CHANGING OF GIRLS' ATTITUDE TOWARDS THE CONSUMPTION OF FASHION PRODUCTS – A STUDY IN ERODE CITY

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ABSTRACT

Fashion today is a lucrative market in India. Marked with increasing profitability, the fashion market in India has mushroomed with similar positioning of a large number of national and international brands, resulting in increasing competition for survival in the market. Women, especially the younger cohert, have been the lucrative segment in this market.

KEYWORDS: Fashion, Market, Emerging Markets, Consumer's Attitudes, Fashion Industry.

INTRODUCTION

Female consumers are more involved with fashion as compared to the male consumers. They invest time and energy in learning from fashion magazines, programs in television, and relatives and pears. Within this appealing segment, college going girls are found to possess a unique self-image as fashion innovators and consider themselves as more exciting, dominating and colourful than fashion followers. An attempt has been made to study the changing girls' attitude towards the consumption of fashion products in Erode city.

LITERATURE REVIEW

Aleksandra Aopaciuk & MirosBaw Aoboda, (2013)in their article gane an overview of the global beauty care products industry at the beginning of the XXI century, tracking product categories, main geographic regions and mass/premium cosmetics segments. The study presented annual trend analysis that highlights market size, industry dynamics, consumer's attitudes and new ways of engaging with beauty shoppers. Worldwide market for cosmetics and toiletries products was severely affected by economic downturn, but with the global economy recovering, this market is projected to witness a significant growth. Rising consumer income and changing lifestyles drive the global beauty market. This growth is driven mostly by richer, ageing baby-boomers and increased discretionary income in the West, and by the

growing middle classes in developing countries (China, Brazil) which are turning into huge, emerging Markets. These emerging markets, still in its embryonic stage, offer great potential for value growth. The cosmetic and toiletries producers face strong challenges and obstacles in their expansion in these emerging markets, which hold strong growth potential in near future. One of the major reasons behind the considerable growth of global beauty industry is the off-shoring of production units to cost effective Asian economies. Emergence of new distribution channels like online retailing is driving the growth of this market. Increasing consumer preferences towards the use of natural cosmetic products is forcing the cosmetic and toiletries manufacturers to change strategies according to consumer preferences.

Behrooz Gharleghi, (2013) identified the predictor of consumer preferences in choosing an international brand of fashion products among Malaysian young consumers. Of the 200 respondents from Klang district, the study found that country-of-origin perception has the strongest predictor towards consumer preferences followed by perceived product quality, promotion stimulation, and perceived brand image and fashion lifestyle. This study is important to the marketers to understand the consumer preferences in choosing an international brand of fashion products in developing countries. The marketer also could understand the market segmentation and accordingly formulate competitive marketing strategies and utilize target market wisely.

STATEMENT OF THE PROBLEM

The fashion products are used every day. People use fashion products in the form of dresses, handbags, footwears, accessories and the like.Nowadays fashion products are gaining more attraction among the consumers for its hygienic preparation and convenient usage. The demand for fashion products is more than its supply. Apart from government owned industries, many new private industries have set their product in this field. The competition between them is increasing day by day. For the survival, each and every company is trying to be more brand loyal, to retain the customers for

a long period. This attitude of the manufactures leads to the survival, success and development of the fashion industry. In this context, changing of girl's attitude was deemed to be important

OBJECTIVES

To carry out the study, the following objectives are framed:

❋ To study the consumer's attitude and profile of the respondents in Erode city.

❋ To identify the factors that influences the purchase of fashion products.

❋ To examine the level of experience in buying and using the fashion products

❋ To recapitulate the major findings of the study and to make suggestions to overcome them and to conclude.

RESEARCH METHODOLOGY

The area covered for the study is Erode city. The stratified Random sampling technique is used by the Researcher. The size of the sample selected for the study is 250 respondents of Erode city.In order to analyse the data, various statistical tools viz,factor analysis and Likert Scale Technique have been used.

LIMITATIONS OF THE STUDY

The present study is subject to the following limitations:

⚘ Time was among the most critical limitation of this study. This whole study was done within a time frame of 4 months.

⚘ The study is limited to the city of Erode only and the sample size comprised of female respondents only.

⚘ The number of respondents in the study is limited to 250.

RESULTS AND DISCUSSION
Percentage Analysis:-

Table 1.1 exhibits that ,32% of the respondents are studying in Arts and Science Colleges, equal 24% of the respondents are studying in the field of Education and Nursing, 20% of the respondents are studying in Engineering. It is concluded that the maximum of the respondents are studying in Degrees of Arts and science.

