. Apart from that, it was found that the face value of the brand or the market value of the celebrity attached to and endorsing the name of the brand has a great significance for Indian consumers. Other factors changing the Indian fashion industry landscape include rising disposable income, rapid urbanisation, cultural impacts of globalisation, and the rising education level of Indians.

**Keywords:** India, Fashion industry, sustainability, buying behaviour, fashion trends, brand, e-commerce, fashion economy, quality, fast fashion

# Spotřebitelské chování v módním průmyslu

## Abstrakt

Práce využívá smíšený přístup (jak primární, tak sekundární analýza dat) k analýze a diskuzi o tom, jak se indický módní průmysl mění a různé faktory, které tuto změnu vynucují. Diskuse se v zásadě zaměřuje na určité cíle, jako je role spotřebitele v indické módní ekonomice, faktory ovlivňující rozhodování spotřebitelů o nákupu a role uznání celebrit při propagaci značek v Indii. Sekundární data jsou shromažďována ze široké škály akademických zdrojů, které zahrnují výzkumné práce, online články a webové stránky společností. Na druhé straně jsou primární údaje shromažďovány od 189 respondentů na základě sady dotazníků, které se zaměřují na pochopení toho, jak se rozhodují před nákupem v módním průmyslu. Celkově studie dochází k závěru, že indiští spotřebitelé jsou v přechodné fázi od orientace na rychlou módu k orientaci na dopady na životní prostředí, což nutí značky, aby se staly udržitelnějšími, vzhledem k tomu, že módní průmysl patří mezi největší přispěvatele ke konzumu a poškozování životního prostředí. Kromě toho bylo zjištěno, že pro indické spotřebitele má velký význam nominální hodnota značky nebo tržní hodnota celebrity spojené se jménem značky a podporující ji. Mezi další faktory, které mění indický módní průmysl, patří rostoucí disponibilní příjem, rychlá urbanizace, kulturní dopady globalizace a rostoucí úroveň vzdělání Indů.

**Klíčová slova:** Indie, módní průmysl, udržitelnost, nákupní chování, módní trendy, značka, e-commerce, módní ekonomika, kvalita, rychlá móda

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## **List of abbreviations**

GDP: Gross Domestic Product

GVA: Gross Value Added

INR: Indian Rupees

US: United States

FY: Financial Year

PPE: Personal Protective Equipment

NFL: National Football League

CEO: Chief Executive Officer

H0: Null Hypothesis

HA: Alternate Hypothesis

NHA: Null Hypothesis Accepted

NHR: Null Hypothesis Rejected

EWOM: Electronic Word Of Mouth

# 1 Introduction

Consumer behaviour is a term defining the act of individuals directly involved in obtaining and using goods and services, which includes the decision-making process leading to the front of purchase (Yinyin, 2011). However, consumer behaviour is a mere act and the perception of buying a product. Consumer behaviour is volatile in the fashion industry. The behaviour depends on various factors, and the perception is developed upon it. The perception keeps on changing and makes new developments in needs and wants (Jain et al., 2017). The consumers understand the companies' perceptions differently based on how they introduce the fashion and offer a product. The success depends on the consumer perception and their influential state.

The retail stores determine a status level or positioning to maximise the performance. Consumer behaviour theories have been an influential aspect in understanding the consumer's perception and many companies use these theories to determine the consumer's buying behaviour. From the marketing perspective, consumer behaviour research is an important tool for strategizing their marketing activities and promoting the products and offers to the consumers (Jain et al. 2017). This enables them to understand the perspective and behaviour, which leads them to gain the attraction of customers as well. The research is done to understand the consumer behaviour theories in the fashion industry to apply these theories and reveal the characteristics of consumer behaviour.

Consumer behaviour and fashion are inseparable areas to study. The fashion industry needs to continuously check on the fashion behaviour of people to make the new and attractive fashion sense for the people. Consumer behaviour in the emerged market is a continuous process (ur Rehman et al. 2017). Various aspects determine the buying perspective. To understand these theories of consumer behaviour, the factors that affect consumer behaviour and strategies to influence consumer perception in the fashion industry are to be assessed (Sudha & Sheena, 2017). This research provides information on the factor that impacts consumers' buying decisions in the fashion industry. The overall discussion on celebrity, quality and price as a factor will be presented. The importance of a brand in the fashion industry will also be highlighted in work.

The research was conducted to identify and assess consumer behaviour in the fashion industry. The consumer behaviour on purchasing a clothing or fashion product and how the behaviour and decision is are influenced while purchasing these products are analysed. The rationale behind conducting this research is to deliver the factors impacting consumers' buying decisions while purchasing the clothing. This research will deliver the information to the companies in the fashion industry, improving the understanding of consumers and their buying behaviour (Jain et al. 2017). This will enhance consumers' buying behaviour and help develop and strategies their marketing activities. The marketing strategies will play a role in attracting maximum customers and achieving the companies' target. As the fashion industry works in a persuasive condition where continuous changes can be seen, it is important to continuously assess consumers' tastes, preferences, and buying behaviour (Jain et al. 2017).

The research problem is to understand and analyse the behaviour of consumers and the psychology behind the purchasing intention of a clothing product by a customer. Understanding the term fashion from different perspectives could be difficult, and it can induce confusion in understanding customer behaviour. Fashion means different for consumers, and this research deals with the problem to understand consumer behaviour in fashion. The research problem is to assess the clothing market and what is the motivation of consumers to stay in fashion. This research deals with the problem of exploring the importance of fashion in people's lives (Sudha & Sheena, 2017). A study on consumer behaviour in the fashion industry is conducted to bring these problems to the same table and understand the complete fashion perspective. The problem statement thus lies in understanding the consumer role in the economical fashion industry and how it gets impacted with the change of time.

The research is conducted with a reason to benefit the fashion industry and trends to understand the consumer perspectives and their meaning of fashion. The differences between the perspectives of consumers on fashion can be minimised by introducing and innovating products that could target maximum people into fashion. Further, this research will also provide insights into the fashion industry and its marketing activities to attract customers and provide the new techniques to gain customers' attraction.

The research conducted has a description of consumer's behaviour in the fashion industry, which involves assessment of consumer's buying behaviour and their perspective in assessing fashion. The study provides deep insights into the consumer's buying behaviour and their perceived behaviour towards fashion. The study will explore the psychological behaviour and customers' perspective to gain the customer's motivation to purchase any fashion product. It will allow exploring the opportunity to explore the different customers affecting customer's perception and understand their psychology, which is not less important for this research (ur Rehman et al. 2017). In this research, understanding people's lifestyle and their perception of leading fashion as a history in an innovative manner is achieved. This will enhance business research on the consumers and their purchasing decision in the fashion industry, which will help the companies develop new and innovative products with interesting, attractive, and approachable marketing strategies. The business decisions are more linked with the consumers' behaviour study, which is important for businesses in the fashion industry.

As the new generation is more linked to social media and is connected with celebrities and their personal lives, it has become more common that their perception comes from celebrity styling (ur Rehman et al. 2017). The fashion industry will get a deep insight into the celebrity impact upon the quality and pricing of the product on consumers' buying behaviour, which will significantly help produce further products and strategies for the companies.

## 2 Objectives and Methodology

### Objectives

The aim of the research is *"to study what is the consumer role in the economical fashion industry"*.

### Objectives

- To study what is the consumer role in the economy of the fashion industry.
- To analyse the basic factors impacting customer buying decisions in India.
- To assess the impact of celebrities on customer buying behaviour in India.
- To assess the role of Indian brands in influencing buying decisions.

### Research Hypothesis

H1 - Celebrity branding influences more customers' behaviour than quality and price in the fashion industry.

H2 - Consumers prioritise the price and quality irrespective of whomsoever is promoting it.

### Research Questions

1. How does a celebrity have an impact on customers when buying a product?
2. How do the factors like quality, price, and celebrity endorsement affect the consumer's purchasing decision?

### Methodology

The methods selected to conduct this research are qualitative and quantitative. The data collection will be done by primary and secondary methods of collecting data. This is known as mixed methods of conducting research where the different sources and mediums will be used to conduct the research. The research methodology determines the qualitative and quantitative methods as an appropriate one as the collection of information will be done by primary and secondary methods where the

primary method will include a questionnaire and secondary methods will include the study of the literature (Reilly & Jones III, 2017).

The questionnaire will be prepared with 15 questions which will be collected by the randomly selected population, including around 100 participants who are consumers of the fashion industry. The participants will be approached through an online medium by collecting their email ids and the information related to the research study and its topic and its relevancy will be provided on that email. Participants will be provided with complete information and will be given the consent and ethics approval form (Reilly & Jones III, 2017). The consent and ethics form will have a detail of how the information collection process will take place. The participants will be requested to fill the form and send it back in the same mail within a week. After this, the questionnaire will be provided on the same email as Google forms, and responses will be collected.

The secondary method will include studying and reviewing various literature and studies to collect the information. This information is provided under the literature review, where the evidence for the presented information will be shown. The research secondary method will include a detailed study on consumer behaviour in the fashion industry under various subheadings. This information shows the relevancy of the collected information as evidence-based learning is provided in this.

Further, the methodology plays an important role in analysing the whole research by showing the collected findings. These findings will be analysed in descriptive analysis, which will come under qualitative analysis (Reilly & Jones III, 2017). In the descriptive analysis, secondary information will be used to highlight and present the findings. The use of description to the literature review and provide a summary of the research will be presented in this section. At the same time, the quantitative analysis will show the research findings from the questionnaire, where the analysis will be done using charts, figures, and graphs to depict the findings.

## **2.1 Research philosophy**

This first layer provides a suitable view to the researcher on deciding structure, possible limitations, and guidance to complete the whole thesis. Out of the six



philosophies, positivism is most suitable as it is based on checking the accuracy of the hypothesis set for the thesis, i.e. what are the different factors that influences the behaviour of customers over price and quality in the fashion industry, mainly on the apparel segment (Nayak & Singh, 2021). Further, this philosophy helps in getting answers to the research questions.

## **2.2 Research approach**

This provides direction to the thesis by adopting an appropriate approach, i.e. from deductive and inductive. The deductive approach is chosen for this thesis as data on consumer behaviour in the fashion industry will be collected from the existing theories given by marketing experts and authors. Further, this approach examines research questions according to marketing theories and finds out answers accordingly (Woiceshyn & Daellenbach, 2018).

## **2.3 Research methods**

As mentioned in the introduction of the thesis that both qualitative and quantitative will be used to collect primary and secondary data (Wheeldon, 2010). Both methods have been given equal importance while analysing the data of this thesis. Qualitative and quantitative strands assist in identifying the factors influencing consumer behaviour in the apparel segment of the fashion industry.

## **2.4 Research strategy**

It defines the technique used to carry out the whole thesis, and after analysing the pros and cons of different strategies, the most suitable and relevant strategy for this thesis will be an e-survey questionnaire (Baran, 2016). This questionnaire will be structured and close-ended to restrict its scope. The justification for selecting a survey questionnaire is to get only relevant answers from the consumers of the fashion industry and to fulfil the purpose of the study.

## **2.5 Data collection methods**

The data for this thesis will be collected through two sources, i.e. primary and secondary. As mentioned above, primary data will be collected through an e-survey

questionnaire, as it will give more relevant and accurate responses as per their experience in the fashion industry. A survey questionnaire is considered an objective tool to get more generalised results, mainly when a large sample size.

In order to make this thesis more realistic, a sample size of around 189 consumers who have enough knowledge of the fashion and purchase apparel more than twice a month will be selected. They will mainly be younger generation, i.e. belonging to the age group of 18-30 years. They will be approached through their email id and requested to fill the questionnaire and send it back within a week. However, the sampling method selected to choose those respondents will be purposive sampling as the researcher aimed to fulfil certain purposes from this questionnaire (Baran, 2016). Those respondents who did not match the criteria of becoming the participant will not be selected for the thesis.

In addition to this, secondary sources were also used to collect data on identifying the behaviour of consumers in the fashion industry. These data were obtained from literature, articles, books, magazines, websites, newspapers, and other relevant published sources on the current thesis theme (Brace, 2018). The secondary data was properly referenced to increase its reliability and evidence in the current thesis.

## **2.6 Data analysis**

Data analysis is done to get exact answers to the research questions set in the first chapter. The qualitative data obtained in the whole thesis will be analysed and interpreted with the help of thematic analysis as, under this method, data were systematically recorded in certain codes or themes, and then sub-codes were drawn to take out the conclusion from data. Whilst, quantitative data will be analysed through frequency analysis as it allows the researcher to collect responses from the questionnaire in tables and then give it visual presentation through graphs (Johnston, 2017). The reliability and validity of the data of this thesis are ensured through data collection and analysis methods.

## 3 Literature Review

### 3.1 Consumer Behaviour

“Consumer behaviour refers to the behaviours and decision-making processes of individuals who purchase things and services for personal use.” According to Mehta et al. (2020), consumers' buying behaviours are customers' and behaviour when making a purchase choice. It reviews customers' behaviour that encourages people to buy certain products and utilise them (Santos et al. 2021).

For marketers, consumer buying behaviour analysis is essential as it enables them to understand customer requirements. It is advantage people have to understand why a consumer buys a product. It is important to determine what type of things purchasers want before a product is launched (Nguyen & Johnson, 2020). Marketers can build marketing campaigns by using consumer preferences. Consumer buying behaviour study investigates a variety of subjects, including what customers buy, why they buy, how often they buy, and why they buy.

Consumer researchers, for example, look into why women buy moisturisers (to treat skin problems) in the first place. Olay and L'Oréal are two of the most popular brands in the world. When do they use them? In stores or online, where do they get them? And how often do they purchase them (weekly, monthly)? Additionally, it refers to the efforts made by clients before completing a purchase (both online and offline). This may entail conducting searches, responding to social media posts, or engaging in a variety of other activities. Marketing is a decisive facet that enhances relationships among the brand and customer which grow with time and in India, the customer is more focused on the experiential benefits and particularly focused to sustain a positive relationship (Singh et al. 2021). Organisations gain from understanding this process because it enables them to align their marketing efforts more closely with those who have previously effectively influenced consumers.

According to McDonald et al. (2003), Understanding consumer purchase behaviour is critical for effective marketing mix management and the development of profitable long-term client relationships. After all, consumers are the ones who create markets.

