

Empirical Analysis of Fashion Market Trends and Its Impact on Young Consumers: A Study from Pakistan

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The fashion industry is an excellent and fascinating world of creativity and elegance. Since our birth, we receive outfits that depict the way our parents dress us and, the minute we are grown up, we dress as we are encouraged. Teens are extremely self-conscious about their appearance and are often obsessed with details that adults don't take into consideration. Teens use fashion to express their relationships, social status, and relationships with peers. This investigation aims to look at the outcome of fashion on teenage girls and their spending priority. For this purpose, a sample of 500 students was gathered and the response was collected through questionnaire filling technique. Chi-square and correlation analysis were utilized to explore the strong point of association amid diverse factors. Binary logistic regression was employed to explore the connection amid the significance of fashion and other social factors. Multiple regression was used to look at the spending trend of the teenage girls on their dresses, shoes, and cosmetics.

Keywords: *Fashion; Teenage girls; Consumer; Correlation; Fashion industry; Descriptive Analysis.*

1. Introduction

The fashion industry has been under consideration of many researchers, and practitioners of the market industry since its competitive nature and increased level of production with fruitlessness (Gürhan-Canli et al., 2018; Newman and Patel, 2004; Parker *et al.*, 2004; Carpenter and Fairhurst, 2005). Its cumulative cost-effectiveness nature was first coming into appearance in the time the minute the rising market of 31 million Americans between the ages of 12 and 19 had a \$153 billion rates of buying power (Cheah, Shimul & Man, 2020; Parker *et al.*, 2004). The consumption of fashion now begins preferably with Generation Y ladies who have been socialized into consuming at a very early age as compared to those in preceding generations (Bakewell and Mitchell, 2003). As a result, there is a greater need to gauge consumer's attitudes towards both domestic and foreign products (El Banna et al., 2018; Fischer & Zeugner-Roth, 2017; Marchi et al., 2014). Studies have shown that younger consumers are more favorable and purchasing more foreign-made clothing over those that are made domestically (Guo, 2013; Lee et al., 2012; Rašković et al., 2016). In a practical world, such as second life or stardoll.com, teenagers can develop avatars to show and present themselves and can make the communicate with each other while observing what others are doing and wearing. Teens generate an extensive demand for business niches, but there is little information available about their consumer actions (Palan, 2006). Analysis has shown that teen girls put a lot of emphasis on clothing and fashion among other classes (Koester & May 1985). Teen girls offer tremendous opportunities for advertisers from a realistic point of view. Teen consumers also develop consumption habits throughout the puberty period, which they retain during their adult lives (Moschis, 1985). Haytko and Baker (2004), for example, find that young girls go shopping more frequently than adults. They go shopping on average three days a week, investing more money in garments than other products. To form alliances, teen girls are also likely to use clothes as a means not only to communicate their personalities but also to decide who is like them (Haytko & Baker, 2004). As a pioneering user community, teens have been seen and known for a long time (Gutman & Mills, 1982; Horridge & Richards, 1984). The practical universe is a modern movement that will offer a forum for adolescents to recognize and adopt different creative and practical habits, like new fashion development or adoption. No study, however, has explored whether the fashion creativity of adolescents is related to their fashion habits in the virtual world. Looking at perceptions, debt, and clothing spending, Weekes (2004) found that while personal debt was growing in the United Kingdom, if they had to minimize their total spending on clothing products, the majority of the younger generation would not decrease their spending on clothing items. This would then imply that clothing attitudes have a positive relationship with spending, at least within the younger generation (Ogundokun et al . , 2019), even if customers are burdened with debt. The effect of gender on psychological principles such as engagement and fashion perception (Checchinato et al . , 2018; Kim et al., 2017) and attitudes towards consumption (Pelet et al . , 2018; Reardon et al., 2017; Bakewell et al . , 2006) is a problem that can not be overlooked in research into fashion buying. Although studies have gathered