44.0% of the respondents' father are qualified with HSLC Level, 23.6% of the respondents' father are qualified with below class Level, 18.0% of the respondents' father are qualified with HS Level, 8.0% of the respondents' father are qualified with Graduate Level and 6.4% of the respondents are Post Graduates. It is concluded that the maximum of the respondents' father are qualified with HSLC Level.

38.8% of the respondents are qualified with HSLC Level,20.4% of the respondents are qualified with HS Level, 16.8% and 13.6% of the respondents are qualified with below class and Graduate Level, and finally 10.4% of the respondents are qualified with Post Graduate Level. It is concluded that the maximum of the respondents are qualified with HSLC Level.

36.4% of the respondents' father family earn Rs.200001-300000, 35.6% of the respondents' father earn Rs.100000-Rs.200000, 18.4% of the respondents' father earn are earning Rs.300001 - Rs.400000, and 9.6% of the respondents' father earn Rs.400001 - Rs.500000.It is concluded that the maximum of the respondents' father earn Rs.200001-Rs.300000.

37.2% of the respondents' mother earn Rs.100000-Rs.200000, 25.6% of the respondents' mother earn Rs.200001-Rs.300000, 13.4% of the respondents' mother earn Rs.300000 - Rs.400000, and 16.4% of the respondents' mother earn Rs.400001 - Rs.500000.It is concluded that the maximum of the respondents' mother earn Rs.100000 -Rs.200000.

DATA ANALYSIS

Table 1.1: Profile of the Respondents

	Bachelor Degrees:	Number of Respondents	Percentage
1	Bachelor of Arts and science	80	32%
2	Bachelor of Engineering	50	20%
3	Bachelor of Education	60	24%
4	Bachelor of Nursing	60	24%
	Parental Education: Father's Education		
1	Below class	59	23.6%
2	HSLC	110	44.0%
3	HS	45	18.0%
4	Graduate	20	8.0%
5	Post Graduate	16	6.4%
	Mother's Education		
1	Below class	42	16.8%
2	HSLC	97	38.8%
3	HS	51	20.4%
4	Graduate	34	13.6%
5	Post Graduate	26	10.4%
	Family Income: Father's Income		
1	Rs.100000- Rs.200000	89	35.6%
2	Rs.200001-Rs.300000	91	36.4%
3	Rs.300001-Rs.400000	46	18.4%
4	Rs.400001-Rs.500000	24	9.6%
	Mother's Income		
1	Nill	41	16.4%
2	Rs.100000-Rs.200000	93	37.2%
3	Rs.200001-Rs.300000	64	25.6%
4	Rs.300001-Rs.400000	34	13.6%
5	Rs.400001-Rs.500000	18	7.2%
Source:	**Primary Data**		

FACTOR ANALYSIS

Factors Influencing the Purchase of Fashion Products:-

The various factors such as close friends, family, relatives, celebrities, virtual fashion world, store display, social gathering like birthday parties, weddings, college fresher's day, social networking sites are taken into consideration for the study. Their response is placed in three point scale for analysis and has been presented in this section.

Factor Analysis is used to condense the number of 8 statements into related factor by using Principal Component Extraction with orthogonal (varimax) rotation. The following statement with three points scaling (High, Medium, and Low) were collected from some of the institutions and a multivariate statistical tool has been applied.

Table 1.2(a): KMO and Bartlett's Test

Kaiser – Mayer – Olkin Measures of sampling Adequacy		0.539
Barelett's Test of Sphericity	Approx. Chi. Square	205.080
	Df.	28
	Sig	.000

Source: Primary Data

In the present study, Kaiser - Meyer - Olkin measure of sampling Adequacy and Bartlett's Test of sphericity were applied to verify the adequacy or appropriateness of data for factor analysis. In this study, the value of KMO for overall matrix was found to be excellent (.539) and Bartlett's test of sphericity was highly significant ($P < 0.001$). The results thus indicated that the sample taken was appropriate to proceed with a factor analysis procedure.

Besides the Bartlett's Test of sphericity and the KMO measure of sampling adequacy were also absorbed. Further, for defining the factor clearly, a criterion has been employed. It was decided to delete any variable having loading below ±0.50.

Table 1.2(B): Total Variance Explained

Component	Initial Eigen values			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	%of Variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	1.889	23.616	23.616	1.889	23.616	23.616	1.805	22.560	1.805
2	1.529	19.112	42.728	1.889	19.112	42.728	1.445	18.063	40.662
3	1.050	13.124	55.851	1.529	13.124	55.851	1.218	15.229	55.851
4	.991	12.383	68.235	1.050					
5	.795	9.939	78.173						
6	.695	8.691	86.864						
7	.662	8.269	95.133						
8	.389	4.867	100.000						

Extraction Method: Principal Component Analysis.