Providers of products and services must understand their customers' preferences, prejudices, motivations, and purchasing behaviours to provide the relevant products and services at the appropriate moment. They must understand that each purchase is a judgement call based on a multitude of variables. Reisch & Zhao (2017) said, as humans, people make choices based on a combination of rational judgments based on facts and prior experience and subjective sentiments that shape our preferences and dislikes.

Basically, the phenomena of Consumer decision-making includes a process in which customers become conscious people of and define their wishes, learn about the most effective means to achieve their objectives, analyse many options available, and decide on buying and evaluating their purchases (Evans, 1989). While understanding consumer decision-making is crucial for every company, eCommerce companies have a unique opportunity to improve it. Because online clients generate substantially more data than those in brick and mortar stores, online enterprises can use this data in each stage in the transaction to adopt conversion methods.

People need to realise that consumer decision-making is all about the phrases buyer's journey, buyer's cycle, buyer funnel, and consumer procurement process. However, all these words speak to the same thing: the purchase process is a customer's trip.



Figure 1: Consumer decision-making process

Source: <https://www.iedunote.com/buyer-decision-process>

As a result, the following is a breakdown of what occurs throughout each step:

**Need recognition (awareness):** Each transaction begins with a buyer identifying a need for a product or service, which is the most critical stage of the purchasing process.

**Search for information (research):** Customers want to understand their options throughout this period.

**Evaluation of alternative (consideration):** This is the stage where a consumer considers all options to make the best choice.

**Purchasing decision (conversion):** At this stage, the consumer's purchasing behaviour has taken on the form of action, and they are prepared to purchase!

**Post-purchase evaluation (re-purchase):** Consumers assess the purchase's value, their likelihood to suggest the product/service/brand to others, their likelihood to purchase again, and the feedback they will provide following the transaction.

### **Some details about India and Fashion Industry**

#### **GDP**

It's called "real GDP," and it's expected to grow by 9.2% in fiscal year 2021-22, compared to 7.3% in fiscal year 2020-21 (Bhardwaj, 2022). This is a big difference. Preliminary estimates put India's real GDP at \$1.98 trillion in FY2021-22. This is up from a rough estimate of \$1.81 trillion in the same year. There will be an 8.6% rise in real gross value added (GVA) at basic prices between FY2020-21 and FY2021-22, to INR135.22 trillion (US\$1.82 trillion).

#### **PER CAPITA INCOME**

According to the World Bank stats, the per capita income in India is in increasing mode since 1990's and has reached to 1927.708\$ in 2020 from 82.189\$ in 1990 as presented in graph below.

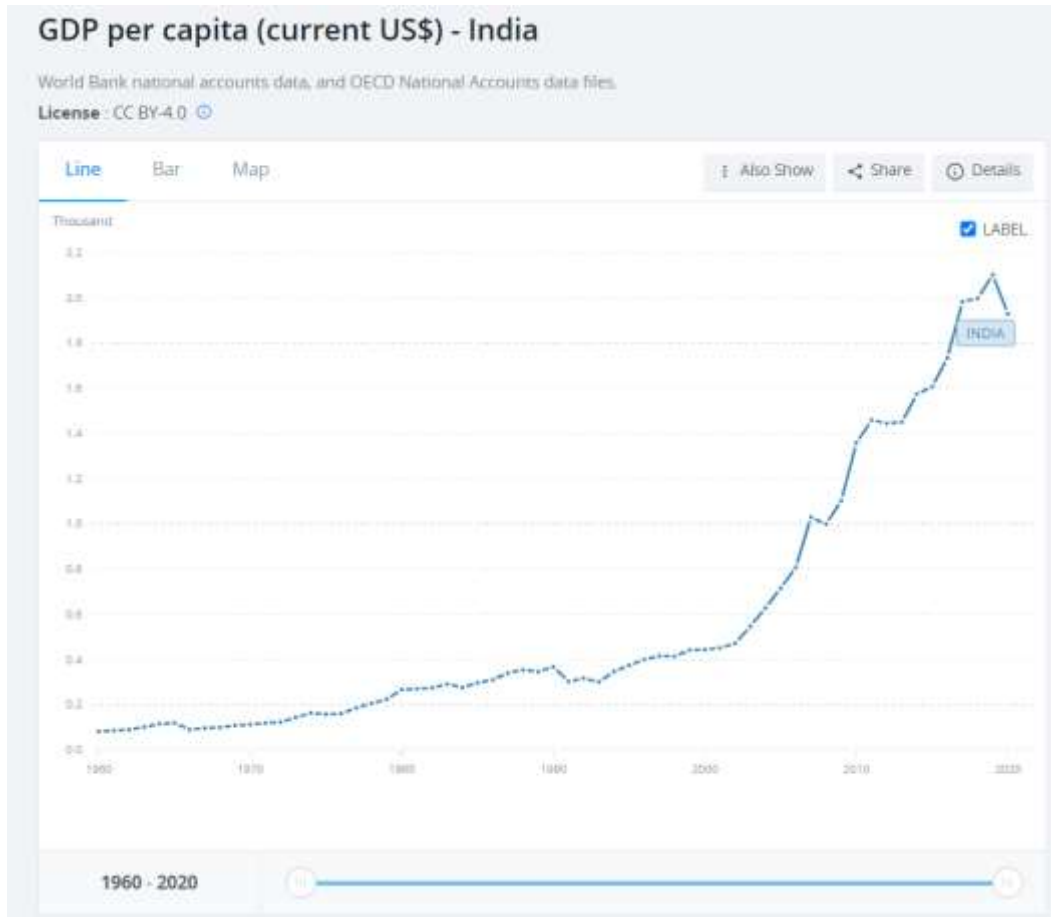


Figure 2: Per Capita Income (in US dollars)

Source: The World Bank (2022)

### INDIAN PEOPLE SPENDING IN FASHION INDUSTRY

- 👉 Around half of all Indians spend ₹500 to ₹2,500 on clothes each month.
- 👉 75% of Indians with a household income of ₹15 lakhs or more spend ₹1,500 or more per month on clothes
- 👉 46% of full-time workers spend over ₹1,500 per month on clothes, for part-time workers this is 18%.
- 👉 21% of Indian women spend more than ₹3,000 per year on new footwear compared to 16% of Indian men.

Figure 3: Spending's on fashion

Source: [https://www.dealsunny.com/spending-behaviour-in-india/#/?\\_k=o6dzv8](https://www.dealsunny.com/spending-behaviour-in-india/#/?_k=o6dzv8)

## INDIA TEXTILE PRODUCTION

In India, the clothing and textile sector generates 5% of GDP, 7% of industrial production in value terms, and 12% of export revenue. India manufactures a diverse array of textiles and apparel (Invest India, 2022). They are offered worldwide. India is the world's largest producer of cotton and jute. Indian silk is also the world's second largest producer, accounting for 95% of all hand-woven fabric produced worldwide. The Indian market for technical textiles is projected to be worth \$16 billion, or around 6% of the worldwide market. Indians work in the textile and apparel industry, which employs the second-largest number of people in the country. It employs 45 million people directly and another 100 million indirectly via different sectors. Additionally, it is the second biggest manufacturer of personal protection equipment in the globe (PPE). Over 600 firms have been permitted to produce PPEs in India. Personal protective equipment (PPE) is expected to reach a global market value of more than \$92.5 billion by 2025, up from \$52.7 billion this year (Invest India, 2022).

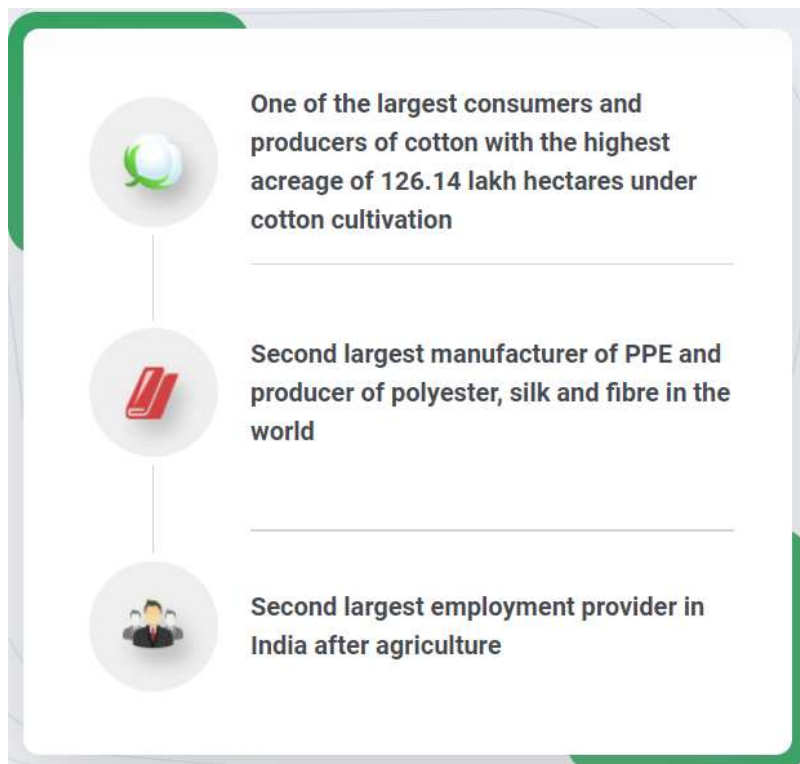


Figure 4: Indian textile industry

Source: Invest India (2022)

### 3.2 Fashion Industry

The fashion industry is a multi-billion-dollar global industry focused on the manufacture and marketing of garments, according to an article on Britannica (2021). While several observers have differences between the "high-fashion" fashion sector and the "mass fashion" clothing industry, in the 1970s, the two businesses had merged. Fashion is best defined as the type or kind of clothing and accessories that are used at any time by groups of people. High-end fashion trends on the Paris and New York runways and mass-produced sportswear and street styles that are distributed worldwide seem to distinguish (Gérard & Swinney, n.d.). On the other hand, the fashion sector includes anything from the rare and pricey high-end costume (literally "high-stitching") to fashioner creations to everyday clothing, from sewing balls to casual sweats. The term "fashion industries" occasionally refers to a range of companies and services, which employ millions of people all over the world (Bhardwaj & Fairhurst, 2010).



#### **fashion retail**

Customers shopping for and purchasing clothing at a retail store.

*Image: Digital Vision/Thinkstock*



Figure 5: Consumers shopping at a retail store

Source: Britannica, (2021)

People do marketing at both the wholesale and retail level. If you run a boutique, a store in a department store, or an online business that doesn't sell to customers directly, wholesalers help you get your products to your customers (Bhardwaj & Fairhurst, 2010). A fashion show, catalogues, and a sales staff stocked with sample items are all used to reach this goal, as well. In direct-to-consumer businesses, the main goal is to find products that fit the needs of the people who already use them. Print ads and billboards are just two examples of marketing tools that can be used to spread the word about a brand.

Merchandisers face new problems now that the Internet has become a major way to buy things in the early twenty-first century. It is difficult for customers to try on clothes before they buy them (as well as having to use special return and exchange facilities) (e.g., the ability to provide customers with shopping opportunities 24 hours per day, affording access to rural customers). In an era where retail shoppers have a growing number of purchasing options and enterprises confront fierce pricing competition, merchandising has established itself as a cornerstone of current fashion (Sarwar et al. 2014).

The greater part of the world's population now dresses in "world fashion," a simplified and extremely economical version of Western clothing that often consists of a T-shirt paired with pants or a skirt. However, various people smaller and more specialised fashion sectors cater to specific national, regional, ethnic, or religious audiences worldwide (Bhardwaj & Fairhurst, 2010). Saris and boubous people are two examples from India and Senegal, respectively. These industries are smaller and more regionalised than the global fashion industry.

Hijab (religiously appropriate wear) for Muslim women in the Middle East and the Islamic world was a key milestone for ethnos religious people dress in the early twenty-first century (Mohr, 2013). The rules and types of veiling vary greatly among

the millions of Muslim women who live in various people countries. For some, veiling includes completely avoiding fashion trends. Other ladies, especially those who are compelled to dress modestly in public, may layer magnificent European outfits beneath their more common streetwear (Shen et al. 2012). Others have sought outlooks that are both attractive and modest in their own right. The international market for modest apparel was growing at the turn of the twenty-first century. Muslim and non-Muslim fashioners collaborated to create a growing range of appropriate and trendy fashions, and a slew of fashion blogs and publications aimed at Muslim women popped up. Certain fashioners and producers have addressed the aesthetics of modest clothing and the practical issues associated with conservative dressing, as evidenced by efforts to make modest yet functional swimwear and athletic outfits for Muslims (Mohr, 2013).

Further, considering the scenario of the covid-19 pandemic, McKinsey & Company (2021) published an article on the subject of “The State of Fashion 2021: In search of promise in perilous people times”, said that, in 2021, the COVID-19 outbreak will accelerate industrial reforms, as consumers continue to demand fairness and social justice. Fashion executives are preparing for a variety of situations and hoping for a speedy worldwide recovery as the COVID-19 epidemic dominates their thoughts and minds. However, with rising performance expectations, changing customer behaviours, and growing demand for digital, it is critical to act rapidly to prepare for the new normal.



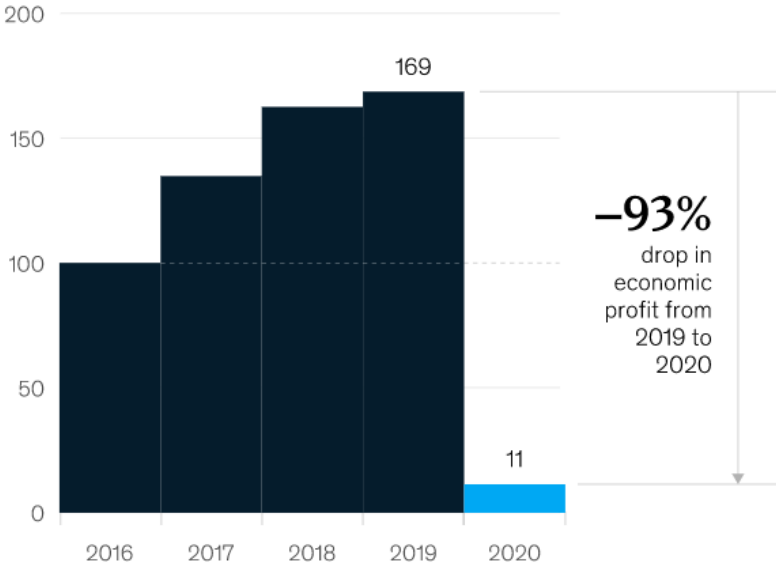
Figure 6: Marketing a fashion brand successfully in times of COVID-19

Source: Dixit (2020)

In recent months, the cautious people tone among fashion leaders surveyed last year has evolved to a strong commitment to managing the industry through the COVID-19 pandemic. Based on historical fluctuations in the market capitalisations of our global fashion index, their calculations indicate that the industry's economic profit will decline by 93% in 2020, following a 4% increase in 2019.