data from mixed-gender samples, this feature is not often discussed in terms of any significant differences. Bakewell et al. (2006) examined male fashion consciousness even in their fashion research, but did not compare it to female fashion consciousness. O'Casey (2004) speculated that gender would have a major negative influence on engagement in fashion clothing (i.e. that men would be less involved) for those who have performed gender comparison studies. This hypothesis was supported by the results: female consumers were more involved with fashion. In the cross-cultural research of American, Chinese, and Japanese consumers by Parker et al. (2004), gender differences were also identified. The authors noted that American and Japanese women were more aware of fashion than men from these countries, but the Chinese sample did not show any gender effects. Fashion has become the hottest topic of today. Everyone is adopting fashion in its different shapes. Fashion itself is affected by several factors like TV, brands, commercials. The shapes of Fashion are being changed every day and an everyday new fashion can be seen in its face. Everyone is being influenced by fashion whether it is the fashion of dressing, clothes, shoe hairstyles, jewelry, etc. the youth are the main victims of fashion because they are always ready to adopt the change whether that change is positive or negative. The youth is affected by this wave of fashion most. Different factors can affect teenage girls regarding fashion. They may take an impression from the commercials, from TV, from the fashion shows, morning shows, new brands in market, or the guests who visit them. They tend to be attracted more in this regard.

Present study is proposed to evaluate the factors that may affect teenagers' consumer fashion trends. The study is based on a quantitative method which involves using a well-structured questionnaire to gather datasets required for the statistical analysis. The questionnaires were distributed randomly to girls' teenagers in Pakistan to assess their fashion trends. SPSS version 21 software was used to generate accurate results about the girl's consumer fashion trends.

2. Material and Method

2.1 Survey Design and Data Collection

This investigation used a 4 by the 4-factor framework. This includes four fashion product categories as Clothes, Shoes, pieces of jewelry, Cosmetics,

Survey Instrument

The investigation instrument consists of three sections and was structured using recognized scales. The first sessions were on the respondent's demographic, the second session of the investigation instrument measures consumption of the teenagers. The next session measures the teenagers' consumer attitudes towards buying fashion products. 54 item questions were prepared all together to investigate female teenagers' fashion trends.

2.2 Hypotheses of the study

The following hypotheses were established and used for the present investigation

H1: There is a significant impact of fashion market trends on the personal behavior

H2: Society is significant impacted by fashion market trends.

H3: Impact of fashion on the sociological and ethical behavior of teenage girls.

H4: There is brand consciousness among the teenagers.

2.3 . Methodology and Descriptive Analysis

The survey questionnaire was planned to elicit a response from adolescent students to achieve the study objective. For this, data were collected from various public and private schools in Sargodha city. For this purpose, ten collectors, that is, ten tiers were selected. In the first stage, ten more classes were selected, and from each class, students were randomly assigned a survey questionnaire. A total sample of 500 female students was selected. The teenagers were from 16 to 19 years old. In our study, we concluded that 76.7% of teens believed that dressing well is essential to them. 15.4% of teens often attach significance to wearing good clothes. 81.7% of teens attach significance to wearing good clothes. It was also observed that there were 73.5% of teens living in an urban area and felt that fashion meant a lot to them. 8.6% of teens living in rural areas feel fashion is essential. 15.5% of teens who live in urban areas feel fashion doesn't mean anything to them. 89% of teens live in the metropolitan area and for them, fashion means a lot. Through our study, it was found that a total of 77.8% of teenagers who adopt the clothes of the latest fashion for them dressing well is essential. There are 14.2% of teenage girls who change their clothes more often according to the new trends feel that dressing well is vital for them. Considering as whole, 82% of teens change their clothes according to the latest fashion trends while 82.3% of teens consider dressing well as essential to them. It was also noted in our study that there are 43.3% of teens to them, and fashion is important for them, and they go shopping in a week. 20.5% of teens for whom fashion is essential and go shopping twice a month. It was also found that there are 16.1% of teens always prefer branded products and believe that their appearance does not depend on the use of branded products, there are 39.4% of teens still love branded things and believe in their appearance. It is based on the use of branded items. 59.3% of teens disagree with the fact that looking good does not depend on wearing branded clothing. 71.4% of teenage girls have brand awareness and are always inspired by models who wear different dresses. 78.9% of teens are always inspired by models for TV shows along with other dresses. It has also been observed that 23.8% of teens sometimes pay for branded products and believe that branded products always improve their position. And 21.9% of teenage girls cannot pay much for branded products and believe that branded products always improve their position. 79.1% of teens believe that branded products have consistently improved their position. It was also observed in our study that 79.1% of teens agree with the fact that they feel good when they wear the latest fashionable dresses. 81% of teens agree that they feel good when they dress in the latest trends. 81.3% of teens agree that they look their best when they are wearing the latest trends, and 16.1% strongly agree with this fact.