Sources: Primary Data.

Table 1.2(b) shows that the total variance is explained with rotation and Eigen vales for factors 1, 2 and 3 are 1.889%, 1.889% and 1.529%. Percentage total variance for factors 1, 2 and 3 are 23.616%, 19.112%, and 13.124%.

It indicates that three factors were extracted from eight variables which have a cumulative percentage up to 55.851 percent of the total variance i.e. 8 factors were reduced into three underlying factors.

Table 1.2(C): Rotated Component Matrix

	Component		
	1	**2**	**3**
Close Friends	.012	-.241	.052
Family	.669	.253	-.268
Relative	-.238	.176	.726
Celebrities	.758	-.018	-0.75
Virtual fashion world (e.g. Stardoll.com, secondlife.com	-.735	.428	-.086
Store display (e.g. Shopping mall, fashion boutiques)	.203	-.680	.055
Social gathering like birthday parties, weddings, and collage fresher's day.	.377	.734	.148
Social networking sites – Face book etc.	.054	-.327	.761

Extraction method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations

Source: Primary Data.

Table 1.2(D): Naming Of Factor Extracted

Factors and % Total Variance	Variables	Rotation Factor Loading
I (1.889) Family members & Celebrities	Family Celebrities	.669 .758
II (1.529) Impact of Social groups	Social gathering like birthday parties, weddings, college Fresher's day	.734
III (1.050) Impact of Relatives & Social network sites	Relatives Social Networking sites – Face book, etc.	.726 .761

From the table 1.2(d), it is inferred that, the first factor shows 1.889% of the variation. The extracted family (0.669), celebrities (0.758) are highly correlated with each other. These statements are accounting and this factor is named as family members & celebrities.

The second factor shows 1.529% of the variation. The extracted social gathering like birthday parties, weddings, college fresher's day (0.734) are highly correlated with each other. These statements are accounting and this factor is named as impact of social groups.

The third factor shows 1.050% of the variation. The extracted relatives (0.726), social networking sites – Face book (0.761) are high correlated with each other. These statements are accounting and this factor is named as impact of relatives & social network sites.

LIKERT SCALE ANALYSIS
Experience in Buying and Using Fashion Products:-

Experience in buying and using fashion products to each statement were elicited with the help of likert's scale, classified as five scores for strongly agree, four for agree, three for neutral, two for disagree and one for strongly disagree.

Table 1.3: Experience in Buying and Using Fashion Products

S.No.	Statements	Experience	Total score	Rank
1	I feel excited to use fashion products	Strongly Agree	540	1
2	I enjoy dressing myself freely	Agree	268	2
3	I can make new friends to adopt the fashion products	Neutral	96	3
4	Advertisements offer updated information on fashion products	Disagree	42	4
5	Help me develop myself	Strongly Disagree	22	5

Source: primary Data

It is evident from the table 1.3 that the highest total score was awarded to the first statement, strongly agree (540), followed by agree (268), Neutral (96), Disagree (42), strongly disagree (22) with second, third, fourth, fifth rank respectively.

SUGGESTIONS

The present study elucidates the following suggestions:

- In the present study, it is found that 45.6% of the respondents buy the fashion products from the fancy stores. Hence, it is suggested that the availability of fashion products can be made at general stores and virtual fashion world.

- Higher price is the complaint registered by the majority of the respondents. Hence, the company should take possible steps to keep the price of fashion products at reasonable level to attract more customers and increase the sales.

- The results of factor analysis suggested that social groups play the most significant role in determining college girls' attitude towards consumption of fashion products.

- Last but not least, exaggerating advertisement should be avoided, which would divert the consumer's motive away from the product.

CONCLUSION

This study is mainly focused on changing of girls' attitude towardsthe consumption of fashion products. A higher percentage (32%) of the respondents are studying in Arts and Science Colleges, an equal 24% of the respondents are studying in the field of Education and Nursing, 20% of the respondents are studying in Engineering colleges. The study result of the factor analysis 8 factors considered for the study is reduced three factors they are: The first factor is "family members & celebrities," the second factor is "Impact of social groups," and the third factor is "Impact of Relatives and social network sites". The study is concluded that highest total score was awarded to the first statement, strongly Agree (540) – I feel excited to use fashion products.

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