**The global fashion industry's profit is expected to fall by 93 percent in 2020.**

Total economic profit, index (100 = 2016)



Source: McKinsey Global Fashion Index



Figure 7: Decline in profit of fashion industry after covid-19

Source: McKinsey & Company (2021)

Businesses that have performed well in recent months typically share one of two traits. Numerous businesses have a strong focus on Asia–Pacific, owing to the region's economic strength and the pandemic's comparatively mild impact, and many have an enticing digital offering. ASOS, FARFETCH UK, Revolve, and Zalando all outperformed in 2020 as locked-down consumers shopped via digital gadgets.

**Well-performing fashion companies share at least one of two key characteristics: Digital strength and an Asia–Pacific focus.**

Stock price growth Dec 2019 to Oct 2020



<sup>1</sup>Top 20 fashion companies by economic profit; references the 2019 list of super winners published in the previous edition of this report (based on 2018 full-year economic profit).  
Source: McKinsey Global Fashion Index



Figure 8: Strengths for companies

Source: McKinsey & Company (2021)

### 3.3 Factors that Attracts Consumers towards a Brand

Consumer choice refers to the process through which consumers decide whether or not to purchase something. Numerous people variables can influence the outcome of purchase decisions (Tabish et al. 2017).

For numerous people, these traits are situational, such as the items they acquire and the period in which people purchase them. Rahman et al. (2017) found additional characteristics, such as education, interest, personality, ambition, and financial situation, are unique to each individual. Because no two individuals are identical, forecasting the intricate web of influencing factors is difficult.

The insight of these characteristics enables marketers to better understand their clients' thoughts. One can leverage their new understanding of the factors influencing decision-making for their specific target group, product group, brand, and competitor (Sproles, 1981). The words people use, the people who utter them, and the images they create are all connected to the network of factors that impact a buyer's work. Efficient markets leverage these connections to win customers' hearts and minds.

Although the decision-making process is quite consistent, there is no variation between two individuals. Individuals have a range of convictions and behavioural patterns, some of which are under their control and others of which they have no influence. All of these elements contribute to the reality that every one of people has unique consumer behaviours and decisions.

While vendors may not respond to each customer's complex and unique profile, they can regularly find characteristics that affect customers in predictable ways. According to Mostafa & Elseidi (2018), numerous factors affect the customer problem-solving process. Like, men and women have vastly different desires and behaviours when it comes to personal care products. Singles and married couples without children have a very different dining experience than homes with small children. A buyer with significant prior purchasing experience in a certain product category may make a different decision than someone who has never purchased anything before. As marketers have a better grasp of these influencing factors, they may be able to draw more precise inferences about the consumer's behaviour (Lumen Learning, 2021).

As seen in the diagram below, these variables can be classified into four categories:

**Situational** - The degree to which a consumer participates in a purchasing task is referred to as situational circumstances, as are the accessible market possibilities.

**Personal** - Individual characteristics such as age, lifestyle, financial situation, and personality are all distinct.

**Psychological** - these factors affect motivation, education, socialisation, as well as attitudes and beliefs.

**Socioeconomic** - these factors have an impact on culture, social status, the family, and peer groups.

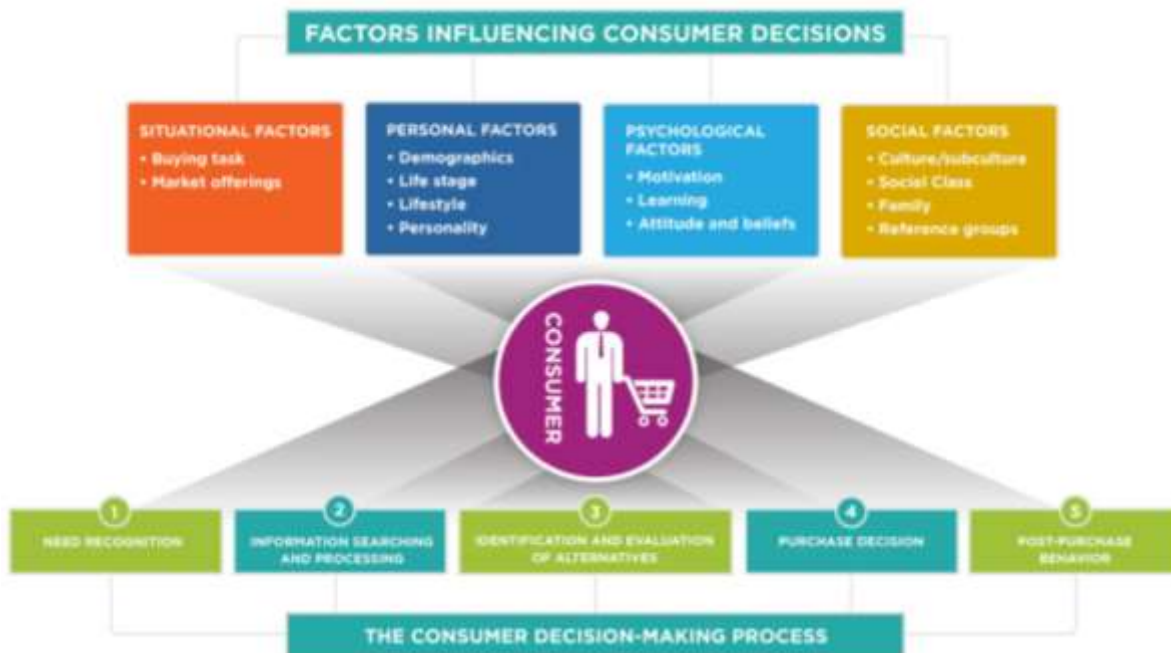


Figure 9: Factors influencing consumer’s decisions

Source: Lumen Learning (2021)

Customers are impacted by situational factors that are frequently beyond the control of marketers, producers, and even merchants. Generally, circumstance affects how consumers engage with and perceive a product, which forms their opinions. Situations and cost, promotion, product quality, and reputation can all impact purchasing behaviour.

Environmental factors like noise, music, odour etc. might influence whether or not a product is purchased. North, Hargreaves and McKendrick's (1999) study demonstrates how music selection affects customer behaviour. When a retailer played French music, the establishment saw an increase in French wine sales.

Situations also influence the social component of a purchase. Consumers' behaviour is naturally adjusted to match that of their co-workers, and marketers have minimal control over this circumstance (Shahid et al. 2017). When a consumer is with a friend, they are more

likely to halt and consider key elements that affect the likelihood of making a purchase. Additionally, the price point may affect societal variables.

Another way to think about context is to think about what you want to do when you go shopping. You might see people at different stores looking for the same thing, such as a birthday gift or clothes for a more casual event (Nawar & Chaipoopirutana, 2020). The more people go shopping for a specific reason, the less likely they are to interact with different things. This might make them not notice things they would normally interact with later on in the same shopping trip.

Like the purpose of a purchase, timing can influence customer behaviour. Someone who is forced to wait will always interact with fewer people than a shopper with time to shop. The speedy shopper can choose the least expensive option, even if both individuals are seeking the same type of object, but the leisurely shopper has time to engage with an increasing variety of products to ensure that the choices are balanced in terms of quality and price.

The article by Holland (2016) illustrated that, along with environmental concerns, purchasing decisions are influenced by individual characteristics and characteristics. Demographics, lifestyle, and personality are just a few of these characteristics. Demographics are critical when attempting to comprehend and respond to clients. People are all included in each demographic group: age, gender, economic status, education, and marital status. Each of these characteristics may have a significant impact on how customers behave.

Both gender and marketing are defining characteristics for many consumers (Mohr, 2013). It's simple to observe how marketing messaging and imagery represent men and women's varied demands and desires by viewing the NFL or women's chat programme The View advertising.

Consumer behaviour is determined by the significant life events and conditions that people encounter at any particular time. Consumers' perspectives, attitudes, and decisions are influenced by life events such as leaving home, education, marriage, family formation, sending children to college, and retirement.

Similarly, according to Jui (2011), lifestyle is a collection of novel and expanding parameters for analysing client behaviour. In this context, "lifestyle" refers to a potential customer's habit, psychographic profile, or way of life in the world (a set of attitudes, opinions, aspirations, and interests). Consumers' lifestyle characteristics reveal how they spend their time, spend their money, and prioritise themselves. These distinguishing characteristics inevitably affect client behaviour, particularly brand preference. Consumers are typically enthusiastic about their lifestyle characteristics. A devoted, long-term client connection is developed when a customer's interests, attitudes, and self-identities fit with their brand. The breadth of lifestyle research enhances its effectiveness in customer analysis.

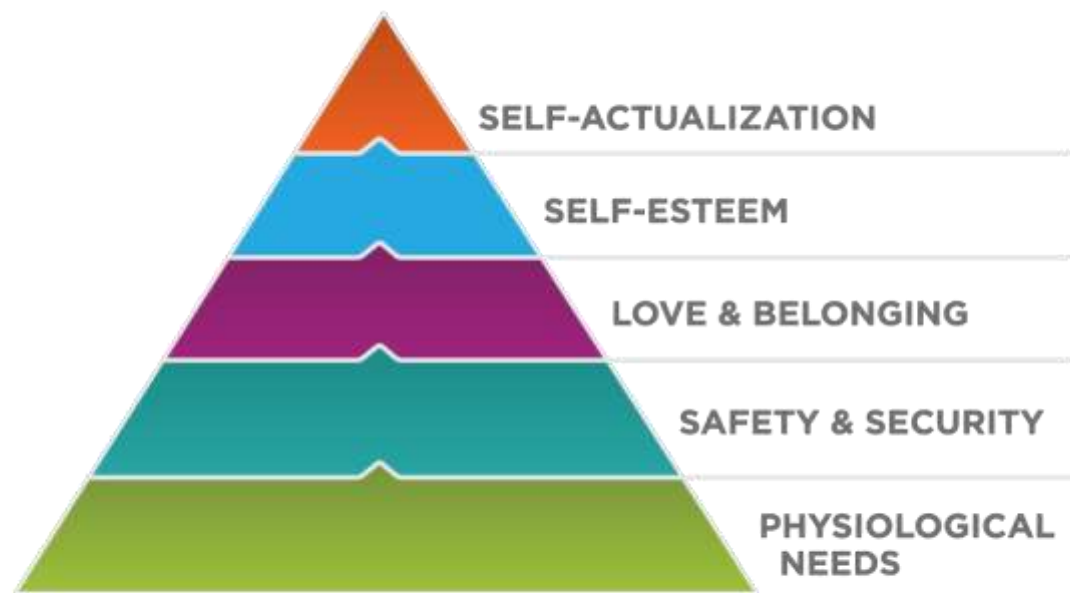
Additionally, personality characteristics may include characteristics linked with how individuals perceive themselves and calibrate their behaviour in the environment, such as honesty, self-confidence, empathy, self-reliance, adaptability, and aggression (Sudha & Sheena, 2017).

Different personality types may react differently to various people market offers. For instance, an extrovert can take pleasure in shopping and rely on personal observation to learn new things. In this situation, marketing in stores becomes a critical mode of communication. By understanding the essential characteristics of the target consumer, the marketer may assist in developing the marketing mix (Fallatah & Syed, 2018). Personality has proven difficult for marketers to exploit in a variety of situations, particularly because personal characteristics are difficult to describe (Mohr, 2013). Personality tests are typically lengthy and complex, and many of them are fashioned to identify persons who require medical care. Because it is challenging to link these technologies with valuable marketing data, marketers have shifted their focus people to lifestyle analysis.

When people discuss psychological elements that affect consumer behaviour, people refer to mental or psychological operations, motivation, learning and socialisation, as well as attitudes and convictions. Hanaysha (2018) suggested that demand should be stimulated sufficiently to give an incentive for any purchase. At some time, a person may have a variety of requirements, not all of which are urgent enough to motivate him to act. For example, interior, exterior, and psychological factors (viewing a Big Mac commercial) can all contribute to a sense of urgency and motivation (thinking about food makes them hungry).



Motivation, like other consumer issue solutions, begins with an unmet need. A. H. Maslow's work, dubbed the hierarchy of needs, is one of the most widely recognised theories of individual motivation (Fallatah & Syed, 2018). Maslow established a five-level system to categorise human needs. According to the "need hierarchy," basic survival requirements progress to emotional needs such as love, self-esteem, and self-fulfilment. This hierarchy is illustrated in the following diagram:



## MASLOW'S HIERARCHY OF NEEDS

Figure 10: Maslow Hierarchy of Needs Model

Source: Lumen Learning (2021)

Both prior experience and lack thereof can influence consumer choices. Consider purchasing a bottle of wine. Assume they first visit a winery and consider purchasing a bottle of zinfandel. If they sip the wine and dislike the intense spicy flavour, you've discovered that they have an aversion to zinfandel. On the other hand, they can inquire about the flavour of zinfandel with the tasting room host and be assured that it tastes like strong ginger ale. In this case, they may choose not to purchase the wine due to the presence of ginger ale. The

second situation involves the identification of a non-experimental product (Fallatah & Syed, 2018).

Another psychological factor that can influence procurement decisions is one's attitudes and convictions. A belief in anything such as 'dark chocolate tastes bitter' or 'dark chocolate is delectable' is referred to as a belief, as is the opinion that 'dark chocolate is excellent for baking.' An approach is a persistent perspective on something that entails both a conviction and a related emotional response or behaviour. For example, a belief ("dark chocolate is delectable"), an experience ("dark chocolate happens to me"), or a behaviour ("dark chocolate happens to me") may be associated with dark chocolate every evening as a pick-me-up.