2.4 Correlation Analysis of the Study

Table 1 shows the chi-square and correlation analysis of different variables and their significance.

Table 1: Chi-square and Correlation analysis with their significance

Variable 1	Variable 2	Chi-square test statistic	p-value	Pearson R-square	p-value
Is dressing well important to you?	Is fashion means a lot to you?	937.71	0.00***	0.689	0.00***
Where do you live?	Is fashion means a lot to you?	1.973	0.160	0.036	0.160
Do you change your dressing according to new trends and designs?	Do you think that well dressing is vital to you?	2416.0	0.00***	0.717	0.00***
Is fashion means a lot to you?	How often do you go shopping?	419.54	0.00***	0.888	0.00***
Do you mostly do your shopping with	Do you feel you can affect by the people you shop with?	113.04	0.00***	-0.564	0.00***
Is fashion means a lot to you?	Are you brand conscious?	955.48	0.00***	0.798	0.00***
Do you change your dressing according to the latest designs?	Are you brand conscious?	655.90	0.00***	0.581	0.00***
According to you what is fashion?	Are you brand conscious?	183.53	0.00***	0.575	0.00***
Are you brand conscious?	Do you inspire by the models of fashion shows on TV, wearing different dresses	623.48	0.00***	0.654	0.00***
Are you brand conscious?	Can you pay any price for the branded product?	131.37	0.00***	0.433	0.00***
Can you pay any price for a branded product?	Do your branded products enhance your status?	149.65	0.00***	0.716	0.00***
Do you get satisfaction when you wear branded clothes?	Do you think that wearing dressing of latest trends will make you look better?	4076.1	0.00***	0.925	0.00***
While meeting someone, which thing do you notice at first?	Do you get impressed by the visitor's outlook to your home?	965.67	0.00***	0.765	0.00***
dressing	Do you feel pride when you are wearing branded clothes and others are not wearing brand?	1109.179	0.00***	0.595	0.00***
shoes					
jewelry	Do your parents ever taunt on your style of dressing which is according to the latest trend?	108.525	0.00***	0.786	0.00***
cosmetics					

*** highly significant

For the relationship between the significance of fashion and other social factors binary logistic regression has been applied. In this study significance of fashion has been taken as dummy dependent variable, and IVs include age, residential area, education or qualification, the significance of good dressing, visits for shopping, changes in dressing according to latest designs, matching jewelry and shoes, the impact of people with whom you shop are treated as independent variables. Table 2 shows the Model Coefficients Testing.

Table 2: Model Coefficients Testing

		Chi-square	Degree of freedom	p-value
Step 1	Step	789.08	12	0.000
	Block	789.08	12	0.000
	Model	789.08	12	0s.000

Omnibus test of model coefficients tells that model is performing better as p-value in table 2 is statistically significant. So, the variables included in the model are presenting a suitable amount of variation. R-square value is approximately 69%. Cox and Snell R-square is 0.422 showing good and the value of Nagelkerke-R is 0.693 showing a good fit. The overall percentage shows a large value of 92.4 which gives good results.

Table 3: Classification Table

Observed		Predicted		
		Significance of fashion		Percentage Correct
		yes	no	
Significance of fashion	yes	1179	53	95.7
	no	61	207	77.2
Overall Percentage				92.4

Table 4: Computation of binary logistic regression equation

Variables	B	Degree of freedom	P value	Exp(B)
Education	0.143	1	0.146	1.151
Area	0.418	1	0.263	1.519
Significance of well dressing	0.273	1	0.025*	1.314
Changes in dressing styles according to new trends	-3.510	1	.000***	0.030
Fashion means style of dressing which suits personality	0.009	1	0.036*	1.009
Style that is being adopted in whole society is real fashion	0.029	1	0.830	1.029
How often you go for shopping?	0.260	1	0.039*	1.297
Impact of people whom you shop with	-1.443	1	0.000***	0.236
Do parents taunt on dressing?	-0.765	1	0.001***	0.465
Matching shoes with dress	0.342	1	0.015**	1.408
Matching jewelry with dress	0.028	1	0.034*	1.029
Age	0.111	1	0.606	1.118
Constant	7.830	1	0.999	2514.627