Kitchens, families, politics, geography, holidays, religion, and branding are just a few examples of places where ideas and opinions exist. Creeds, attitudes, and viewpoints can be positive, negative, or neutral, depending on whether they are founded on opinion or reality. Marketers should be aware of the impact of their actions and decisions on consumer perceptions and attitudes (Hanaysha, 2018). Marketing efforts may be necessary if the general public or the target audience incorrectly perceives how people think.

Customs are defined and culturally recognised in specific settings. For example, Thanksgiving is a family feast celebrated on the fourth Thursday of November in the United States as a way to express gratitude for the blessings of life. Take their mother on Mother's Day and lavishly promote Hallmark and other greeting card companies with gifts, a long-standing American custom.

It's worth noting that global marketers must develop a strong understanding of local culture, including its beliefs, values, and rituals. Their culture defines the meaning of their society, institutions, and social order. Culture affects how individuals communicate, how they speak about what is acceptable and undesirable, and what is admired and despised. Marketers who do not understand a culture cannot communicate successfully with their customers. Even if the syntax, spelling, and pronunciation are correct, the interpretation will be incorrect (Fallatah & Syed, 2018).

Depending on the product or service, multiple family members may serve as significant decision-makers or influencers. In some families, the husband is the dominating figure. In

others, the wife or children are, while the entire family collaborates to make decisions. Historically, women have made the majority of food, home supply, and brand selections, but this has changed significantly as more women enter the workforce. Community decision-making is frequently required for larger purchases, such as a refrigerator or a vehicle. Teenagers can reveal a lot about themselves through the clothing they purchase. Children can influence what they consume and how they spend their time. While each family's decision-making dynamics are unique, marketers must consider the product or service's larger family decision-making patterns.

### **3.4 Impact of Price and Quality Endorsement on Decision-Making Process**

Dearborn (2015) suggested that the ultimate goal of branding and marketing is to increase both consumer and sales. Additionally, most organisations' primary objective and problem is to acquire clients without a question. "Almost every industry struggles with overcapacity," Fast Company reports. "Too many items compete for too few buyers."

A brand's concept, approach, tactics, and marketing mix must all be analysed and adjusted to increase consumer loyalty. However, the primary purpose of increasing client acquisition must never be overlooked when creating and implementing strategies!

CEOs with a strategic perspective drive brands that are successfully formed and attract more customers. Reactive businesspeople deal with current events and respond to urgent requests and crises. Rather than creating a strategic brand, they hire brilliant employees and create well-documented business processes. Abubakar (2014) said that well-organised businesses consistently attract and retain more clients than reactive companies. Leaders that have a strategic perspective create well-known and valued brands. Corporations that do not have a marketing budget quickly go out of business, being replaced by a new start-up or a more knowledgeable firm that has cleverly tackled their marketing and sales difficulties. By using green innovation that forward towards the marketing innovation and gives perceived value for purchase intention and moderate the consumer innovation (Chen et al. 2021).

Without a question, one of the most fundamental trends in the sector is the rise of customer power. As establishing what motivates purchasing decisions becomes increasingly challenging, adhering to yesterday's "customer-centricity" norms is no longer sufficient. The value of digital technologies and how they interact with organisations has changed considerably. Shaharudin et al. (2013) concluded that not only has client demand increased, but their needs have also become considerably more specialised.

This is why it's so important for business leaders to keep an eye on changing customer preferences and to use data technology to collect, analyse, and rethink customer value.

Those who empathise with their consumers connect with them and form strong emotional relationships with them. Then and only then does loyalty emerge. To improve consumer acquisition, any business can form a transfer and co-branding partnership with 10 or more complementary businesses. Personal recommendations and co-branding are virtually always free, and they could be the best source of leads for their company (do Paço, et al. 2019).

As per the study by Ahuja (2015), businesses and their brands must communicate directly with customers to build meaningful relationships with them. They must transform into community architects, showing their client base's values for loyalty and sales regularly.

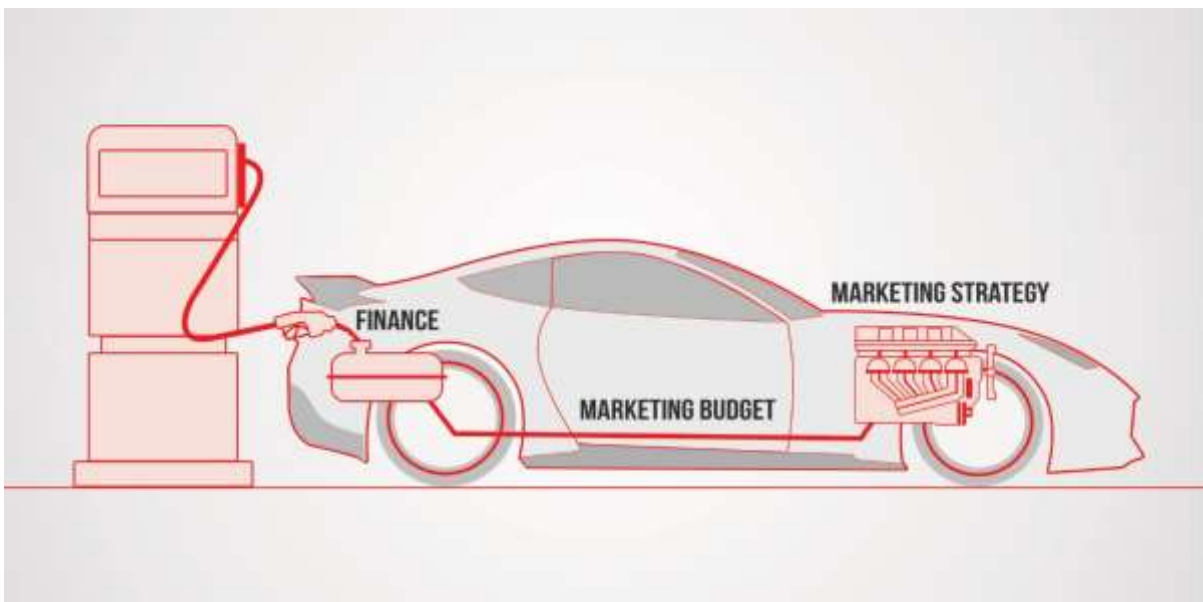


Figure 11: They Must Wisely Manage Their Resources (an optimistic idea)

Source: Dearborn (2015)

## Price

A study by Lee & Chen-Yu (2018) showed that the cost of paying more raises perceived quality and perceived sacrifice, whereas perceived value is determined by the trade-off between perceived quality and perceived sacrifice. People assume that it must be of excellent quality (Rehman et al. 2017). Affective experiences, especially those related to clothing, can substantially impact how purchasers view a product and the shopping experience.

Despite the fact that price promotions are prevalent in the clothing business due to the short product life cycle, the study of price reductions in garment research has largely remained untouched. To far, no study has examined the emotional consequences of price cuts using pricing models (see, for example, do Paço et al. 2019). The purpose of this study was to examine the direct impacts of price cuts on how individuals perceive savings, quality, and value. Additionally, it examined the direct impacts of price discounting on how people perceive savings, quality, and value, as well as the direct effects of price discounting on how people perceive savings, quality, and value.

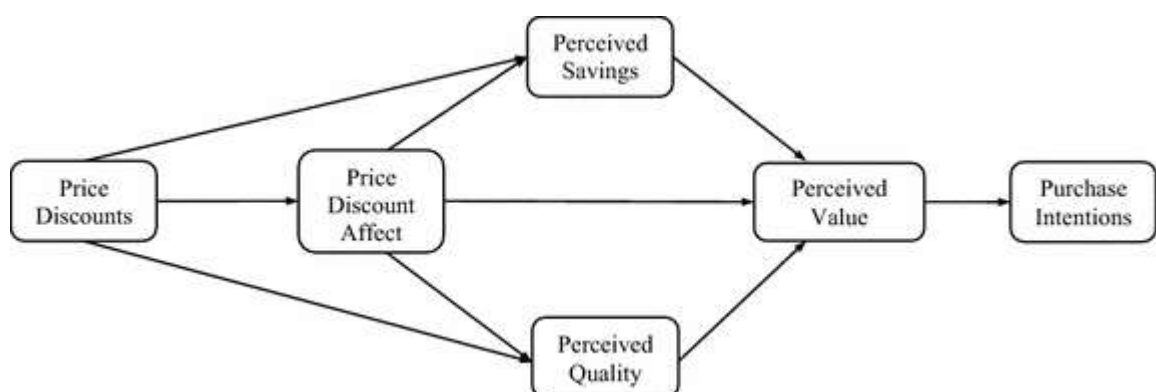


Figure 12: Research model by Lee & Chen-Yu for understanding the impact of price on consumer decision making

Source: Lee & Chen-Yu (2018)

The price of a product or service significantly impacts a consumer's behaviour. If clients believe their pricing is cheaper than the competition's, sales can increase dramatically.

However, if they establish a significantly higher price than anticipated, the response may be unpleasant. In every case, a price change may have unintended consequences for customers' purchasing behaviour (Fallatah & Syed, 2018).

If a consumer can get identical products at a lower price from a competitor, they risk losing the customer. On the other side, increasing costs may have little effect, especially if the commodity is difficult to obtain and inaccessible to competitors. Indeed, greater pricing for a product or service may occasionally entice buyers to purchase since some purchasers consider higher prices to be indicative of a higher-quality product.

Numerous people consequences may arise as a result of the lowered or original price for clients. For instance, a budget-conscious people buyer may value a price decrease and store the item on sale. In other instances, if the product is inexpensive, the consumer may believe it is of lesser quality (do Paço, et al. 2019).

It is critical to get the price right from the start because price effects on purchasers are unpredictable. A change in a product or service price is extremely harmful; it requires extreme caution. Conduct market research before introducing the offer to ensure that they charge a price that consumers will accept if they continue to meet or exceed their profit targets.

## **Quality**

Customers expect a product that is dependable and capable of performing its functions. Customers now have a lot of alternatives, owing to a large selection of flexible financing options that allow more individuals to buy products. In order to maintain and expand their market share and revenues, motorcycle manufacturers must understand what their consumers believe and do.

According to Shaharudin et al. (2013), the distinction between genuine items and things that the sector may make available or offer to consumers is what makes a product excellent. It might also be impacted by people's perceptions of the market's product quality. When it comes to picking a motorcycle brand or model, the most crucial consideration is product quality, especially in today's highly competitive and price-competitive industry (Shaharudin et al. 2010). However, there is a difficulty in that people's views are all over the place,

making it difficult to satisfy their quality expectations. There are significant disparities in how individuals think about quality in terms of economic, technical, social, and cultural growth.

Customers want items that will endure a long time and accomplish what they're meant to do. Customers now have additional purchasing power owing to a variety of simple-to-use financing solutions. To obtain a better understanding of product quality, you should do research into how people perceive quality and the quality gaps that exist between how things should be and how they are from the customer's perspective. This is due to the fact that quality perception is a complex process including social, cultural, economic, and technical factors (de Paço et al. 2019), making it difficult to determine what people think about products. If any gaps or inconsistencies exist, they may be used to immediately fix any areas that require attention. However, research into the link between perceived product quality and other marketing criteria such as customer pleasure and purchase intents isn't getting the attention it deserves.

### **3.5 Impact of Celebrities on Consumer Behaviour**

Individuals are capable of being effective salespeople. It is generally viewed as the simplest and most secure method for businesses to communicate with and connect with customers, thereby providing the world with a familiar and identifiable face. Jaffari & Hunjra (2017) stated that, when consumers witness a favourite actor or athlete endorsing a product, the product gains instant credibility since prominence is a marketing strategy that use celebrities to sell a product.

These celebrities do not have to be world-famous, but they should be well-known among their target market. Prominence can be observed on television, in films, on the radio, and in newspapers. Advertisers strongly advocate for visible product marketing, as they generate trillions of dollars per year. Consumers desire a reputable mark on the market, and when that mark is associated with a famous people person, it becomes even more appealing, as consumers believe they are acquiring a certain status people by utilising those marks, as celebrity items satisfy the desire for a reputable mark associated with a status people symbol. Marketers pay celebrities to endorse their products to gain a competitive edge for their brand.

However, obtaining the backing of a famous person to accomplish the given purpose involves considerable effort and consideration (do Paço, et al. 2019).

Celebrity backing has developed into a multibillion-dollar industry. Advertising is evolving in today's society, moving away from more traditional approaches and toward a more contemporary approach. To succeed with this contemporary strategy, marketers must fashion strategies that incorporate elements of emotion, humour, and other such components. These policies are primarily intended to increase brand identification, interest, willingness, and action. Marketers also employ recognised celebrities to amplify the effectiveness of these strategies, as celebrities have a greater influence on client behaviour. Because several celebrities have captivating personalities and are well-known for their distinguishing features such as confidence and allure. Many people large organisations use celebrity endorsements as a type of marketing communication.

As clients, people are surrounded by brands and exposed to millions of characters via billboards and television. Each company makes a concerted effort to educate people about their offerings and the myriad features of their products. That, my friends, is the crux of the situation. Marketers must understand what will pique our interest. This is accomplished through celebrity endorsement (Udovita, 2019). The customers react with the market conditions and compete with the intense market situation to adopt market strategies and impose tactics to follow the product for the right customers (Hussain, 2020). The celebrities are the entertainers and consumer easily follow their fashion sense which emphasize elements and impact over the consumer to persuade purchase intentions

On the other hand, recruiting celebrities and matching products to celebrities are not as straightforward. The fashion and development of these ventures then thoroughly research the product, select a celebrity, define the brand's purpose, and finally affix the celebrity to the brand. The procedure is lengthy. Celebrities assist in achieving the goal of widespread recognition and recall and aid in instilling a sense of curiosity. Customers will use these two links to bring the product's image closer to them, translating meaning to a commodity, selecting only those pieces or brands that fit their personalities/images. Additionally, marketers believe that, as a result of the beautiful praised world, celebrity-endorsed products may drive customers to purchase products promoted by their favourite celebrities. Many individuals regard celebrities as idols and aspire to be like them. They are interested in



replicating and testing items that have a celebrity touch, as superstars enhance their attraction.

The most effective method of distinguishing oneself in the world of advertising is well-known for celebrity endorsement. The incorporation of well-known individuals into a firm is a time-tested strategy for increasing the growth and value of a brand. While choosing a business's spokesperson is very simple, building a strong link between a brand and its supporters (Adam & Hussain, 2017). And it is for this reason that celebrities support is a double-edged sword: when utilised properly, it may enhance a company's or brand's image; when mishandled, it can tarnish a company's or brand's image.

*Celebrity endorsements can be used to boost marketing efforts.*

According to marketers, the primary benefits of signing a product are increasing legitimacy, establishing confidence, attracting attention, and, most importantly, positively affecting client buying behaviour. Given that consumers may or may not believe that a regular individual sells a product because it benefits them, celebrity endorsement is critical. On the other side, when a celebrity says the same thing, buyers are more likely to listen, which influences the buyer's behaviour.

*Customer views of celebrity support*

Support that strikes a balance between the product and the celebrity is the most effective. When marketers identify a product or brand with a celebrity, they successfully give it a face. As a result, selecting a celebrity should take a variety of factors into account, including appearance, appeal, and popularity (Osei-Frimpong et al. 2019). Advertisers believe that sharing a celebrity's brand message is more effective than having an unknown person do it. It is critical that the message swiftly be conveyed to the audience and create an effect. Unless and until a celebrity endorsement is linked with the target market's features and other marketing mix components such as product fashion, packaging, pricing, and branding, it does not guarantee or influence customers' purchasing behaviours.

They have grown in prominence as they are deemed critical to brand communication and a critical component of marketing success. The public's acceptance of fame as a desirable cultural force is the primary reason celebrity approval positively affects consumer

purchasing behaviour. Due to the nature of cosmetics and women's fashion, celebrity endorsement is frequently used to appeal to women. Additionally, celebrity endorsement results in positive advertising, a boost in product ratings, and an increase in product purchases.

#### *The advantages of celebrity endorsement*

As businesses compete for additional customers, marketers are increasingly turning to celebrities to endorse their products. According to the research, markers can aid in resolving the issue of excessive communication, particularly in the case of a famous people figure. Celebrities may help ads gain recognition by their celebrity; they can stand out and hone their communication skills. Celebrity endorsements enhance the brand's image and polish the company's image. Additionally, promotions can assist the business in overcoming numerous people difficulties, allowing it to expand into new areas. For instance, Aishwarya Rai and Sonam Kapoor appear in L'Oréal's White Perfect range, Kareena Kapoor appears in Kareena Kapoor's eyelid kajal, and Kajol appears in Olay's anti-ageing lotion. Gauns et al. (2018) found that, additionally, celebrity-endorsed products have a higher recall rate than comparable products, and celebrities leave an impression on customers' brains by making their publicity memorable and retrievable during the purchasing process. Finally, prominent people who endorse a product can resuscitate a dying brand and propel it upward; in other words, they rekindle client interest and excitement. All of these reasons point to the same conclusion: celebrity approval positively affects customer behaviour.

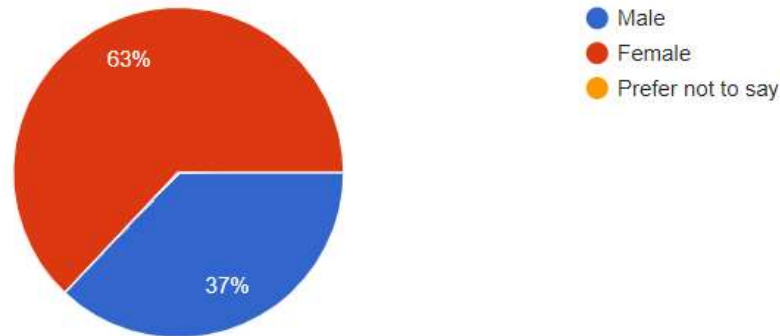


## 4 Practical Part

### 4.1 Survey Questionnaire Analysis

1. What is your gender?

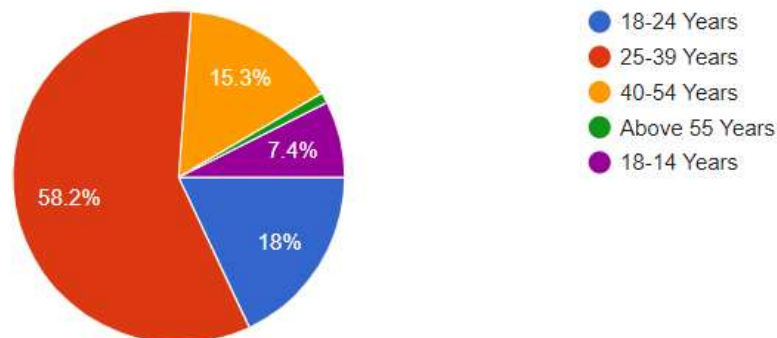
189 responses



The above question depicts that a majority of female respondents filled in the questionnaire, that is 63%, and the rest accounted 37% respondents were male.

2. What is your current age?

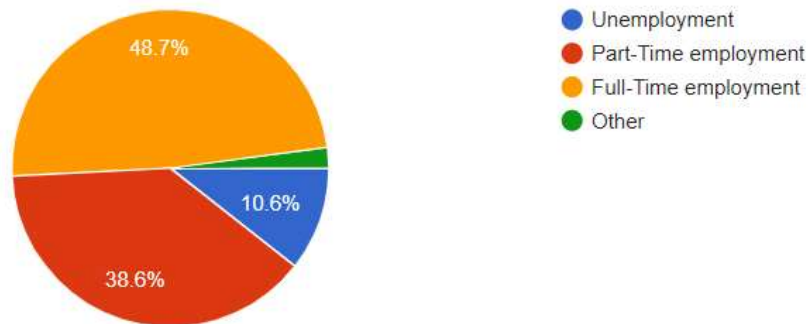
189 responses



It is indicated from the above question that 58.2% of respondents belonged to the age bracket of 25-39 years, then 15.3% of respondents belonged to 40-54 years of age. Moreover, 18% of respondents had 18-24 years of current age, then 7.4% were from 18-14 years of age bracket, and the rest of respondents were above 55 years.

### 3. What is your present employment status?

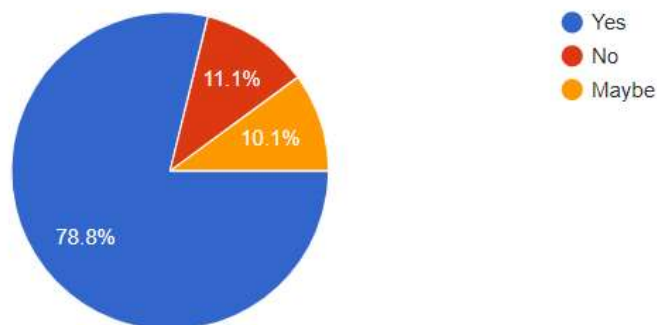
189 responses



When the question was asked regarding the present employment status of the employees, then 48.7% of respondents answered that they had full-time employment. Further, 38.6% of respondents had part-time employment, 10.6% of respondents were unemployed, and the remaining respondents belonged to the other category.

### 4. Are you aware of the concepts of consumer behavior and its impact on the normal consumer purchasing decisions?

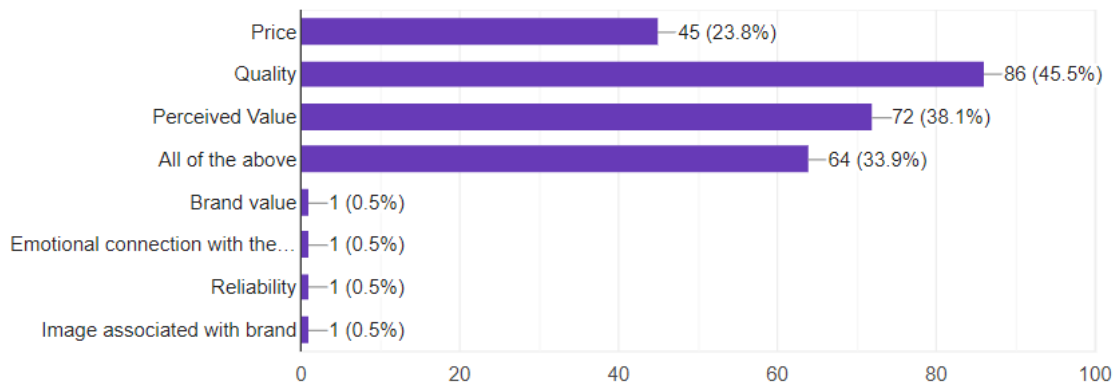
189 responses



It is indicated from the above question that 78.8% of respondents were aware of the concept and impact of consumer behaviour over its purchasing decisions. Moreover, 11.1% of respondents were not aware, and the rest 10.1% of respondents were not sure about the awareness & the impact.

### 5. What is the core factor that attracts you the most towards a brand?

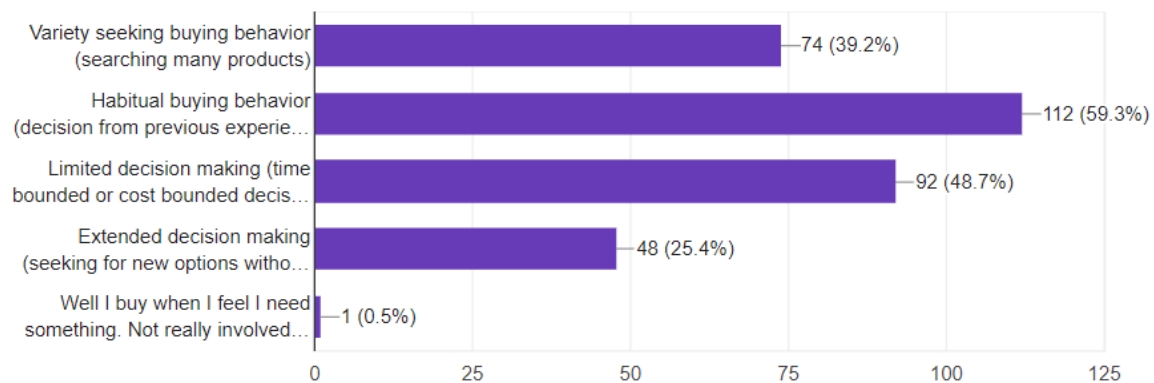
189 responses



It can be noted that 45.5% of respondents were attracted to a brand because of their quality. Further, 38.1% of respondents perceived value as a core factor, and then for 23.8% of respondents, the price was the core factor. Moreover, brand value, emotional connection, reliability, & image association acted as the core attraction factor for a few respondents. Lastly, 33.9% of respondents considered all these factors as an attraction.

### 6. According to you, which methods suits you most while purchasing products?

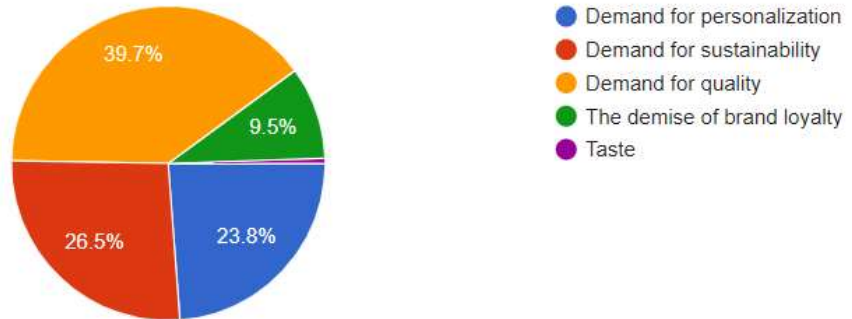
189 responses



It can be analysed that the method of habitual buying behaviour suits 59.3% of respondents, and the method of limited decision-making suits 48.7% of respondents. Further, extended decision making suited 25.4% of respondents and a variety of seeking behaviour suited to 39.2% of respondents. Finally, the method suited to the rest of the respondents was the need to buy.

7. What is the core benefit that you look for in the fashion industry?

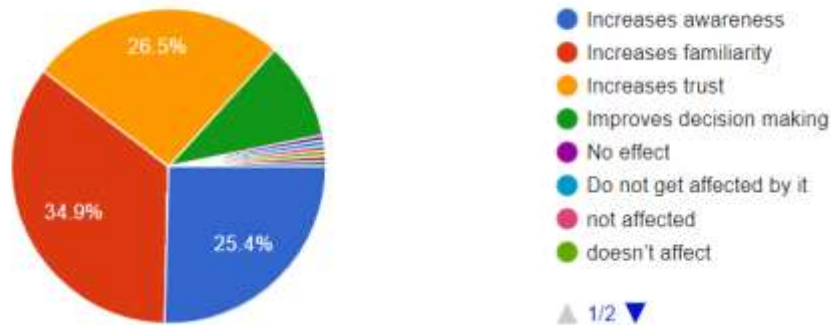
189 responses



For 39.7% of respondents, the demand for quality acted as a core benefit in the fashion industry, then 26.5% of respondents believed that demand for sustainability was the core benefit. Moreover, 23.85 and 9.5% of respondents felt that the core benefit is the demand for personalisation and the demise of brand loyalty in the fashion industry. Finally, the rest believed that the taste acted as a core benefit in the fashion industry.

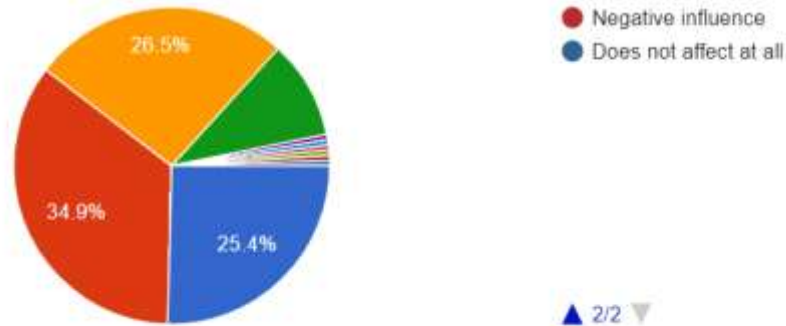
8. How celebrity endorsement affects your buying behavior in the fashion industry?

189 responses



### 8. How celebrity endorsement affects your buying behavior in the fashion industry?

189 responses



It can be indicated from the above that 34.9% of respondents were affected by celebrity endorsements for buying in the fashion industry as it increases familiarity, then 26.5% respondents felt that celebrity endorsements increase trust in buying and 25.4% respondents believed that it increases awareness. Moreover, the remaining respondents believed celebrity endorsements improved decision-making, had no effect, didn't have any effect, etc.