*** highly significant

** moderately significant
*significant

Table 4 shows that there is no association between the education and significance of fashion (p-value > 0.05). The residential area has not been found associated with the significance of fashion (p-value > 0.05). The significance value shows that there is an association between the significance of good dressing has been found statistically significant with the significance of fashion (p-value < 0.05). Changes in dressing according to the latest designs are strongly associated with the significance of fashion (p-value < 0.05). There exists a strong relationship between dressing style that suits and significance of fashion (p-value < 0.05). From the study, it has been observed that no association exists between the significance of fashion and fashion means dressing style that prevails in the whole country (p-value > 0.05). A strong association exists between the significance of fashion and of how often a respondent goes shopping (p-value < 0.05). The significance of fashion has a significant association with the impact of people with whom you go shopping with a p-value < 0.05. A relationship exists between the significance of fashion and parents' taunting on the dressing. Association is present between the significance of fashion and desiring of matching shoes with the dress. A relationship exists between the significance of fashion and having matching jewelry with the dress.

3. Result and Discussion

Multiple regression has been used to find the trend of the spending behavior of teenage girls. The pocket money has been used as DV and IVs include the number of times a respondent goes shopping, money spent on clothes, shoes, and cosmetics. The value of R² shows that 74.5% of the total variation is explained by the model. So the model is showing a fair amount of variation. Analysis of variance shows the significance of the overall model.

Table 5: Coefficients and their significance of Multiple Regression Model

Variables in the Model	Standardized Coefficients	t-statistic	P-value
	Beta		
On average money spend on clothing?	0.003	0.125	0.900
Time to visit for shopping?	-0.012	- 0.443	0.658
Monthly expenditure spends on shoes.	0.746	0.217	0.000***
Monthly expenditure spend on make up	0.653	1.462	0.000***

***highly significant

From table 5, the significance of coefficients along with the values of predictors can be observed. The pattern of expenditure on clothing has not been observed as significant with a p-value = 0.900. The study showed that there is no relationship exists between pocket money

and expenditure on clothing in a month. Expenditure on shoes in a month and on cosmetics tends to increase and is statistically significant with a p-value of 0.000***, which shows that pocket money depends upon money spent on shoes by teens. This shows their interest in spending money on their shoes and cosmetics rather than clothing.

4. Conclusion

From the study, we can make several conclusions, and based on those conclusions we can make several recommendations that will be fruitful for our society, for parents, and teenage girls also. It was observed that either a respondent living in an urban or rural area, fashion could be equally important to both the urban and rural residents. The study showed that there is a relationship between the significance of well dressing and fashion. There is a relationship between the significance of fashion and how often a respondent goes shopping. It was observed that teenage girls are more attracted towards adopting fashion and they want to do fashion in all their way possible whether it is the fashion of dresses, shoes, jewelry or other things. This finding is supported by the study of (Koester & May 1985). Our study showed that teenage girls think that wearing dressing of latest trends will make them look better which supports the findings of (Haytko & Baker, 2004). The regression model showed in which area of fashion teenage girls spend their money and it was observed that they spend their money significantly on shoes and cosmetics. To make yourself look good and to look beautiful is not bad but adopting a culture other than values can be harmful to our society. It was observed that parents taunt the teenage girls while they are doing fashion and girls think that there is a generation gap between the fashion trends of past and present. It is suggested that only taunting is not the solution, the parents should teach the norms and values of our religion and culture to our youngsters especially teenagers who adopt changes very quickly. Another factor that was observed is drama culture and morning shows. These things are spreading the new fashion trends to our youth. Most teenage girls are being affected regarding fashion by them. It was concluded from the study that education does not impact the choice of fashion trends and the significance of fashion is important for both educated and uneducated people.

Conflict interest:

There is no conflict of interest.

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