### 9. How your experience can be improved in the fashion industry?

189 responses

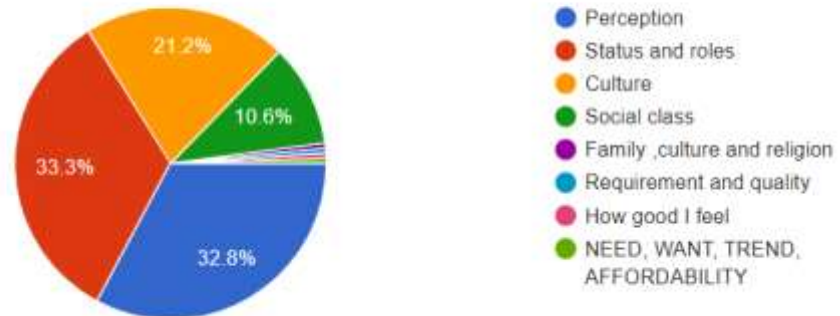


It can be noted that the majority of the customers (respondents), that is, 39.2% of respondents, believed that providing a personalised experience can improve the experience in the fashion industry. Then 32.3% of respondents believed offering unique offers, and 23.8% respondents believed streamlining the buying process with real-time updates can enhance the experience. Lastly, the rest believed that getting emails could help in improving the experience.



10. Which factor mostly affects your purchase decision in the fashion industry?

189 responses



It can be analysed that status and role affected the purchasing decision most of the respondents that is 33.3%. Then perception affected 32.8% of respondents, and the factor for 21.2% of respondents was culture. Furthermore, for 10.6% of respondents, social class acted as a factor affecting the purchase in the fashion industry and the rest were affected by factors like family, culture & religion, quality requirement, need, want, trend, affordability, etc.

## 4.2 Statistical Analysis

### 4.2.1 One-Way ANOVA Test

H01: There is no significance difference between respondent's score based on gender for each question.

Ha1: There is significance difference between respondent's score based on gender for each question.

Table 1: For H01

ANOVA						Result
	Sum of Squares	df	Mean Square	F	P-Value	

4. Are you aware of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions?	Between Groups	2.014	1	2.014	4.333	.039	NHR
	Within Groups	94.821	189	.465			
	Total	96.835	190				
5. What is the core factor that attracts you the most towards a brand?	Between Groups	.104	1	.104	.012	.912	NHA
	Within Groups	1522.540	189	8.554			
	Total	1522.644	190				
6. According to you, which methods suits you most while purchasing products?	Between Groups	8.017	1	8.017	7.778	.006	NHR
	Within Groups	151.526	189	1.031			
	Total	159.544	190				
7. What is the core benefit that you look for in the fashion industry?	Between Groups	.065	1	.065	.070	.791	NHA
	Within Groups	189.823	189	.931			
	Total	189.888	190				
8. How celebrity endorsement affects your buying behaviour in the fashion industry?	Between Groups	27.479	1	27.479	10.155	.002	NHR
	Within Groups	552.016	189	2.706			
	Total	579.495	190				
9. How your experience can be	Between Groups	5.419	1	5.419	7.546	.007	NHR

improved in the fashion industry?	Within Groups	146.503	189	.718			
	Total	151.922	190				
10. Which factor mostly affects your purchase decision in the fashion industry?	Between Groups	.002	1	.002	.001	.971	NHA
	Within Groups	281.712	189	1.381			
	Total	281.714	190				

If P-Value > 0.05 then Null Hypothesis Accepted (NHA)

If P-Value < 0.05 then Null Hypothesis Rejected (NHR)

Based on gender, significance difference between respondent's score is found for the awareness of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions.

Based on gender, no significance difference between respondent's score is found for the core factor that attracts you the most towards a brand.

Based on gender, significance difference between respondent's score is found for the methods that suit most while purchasing products.

Based on gender, no significance difference between respondent's score is found for the core benefit that are to be looked for in the fashion industry.

Based on gender, significance difference between respondent's score is found for the celebrity endorsement that affects buying behaviour in the fashion industry.

Based on gender, significance difference between respondent's score is found for the experience that can be improved in the fashion industry.

H02: There is no significance difference between respondent's score based on age for each question.

Ha2: There is significance difference between respondent's score based on age for each question.

Table 2: For H02

ANOVA							Result
		Sum of Squares	df	Mean Square	F	P-Value	
4. Are you aware of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions?	Between Groups	9.294	4	2.323	5.335	.000	NHR
	Within Groups	87.541	186	.436			
	Total	96.835	190				
5. What is the core factor that attracts you the most towards a brand?	Between Groups	53.574	4	13.393	1.595	.178	NHA
	Within Groups	1469.071	186	8.395			
	Total	1522.644	190				
6. According to you, which methods suits you most while purchasing products?	Between Groups	11.662	4	2.915	2.839	.027	NHR
	Within Groups	147.882	186	1.027			
	Total	159.544	190				
7. What is the core benefit that you look for in the fashion industry?	Between Groups	8.551	4	2.138	2.370	.054	NHA
	Within Groups	181.337	186	.902			
	Total	189.888	190				
8. How celebrity endorsement affects your buying	Between Groups	19.821	4	4.955	1.780	.134	NHA
	Within Groups	559.674	186	2.784			

behaviour in the fashion industry?	Total	579.495	190				
9. How your experience can be improved in the fashion industry?	Between Groups	10.549	4	2.637	3.750	.006	NHR
	Within Groups	141.373	186	.703			
	Total	151.922	190				
10. Which factor mostly affects your purchase decision in the fashion industry?	Between Groups	10.900	4	2.725	2.023	.093	NHA
	Within Groups	270.813	186	1.347			
	Total	281.714	190				

If P-Value > 0.05 then Null Hypothesis Accepted (NHA)

If P-Value < 0.05 then Null Hypothesis Rejected (NHR)

Based on age, no significance difference between respondent's score is found for the awareness of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions.

Based on age, significance difference between respondent's score is found for the core factor that attracts you the most towards a brand.

Based on age, no significance difference between respondent's score is found for the methods that suit most while purchasing products.

Based on age, no significance difference between respondent's score is found for the core benefit that are to be looked for in the fashion industry.

Based on age, significance difference between respondent's score is found for the celebrity endorsement that affects buying behaviour in the fashion industry.

Based on age, no significance difference between respondent's score is found for the experience that can be improved in the fashion industry.

H03: There is no significance difference between respondent's score based on employment status for each question.

Ha3: There is significance difference between respondent's score based on employment status for each question.

Table 3: For H03

ANOVA							Result
		Sum of Squares	df	Mean Square	F	P-Value	
4. Are you aware of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions?	Between Groups	2.547	3	.849	1.819	.145	NHA
	Within Groups	94.288	187	.467			
	Total	96.835	190				
5. What is the core factor that attracts you the most towards a brand?	Between Groups	12.039	3	4.013	.468	.705	NHA
	Within Groups	1510.606	187	8.583			
	Total	1522.644	190				
6. According to you, which methods suits you most while purchasing products?	Between Groups	9.321	3	3.107	2.999	.033	NHR
	Within Groups	150.223	187	1.036			
	Total	159.544	190				
7. What is the core benefit that you look for in the fashion industry?	Between Groups	11.583	3	3.861	4.374	.005	NHR
	Within Groups	178.306	187	.883			
	Total	189.888	190				

8. How celebrity endorsement affects your buying behaviour in the fashion industry?	Between Groups	22.585	3	7.528	2.731	.045	NHR
	Within Groups	556.910	187	2.757			
	Total	579.495	190				
9. How your experience can be improved in the fashion industry?	Between Groups	4.202	3	1.401	1.915	.128	NHA
	Within Groups	147.720	187	.731			
	Total	151.922	190				
10. Which factor mostly affects your purchase decision in the fashion industry?	Between Groups	13.259	3	4.420	3.326	.021	NHR
	Within Groups	268.455	187	1.329			
	Total	281.714	190				

If P-Value > 0.05 then Null Hypothesis Accepted (NHA)

If P-Value < 0.05 then Null Hypothesis Rejected (NHR)

Based on employment status, no significance difference between respondent's score is found for the awareness of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions.

Based on employment status, no significance difference between respondent's score is found for the core factor that attracts you the most towards a brand.

Based on employment status, significance difference between respondent's score is found for the methods that suit most while purchasing products.

Based on employment status, significance difference between respondent's score is found for the core benefit that are to be looked for in the fashion industry.

Based on employment status, no significance difference between respondent's score is found for the celebrity endorsement that affects buying behaviour in the fashion industry.

Based on employment status, significance difference between respondent's score is found for the experience that can be improved in the fashion industry.

#### 4.2.2 Correlation Test

H04: There is no significant degree of association between the responses of respondents to the questions of the study.

Ha4: There is significant degree of association between the responses of respondents to the questions of the study.

Table 4: For H04

Correlations											
		1. What is your gender?	2. What is your current age?	3. What is your present employment status?	4. Are you aware of the concepts of consumer behavior and its impact on the normal consumer purchasing decisions?	5. What is the core factor that attracts you the most towards a brand?	6. According to you, which methods suits you most while purchasing products?	7. What is the core benefit that you look for in the fashion industry?	8. How celebrity endorsement affects your buying behavior in the fashion industry?	9. How your experience can be improved in the fashion industry?	10. Which factor mostly affects your purchase decision in the fashion industry?
1. What is your gender?	Pearson Correlation	1	.195**	-.005	-.144*	.008	.224**	.019	-.218**	.189**	.003
	P-Value		.005	.944	<b>.039</b>	<b>.912</b>	<b>.006</b>	<b>.791</b>	<b>.002</b>	<b>.007</b>	<b>.971</b>
	N	190	190	190	190	190	190	190	190	190	190
2. What is your current age?	Pearson Correlation	.195**	1	.178*	-.179*	-.019	.011	.082	-.096	.120	.104
	P-Value	.005		.010	<b>.010</b>	<b>.801</b>	<b>.893</b>	<b>.240</b>	<b>.169</b>	<b>.085</b>	<b>.136</b>
	N	190	190	190	190	190	190	190	190	190	190
3. What is your present employment status?	Pearson Correlation	-.005	.178*	1	-.131	.042	-.232**	.080	-.027	-.163*	.143*
	P-Value	.944	.010		<b>.060</b>	<b>.578</b>	<b>.004</b>	<b>.251</b>	<b>.699</b>	<b>.019</b>	<b>.041</b>



employment status?	N	190	190	190	190	190	190	190	190	190	190
4. Are you aware of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions?	Pearson Correlation	-.144*	-.179*	-.131	1	.037	-.082	-.030	.039	.061	.021
	P-Value	<b>.039</b>	<b>.010</b>	<b>.060</b>		<b>.619</b>	<b>.321</b>	<b>.665</b>	<b>.573</b>	<b>.384</b>	<b>.765</b>
	N	190	190	190	190	190	190	190	190	190	190
5. What is the core factor that attracts you the most towards a brand?	Pearson Correlation	.008	-.019	.042	.037	1	.119	.086	.013	-.020	.102
	P-Value	<b>.912</b>	<b>.801</b>	<b>.578</b>	<b>.619</b>		<b>.155</b>	<b>.252</b>	<b>.864</b>	<b>.787</b>	<b>.173</b>
	N	190	190	190	190	190	190	190	190	190	190
6. According to you, which methods suits you most while purchasing products?	Pearson Correlation	.224**	.011	-.232**	-.082	.119	1	-.001	.019	.209*	-.031
	P-Value	<b>.006</b>	<b>.893</b>	<b>.004</b>	<b>.321</b>	<b>.155</b>		<b>.991</b>	<b>.817</b>	<b>.011</b>	<b>.710</b>
	N	190	190	190	190	190	190	190	190	190	190
7. What is the core benefit that you look for in the fashion industry?	Pearson Correlation	.019	.082	.080	-.030	.086	-.001	1	-.046	.161*	.186**
	P-Value	<b>.791</b>	<b>.240</b>	<b>.251</b>	<b>.665</b>	<b>.252</b>	<b>.991</b>		<b>.514</b>	<b>.021</b>	<b>.008</b>
	N	190	190	190	190	190	190	190	190	190	190
8. How celebrity endorsement	Pearson Correlation	-.218**	-.096	-.027	.039	.013	.019	-.046	1	.179*	.182**
	P-Value	<b>.002</b>	<b>.169</b>	<b>.699</b>	<b>.573</b>	<b>.864</b>	<b>.817</b>	<b>.514</b>		<b>.010</b>	<b>.009</b>

affects your buying behavior in the fashion industry?	N	190	190	190	190	190	190	190	190	190	190
9. How your experience can be improved in the fashion industry?	Pearson Correlation	.189**	.120	-.163*	.061	-.020	.209*	.161*	.179*	1	.283**
	P-Value	<b>.007</b>	<b>.085</b>	<b>.019</b>	<b>.384</b>	<b>.787</b>	<b>.011</b>	<b>.021</b>	<b>.010</b>		<b>.000</b>
	N	190	190	190	190	190	190	190	190	190	190
10. Which factor mostly affects your purchase decision in the fashion industry?	Pearson Correlation	.003	.104	.143*	.021	.102	-.031	.186**	.182**	.283**	1
	P-Value	<b>.971</b>	<b>.136</b>	<b>.041</b>	<b>.765</b>	<b>.173</b>	<b>.710</b>	<b>.008</b>	<b>.009</b>	<b>.000</b>	
	N	190	190	190	190	190	190	190	190	190	190

If P-Value > 0.05 then Null Hypothesis Accepted (NHA)

If P-Value < 0.05 then Null Hypothesis Rejected (NHR)

With the gender of respondents, significant correlation is found between gender and;

1. The awareness of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions.
2. The methods that suit most while purchasing products.
3. The celebrity endorsement that affects buying behaviour in the fashion industry
4. Experience can be improved in the fashion industry

With the age of respondent, significant correlation is found between age and;

1. The awareness of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions.

With the employment status of respondents, significant correlation is found between age and;

1. The methods that suit most while purchasing products.
2. Experience can be improved in the fashion industry
3. Factor that mostly affects the purchase decision in the fashion industry.

## **5 Results and Discussion**

### **Primary Data Analysis**

The research has been conducted via mixed research methodology where the primary data was gathered through a questionnaire survey by means of Google form and then it has been analysed theoretically with the help of pie charts. Further, the primary data was analysed by statistical tools; Anova test and Correlation test for each question to understand the significance of the variance on the basis of developed Null and Alternate hypothesis for each questions. The motive behind this is to address the results with statically proof and showcase the rightfulness and relevancy of the results with the objectives of the research. The hypothesis were developed according to the objectives to check the significance of diverse factors like age, gender, employment, brand preference, loyalty etc. and check the consumer behaviour.

In terms of primary data and statistical analysis conducted, it was found that, in the test, some conclusions can be drawn from the hypothesis. Researchers found that women were more aware of what people do when they buy things every day, and that this awareness influenced their purchasing decisions. People don't seem to be more attracted to a brand than other people who took the poll. In spite of this, there is a big difference between how men and women like to buy things. In addition, there is no big difference in respondents' scores for the main benefit of the fashion industry and no big difference in respondents' scores for the celebrity endorsement that makes people buy things in the fashion industry.

There is no statistically significant difference in the scores of people who said they had a better time shopping in the fashion industry. The most important thing that draws you to a brand, on the other hand, has a big difference in how people rate it. There is a big difference in how people rate celebrity endorsements that help people buy things in the fashion industry based on their age.

Respondents' rankings on the experience that can be improved change a lot depending on where they work. This isn't true for the experience that can be improved in the fashion industry itself. Depending on what they do for a living, there is a big difference in what people think is best when they buy things. As a result, the most important thing to look for in the fashion industry was found to make a big difference in how respondents thought about it.

### **Secondary Data Analysis**

## THE ROLE OF CONSUMERS IN THE ECONOMY OF THE FASHION INDUSTRY

By far, most purchaser style is caught in a linear model, with most utilised garments seen as having no worth and being discarded at a frequency that is always expanding. The analysis in the literature review suggests that if the customer mentality towards buying clothes changes adequately, it could support a gigantic change in the fashion business, which would stream back through the inventory network and drive changes towards putting the economy at the core of the approach of the fashion business. Mishra et al. (2020), mentioned in their study that fashion industry is changing with the time and the circular fashion economy is using the environmental friendly materials in fashion industry and driven fashion approaches. Buyers can drive more prominent mindfulness, transparency, and comprehension by utilising their buying ability to request moderate change and roundabout models that hope to expand quality, reusability, recyclability, and reused content. In any case, there is a developing move towards sustainability in modern times, which will ideally eventually become 'cooler' than wearing the most recent trend. Eppinger (2021), supported the result by their study that recycle and reuse is the current need of industries and to use the material more than one time. Also, the environmental issues is in garment production to appear technologies for sustainable avenues of the fashion industry.

One of the ways consumers play a significant role in the fashion industry's economy is by demanding business sustainability. Organisations are making huge strides towards a more roundabout plan of action, as concluded by analysing primary and secondary data. The fashion culture has driven a continuous rise in oversupply and pre-decided lifespan of use in modern times. With the fast-changing fashion sense, Rotimi et al. (2021) supported the argument with their understanding and characterising the rapid changes of the fashion industry and using the dynamics of the fashion supply chain. Today's generation is so advanced that highlight the innovative ways to address the practices by treating the waste materials. Fast fashion style is a linear model of business that spotlights on a fast store network, attempting to create, design and deliver new things of attire at a sped-up rate. As per the study above, this model works because of the minimal expense of work, steadily changing style, and the expansion in buyer interest/buying power and hence satisfies the first objective of the research.

There is the long-standing and basic string that individuals are decided by the brands/styles they wear, and much money is subsequently put resources into selling the most recent, continually evolving styles. Building trust and cooperation all through the inventory network

will be important to address the intense difficulties introduced by this complicated area and progress towards a more financial and environmentally responsible industry. Alonso-Almeida mentioned in their study that economy is the key driver which impact the competitiveness of the market. However, the stakeholder made some trust and cooperation which effectively work and guide the efforts of the economy and sustainable experience which they are targeting. However, it shouldn't be obvious that there has been a new expansion sought after for utilised apparel as purchasers become more mindful of natural issues related to the rising issue of consumerism. Driven by this purchaser still, small voice, there is a developing business sector for ecologically cognizant apparel.

Understanding consumer purchase behaviour is critical for effective marketing mix management and the development of profitable long-term client relationships. After all, consumers are the ones who create markets. Providers of products and services must understand their customers' preferences, prejudices, motivations, and purchasing behaviours to provide the relevant products and services at the appropriate moment. Chen et al. (2021), supported the study by using green innovation that forward towards the marketing innovation and gives perceived value for purchase intention and moderate the consumer innovation. They must understand that each purchase is a judgement call based on a multitude of variables. While understanding consumer decision-making is crucial for every company, eCommerce companies have a unique opportunity to improve it. Because online clients generate substantially more data than those in brick-and-mortar stores, online enterprises can use this data in each stage in the transaction to adopt conversion methods.

#### FACTORS AFFECTING CUSTOMER PURCHASING CHOICES IN INDIA

The purchasing conduct of Indian shoppers is changing at a fast rate, mainly due to certain factors like age, pay, education level, financial situation, innovation, demand for sustainability and media, playing an overwhelming part in moulding how individuals' shop and presents the key factors affecting consumers to attain second objective. Neumann et al. (2020), studied that factors are necessary for Indian shoppers like innovation and education but it depicts upon the perceptions like social responsibility, trust, purchase mindset and perceived maximum consumer values. The way that a huge number of such customers comprises the young population is changing how individuals are shopping. This has an immediate ramification on different parts of shopping like the selection of brands.

The development in internet-based retail has been driven by expanded worth awareness, little city yearnings, and the development of accommodation. As of now, the Indian retail industry is one of the world's best five retail showcases as far as financial worth.

The business is encountering dramatic development, with retail advancement occurring in significant urban areas and metros, yet additionally in more rural and urban regions amid urbanisation and way of life changes have expanded time-starved buyers dramatically, and the portion that qualities comfort has developed youth establishes an extensive extent of the web-based shoppers. Zhao et al. (2020), study supported the above lines that urban areas have internet shops where consumers interact with people and buy and sell the commodities. After the internet and the rise of social platforms, electronic word of mouth (eWOM) is spread and give reference in purchase decisions. While the quality and comfort communicated through social media platforms also affects the trust of the platforms. Therefore, the quality adds consumers which affect the eWOM on trust and later influence the purchase decisions.

Retailers of fashion are now mainly emphasising fulfilment and customer satisfaction as one of the main parameters of good service, which can be driven by fortifying front end tasks. However, very good quality portions, for example, clothing and electronic gadgets, rule the web-based retail section, and new fragments are progressively acquiring prominence. The development of classifications, for example, staple retailing, can be credited to a blend of expanding solace with attempting new 'non-conventional' classes combined with further developed worth.

## IMPACT OF CELEBRITY ON BUYING BEHAVIOUR OF INDIAN CUSTOMERS

The secondary and primary data analysis leads to the end that a brand endorsed by celebrities has a beneficial outcome on buyer purchasing conduct. The above contentions lead to the end that alluring big-name endorsers might improve the demeanour towards a brand. However, such practices do not always result in real conduct, intellectual mentalities and buy aim of the customers. Customers in India find superstar supports a product more alluring, especially youngsters and teens.

The Hussain (2020) suggested that the customers react with the market conditions and compete with the intense market situation to adopt market strategies and impose tactics to follow the product for the right customers. The celebrities are the entertainers and consumer easily follow their fashion sense which emphasize elements and impact over the consumer to persuade purchase intentions. Further, based on appeal, individuals find entertainers and entertainers from Bollywood and movies more powerful as endorsers due to the familiarity factor. This factor of the celebrities has the most noteworthy effect on the purchase decision of consumers, followed by similarity, expertise, likeability and trustworthiness and justifies the third objective of this research study.

It can be concluded that the characteristics discussed above are the individual attributes of a celebrity that advertisers use to impact the purchasing decisions of their consumers. The current trends and methods of celebrity endorsement have changed from the way it used to be a decade ago. It is being acknowledged to be a ubiquitous element of present-day marketing in modern times. The big-name of celebrities supporting the business has turned into a multi-million-dollar industry in India. Thus, a more noteworthy comprehension of shoppers' responses toward big-name supports can assist the advertisers with utilizing it all more successfully.

#### ROLE OF INDIAN BRANDS IN INFLUENCING THE BUYING DECISION

Individuals cooperate with brands in a manner like how they communicate with other individuals. We live in a social world loaded up with outside impacts. Brands influence our purchasing conduct in numerous ways that we're presently ready to comprehend. Brand as a "Special plan, sign, image, words or mix of these, utilised in making a picture that distinguishes an item and separates it from its rivals. After some time, this picture becomes related with a degree of validity, quality and fulfilment in the customer's psyche." as such, the view of customers towards an item depends on a correlation between one brand and others. Singh et al. (2021), mentioned that experiential marketing is a decisive facet that enhances relationships among the brand and customer which grow with time and in India, the customer is more focused on the experiential benefits and particularly focused to sustain a positive relationship. The Indian customer easily makes relation with their potential



customer in an effective manner. There are some insights into customer personality traits that increase their relation with the brand in hypermarkets.

To shape an assessment on a brand, they tend to consider the ones they trust, know what they like, and choose if the brand's items and look seem interesting. Therefore, modern fashion businesses are in the continuous course of understanding shopping standards of conduct. They know precisely who they need to target and how they will target them. Joshi & Garg (2021), Similarly, as marketing influences purchasing conduct, so does a buyer's age. Youngsters are all the more vigorously affected in this day and age where new brands are continually being made, rather than the individuals who have encountered a long period of reliability and trust to the couple of fundamental brands they've had the most openness to. Basically, age is of extraordinary significance during the time spent independent direction and purchasing conduct.

With the gender of respondents, significant correlation is found between gender and; 1. The awareness of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions. 2. The methods that suit most while purchasing products. 3. The celebrity endorsement that affects buying behaviour in the fashion industry and 4. Experience can be improved in the fashion industry

With the age of respondent, significant correlation is found between age and the awareness of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions.

With the employment status of respondents, significant correlation is found between age and; 1. The methods that suit most while purchasing products, 2. Experience can be improved in the fashion industry and 3. Factor that mostly affects the purchase decision in the fashion industry and fulfils fourth objective of the research.

One thing that can be concluded with surety is that according to the current trends and an increasing number of brands in the fashion industry, the Indian fashion brands have to face tough competition from global brands in order to survive in its market. However, doing it successfully will also open new growth opportunities not only in Indian but in the global market as well. In

results, Consumers are more aware of sustainability and the impact that Fast Fashion has on the environment. Individuals are now investing in high quality, core and statement garments that last longer in their wardrobe, which they can style with different looks. This reduces fashion waste as the product life span is increased with wardrobe changes and updates sitting at a lower rate. Consumers are now putting effort into finding their style rather than following trends that are only in for a few weeks as garments brought following Fast Fashion trends are often thrown away or never worn again. The consumers are clustered into different groups which fulfil their desires and match with the outfit and made customer relationships (Shokouhyar et al. 2021). Zhong & Mitra (2020), studied that fashion market is key in terms of consuming and people are following them with fashion role in retail chain, however it assist in decision making. Further, the fashion retail influence the people to follow them and make customer relationship with the brand and match with their desire outfits.

## 6 Conclusion

The report took a mixed-method approach and collected primary and secondary data to analyse the various aspects of changing fashion industry and market demands in India. The secondary data analysed the key factors for determining the changing landscape of fashion industry, by focusing on objectives that includes the role played by the consumer in the economy of the fashion industry, the factors that affect the buying decision of consumers in India, the impact of brand endorsements done by celebrities on the buying behaviour of Indian consumers and the role played by the Indian brands in influencing the purchasing decision of consumers. Zhao et al. (2020), concentrated that metropolitan region have web shops where shoppers collaborate with individuals with the items. After the internet and the ascent of social stages, electronic informal (eWOM) is spread and give reference in buy choices. While the quality and solace imparted through web-based media stages additionally influences the trust of the stages. Accordingly, the quality adds buyers which influence the eWOM on trust and later impact the buy choices.

Further, the primary data was collected in the form of responses from 100 consumers against a set of questions, asking them about the most significant factor that affects their purchasing decision, how it affects, and to what extent.

Based on the hypothesis testing, some conclusions can be made. Based on gender, significance difference between respondent's score is found for the awareness of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions. There is no significance difference between respondent's score is found for the core factor that attracts you the most towards a brand. Although, based on gender, significance difference between respondent's score is found for the methods that suit most while purchasing products. Also, there is no significance difference between respondent's score is found for the core benefit that are to be looked for in the fashion industry and no difference between respondent's score is found for the celebrity endorsement that affects buying behaviour in the fashion industry. Alonso-Almeida (2020), referenced in their review that economy is the key driver which compete with the market. The stakeholders made a few trusts and cooperation which actually work and guide the people to experience which they are focusing on. Although there is a significant difference between respondent's score is found for the experience that can be improved in the fashion industry.

There is no statistically significant difference in respondent's scores on the concepts of consumer behaviour and their impact on regular consumer purchasing decisions based on their age, according to the results of the study. Additionally, no statistically significant difference between respondent's scores is found for the methods that are most appropriate for them when purchasing products, and no statistically significant difference between respondent's scores is found for the core benefits that are to be sought in the fashion industry. The shoppers are bunched into various things which satisfy their requirements and coordinate with the outfit and made connections (Shokouhyar et al. 2021). Zhong and Mitra (2020), concentrated on that design market is key and consuming them and individuals are following them with style job in corporate store, but in direction. Further, the style retail impact individuals to follow them and make client relationship with the brand and coordinate with their outfits. Furthermore, there is no statistically significant difference in the scores of respondents when it comes to the experience that can be enhanced in the fashion sector. Despite this, a statistically significant difference between respondent's scores is observed for the fundamental characteristic that draws you the most to a certain brand (see Figure 1). The substantial difference between respondent's scores for celebrity endorsements that influence purchasing behaviour in the fashion sector is discovered based on the age of the respondents.

When work status is taken into consideration, there is no statistically significant difference in respondent's scores on the concepts of consumer behaviour and their impact on regular consumer purchasing decisions. A further finding is that there is no statistically significant difference in respondent's scores for the fundamental component that draws you the most to a brand based on their job position. Furthermore, it was shown that there is no statistically significant difference between respondent's scores when it comes to celebrity endorsements and how they influence purchasing behaviour in the fashion sector. While the significant difference between respondent's scores for the experience that can be improved in the fashion sector is found to be dependent on their job position, the experience that can be improved is not found to be dependent on their work status. The significant difference between respondent's scores for the strategies that are most appropriate for them while purchasing things is determined based on their work position. Finally, a statistically significant difference in respondent's scores is discovered for the primary benefit that should be sought for in the fashion sector, according to the findings.

Overall, it can be concluded from the discussion and analysis above that the factors affecting the purchasing decision of Indian consumers are quite different from other countries, as face value through celebrity endorsement is very significant in India. It has now turned into a multi-million-dollar business. Nurfadila (2020), presented in their study that celebrities continue influence their influencers and use the internet platforms which help the consumer to find the exact clothing which they actually want and also, find what they looking for, otherwise they target the people who have strong connection over the social media. The bollywood is also one influencer among the people to explore the marketing techniques which mark as the fashion icon and impact the consumers in their buying decision making process. From Bollywood film stars to sports figures, brands in India and foreign brands selling in India use this technique to gain quick trust and loyalty of customers. In the fashion economy, the consumer role is changing as per the changing needs of modern times, from over-consuming to consuming with environmental mindfulness. Therefore, businesses focusing on the sustainability aspect of their business are in a better position to face the increasing competition, further increased by globalisation. Consumers worldwide and in India are now becoming more aware of how consumerism and its biggest supporter-the fashion industry, are affecting the environment and, therefore, are turning towards the businesses with the best sustainability practices. Thus fashion and other industries are using it as a competitive edge to attract customer loyalty.

Further, the analysis overall concludes that there is a lot more changes that is about to come in the fashion industry, mainly due to factors like increasing disposable income of consumers, the rising wealth gap between different societal factors, the development and rapid urbanisation of regions and the changing lifestyle of its inhabitants, the education level, awareness, digitalisation and technology and so on.

## **RECOMMENDATIONS**

From the information gathered by survey and literatures, it could be deduced that major individuals from the total population were aware about the impact on the purchasing decisions created through the concepts of consumer behaviour. This suggests that the major population is aware about the concepts and impact of the consumer behaviour on purchasing decisions. It can be recommended that the fundamental factor towards the attraction of a brand is the quality of its products. As suggested by the survey which supports the

recommendation that the major factor of attraction for any brand is the quality of its products, which recommends a brand to work most on its quality.

The research from Mishra et al. (2020) provided that the fashion business is developing and the circular fashion economy is embracing eco-friendly materials and driven fashion processes. In order to boost quality, reusability, recycling, and reused material, buyers should use their purchasing power to demand moderate change and roundabout models. What's more, in terms of consumer behaviour, there's a growing trend towards sustainability that will hopefully overtake the latest craze. Further, in their study, Eppinger (2021) found that industries are increasingly looking to recycle and reuse materials. Also, environmental issues in garment manufacturing to develop technologies for sustainable fashion routes.

So, considering the role of consumers on the economy of the fashion industry, they must be informed of how they may contribute to a more ecologically responsible fashion industry. Purchasing and reusing worn clothing is an excellent method to reduce waste, assist the environment, and save money while at the same time enhance business opportunities (HEJ Support, 2022). Quick fashion is in high demand, and the less people buy, the less burden people put on the global supply chain. Radical thinking necessitates a shift in consumer and corporate mindsets. After then, once everyone knows and agrees on the problem, they must be motivated and willing to change. Quality clothing should take precedence over quantity, and money should not take precedence over the environment's or global residents' health. Changes in how many clothing are bought and how many times they are worn before being thrown away are examples of radical rethinking. However, because these practises are intrinsically tied to the addiction to fast fashion, adjustments must be made throughout the industry that can eventually help in overall enhancement of the economy of the industry.

Jain et al. (2017) explain fashion data and why it is referred to as big data in their study. It also shows how the data is organised and gives a quick overview of each one. System: This information will also be used to give a mass-customization service to the customer. Gathering fashion data, creating knowledge bases, connecting them, and integrating them with the search engine will be the next steps. Jain et al. (2017), supported the study by their fashion sense and examines the changes with the customer data and their perceptions which is critical in the apparel industry. For this, big data information is used in

clothing sector and semantic work with some extra techniques. The effectiveness and importance of the fashion shows some direction which can use as future utilization.

According to analysis and general understanding, age, salary, education, financial position, innovation, desire for sustainability, and media all have a key impact in defining how consumers purchase. For Indian purchasers, perceptions of social responsibility, trust, buying attitude, and anticipated maximum consumer values matter more than innovation and education, according to Neumann et al. (2020). The quality and ease of information delivery via social media platforms also affects their reliability. Consumers got influenced through the eWOM on trust and, eventually, purchase decisions and so, all these factors must be kept at priority to enhance the growth rate in any business.

The research by Esteban-Santos, et al. (2018) has assisted the fashion industry in better understanding how fashion bloggers may be leveraged to interact with Millennials in Spain. It has also assisted them in determining how these blogs influence the purchase behaviour of Millennials. Millennials who visit fashion blogs, according to the aims, are interested in literary study, knowledge, enjoyment, efficiency, and social relationship-building, among other things. However, two of these are critical: a want to learn and a desire to have fun. As a fashion blogger, you must ensure that you provide your fans with accurate and up-to-date information, as well as colourful and fascinating content.

As a matter of fact, regarding the influence of people, Hussain (2020) asserts that customers must adjust to shifting market conditions and employ market tactics and approaches to attract the appropriate clientele. Celebrities are entertainers, and their admirers often emulate their fashion style, which highlights specific components and impacts purchasing decisions. People regard Bollywood and Hollywood celebrities as more credible endorsers due to their familiarity. The most influential celebrity criteria impacting client purchase decisions are similarity, knowledge, likeability, and trustworthiness.

Influencer marketing has lately gained prominence. Indeed, Google searches for "influencer marketing" have surged by 1500% in the previous three years. This demonstrates that influencer marketing has a bright future ahead of it. I think, the future of influencer marketing is collaborative. Marketers may begin classifying influencers according on their affiliations rather than their identities.

As more businesses and marketing organisations see the value of influencer marketing, they look for novel methods to collaborate with influencers but customers are not dumb nowadays and hence they are more planned. Additionally, they may recognise the need of developing long-term relationships with influencers in order to improve marketing. In-house influencer marketing programmes can be the way of the future as it places a premium on personal connections above content distribution.

The survey suggests that the most suitable buying behaviour for the customers is the habitual buying behaviour, which is recommended to the brands, while the method with the least penetration is that individuals buying products when they feel that they need something. The fashion industry is surrounded with fast and creative features within the product by the brands, but along with the features, individuals highly demand for better quality of the products from a brand. This could be recommended to the brands with the help of the survey above, which suggests that major individuals look towards the quality of a product as the greatest benefit in the fashion industry.

The fashion industry influence the Irish and bloggers to influence the people about the fashion related brands (Oliveira Alves, 2021). This explains that, the Irish fashion industry and their community demonstrate relation among the brand influencers and their potential customers which raise brand awareness and enhance the sales growth.

Fashion industry is highly influenced by the actions of celebrities towards any brand, which provides it with popularity and more penetration within the market. Celebrity endorsement is highly recommended to the brands for enhancement of their sales and the familiarity within the individuals which they possess from celebrities endorsing the products of a brand. Fashion industry is highly dedicated towards enhancing the experience which individuals get to feel after buying their products, the brands could be suggested and recommended to focus on personalized promotions for individuals which target them in a different and unique manner and attract them towards the brand. Certain other factors recommended for the fashion brands, which affect their sales are the requirement and quality of their product, status and roles, culture of the brand, etc.

According to Rathnayaka (2018), with the advancement of technology across the world, the traditional approach of marketing has given way to a digital method that delivers the entire world to the customer's door with a single click. People were more aware and educated about



what they were getting for their money as a result of the growth of the internet, as well as quicker digital communication channels, larger networks, and new gadgets. According to Noris et al. (2021), fashion and information communication is defined as the *digital fashion*, which is quite common among the people. As said by Rathnayaka, the fashion industry is going with the advance technology around the world and attracting new customer with the interest. Due to richness and heterogeneity, people are aware about the products of the fashion industry.

Connecting to the study of According to Singh et al. (2021), experiential marketing is critical for companies and customers to develop long-term partnerships in India. So, the Indian consumer must adept to establishing successful connections with their target audience. Certain insights into client personality characteristics increase brand loyalty in hypermarkets can be more beneficial. According to Zhong and Mitra (2020), the fashion industry is significant in terms of consumption, and consumers follow fashion trends through the retail chain and so, people must understand the influences, trends and then act accordingly. Additionally, fashion retail entices people to follow them, develop brand loyalty, and purchase the goods they desire.

The primary purpose of the research is to determine how digital marketing influences customer behaviour, with an emphasis on retail fashion businesses. Secondary data sources were employed for the investigation, and the outcomes of the secondary data analysis were used to form conclusions about the study. As a result, the research looked at how digital marketing has impacted the retail fashion industry as well as how customers' behaviour has evolved. According to the findings, customer relationship marketing is an effective strategy to deal with the changes brought about by digital marketing in the retail fashion industry. It also specifies how professional marketers should be able to think, operate, and build customer relationship marketing for a retail fashion firm on a digital platform.

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## 8 Appendix

### Ten themes across three categories will be critical for the fashion business for 2021.

#### Global economy



##### Living with the virus

COVID-19 has had an impact on the lives and livelihoods of billions of people, disrupting international trade, travel, the economy, and consumer behavior. To manage ongoing uncertainty, companies need to enable flexibility and faster decision making and balance speed against discipline in the pursuit of innovation.



##### Diminished demand

Demand for fashion is unlikely to return to prepandemic levels amid restrained spending power, unemployment, and rising inequality. Companies need to seize reshaped opportunities and double down on outperforming categories, value segments, and territories.

#### Consumer shifts



##### Digital sprint

Digital adoption soared amid the pandemic, with brands embracing livestreaming, virtual customer service, and social shopping. Fashion players must optimize the online experience and channel mix while persuasively integrating the human touch.



##### Seeking justice

As consumers become more aware of the plight of vulnerable fashion workers and momentum for change builds, companies need to offer more dignity, security, and justice to employees throughout the global value chain.



##### Travel interrupted

Travel retail will face continued disruption as international tourism remains subdued. Fashion companies will need to engage better with local customers and make strategic investments in recovering markets to unlock new revenue opportunities.

#### Fashion system



##### Less is more

COVID-19 highlighted that more products do not necessarily yield more profits. Fashion companies must reduce complexity while increasing full-price sell-through and reduce inventory levels by taking a demand-focused approach for both new products and in-season replenishment.



##### Opportunistic investment

During the pandemic, the gap between fashion's best-performing companies and the rest widened. With some players already bankrupt and others propped up by government subsidies, companies will maneuver to take market share and grow their capabilities.



##### Deeper partnership

Fashion players need to mitigate future supply-chain disruptions, moving away from transactional supplier relationships in favor of deeper partnerships that bring greater agility and accountability.



##### Retail ROI

Permanent store closures will continue to rise in the postpandemic period while a likely potential power shift from landlords to retailers in most regions could compel fashion players to rethink their retail footprints to improve store-level ROI.



##### Work revolution

An enduring new model for work is likely to emerge as fashion companies refine their blends of remote and on-premises work, invest in reskilling talent, and instill a greater sense of shared employee purpose and belonging.

McKinsey  
& Company

Figure 13: Ten themes for 2021

Source: McKinsey & Company (2021)

## Store Atmospherics Variables

Table that categorizes the five atmospheric variables that impact shopping outcomes

External Variables	General Interior Variables	Layout & Design Variables	POP & Decoration Variables	Human Variables
Exterior signage	Flooring & carpet	Space design & allocation	Point of purchase displays	Employee characteristics
Entrances	Colour scheme	Placement of merchandise	Signs & cards	Employee uniforms
Exterior display windows	Lighting	Grouping of merchandise	Wall decorations	Crowding
Heights of building	Music	Work station placement	Degrees & certificates	Customer characteristics
Size of building	Scents	Placement of equipment	Pictures	Privacy
Colour of building	Width of aisles	Placement of cash registers	Artwork	
Surrounding stores	Wall composition	Waiting areas	Product displays	
Lawns & gardens	Paint & wallpaper	Waiting rooms	Usage instructions	
Address & location	Ceiling composition	Department locations	Price displays	
Architectural style	Merchandise	Traffic flow	Technology	
Surrounding area		Racks & cases		
Parking availability		Waiting queues		
Congestion & traffic		Furniture		
Exterior walls		Dead areas		

Figure 14: Table that categorises the five atmospheric variables that impact shopping outcomes

Source: Press books (2021)

## Questionnaire

### SECTION 1: DEMOGRAPHIC QUESTIONS

1. What is your gender?
  - Male
  - Female
  - Prefer not to answer
2. What is your current age?
  - Below 18 years
  - 18-24 years
  - 25-39 years
  - 40-54 years
  - Above 55 years
3. What is your present employment status?
  - Unemployed
  - Part-time employment
  - Full-time employment
  - Other

### SECTION 2: CONSUMER BEHAVIOUR QUESTIONS

4. Are you aware of the concepts of consumer behaviour and its impact on the normal consumer purchasing decisions?
  - Yes
  - No
  - Cannot be said
5. What is the core factor that attracts you the most towards a brand?
  - Price
  - Quality
  - Perceived value
  - All of the above
6. According to you, which methods suits you most while purchasing products?
  - Variety seeking buying behaviour (searching many products)

- Habitual buying behaviour (decision from previous experiences)
  - Limited decision making (time-bounded or cost bounded decisions)
  - Extended decision making (seeking for new options without any restrictions)
7. What is the core benefit that you look for in the fashion industry?
- Demand for personalisation
  - Demand for sustainability
  - Demand for quality
  - The demise of brand loyalty
8. How celebrity endorsement affects your buying behaviour in the fashion industry?
- Increases awareness
  - Increases familiarity
  - Increases trust
  - Improves decision making
9. Which factor mostly affects your purchase decision in the fashion industry?
- Perception
  - Status and roles
  - Culture
  - Social class
10. How your experience can be improved in the fashion industry?
- Offering unique offers on first purchasing
  - Personalised promotion
  - Streamline the buying process with real-time updates
  - Getting visitor's emails for further experience