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Project Report of 2023: SVP-2347

"Psychology Behind Consumer Behaviour in Recurring Fashion: Factors Driving Purchasing Decisions"

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SRIVIPRA PROJECT 2023

Title: Psychology Behind Consumer Behaviour in Recurring Fashion:
    Factors Driving Purchasing Decisions

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Certificate of Originality

This is to certify that the aforementioned students from Sri Venkateswara College have participated in the summer project SVP-2347 titled "**Psychology Behind Consumer Behaviour in Recurring Fashion: Factors Driving Purchasing Decisions**". The participants have carried out the research project work under my guidance and supervision from 15 June, 2023 to 15th September 2023. The work carried out is original and carried out in an online/offline/hybrid mode.

Signature of Mentor

<u>Acknowledgements</u>

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Abstract

Fashion is a dynamic and ever-evolving phenomenon that continually shapes our culture and identity. One intriguing aspect of fashion is recurring fashion, where specific trends, designs, or elements cyclically resurface over time, creating a captivating interplay between the past and the present. The 243 responses were analysed to check the factors that interplay with behaviour of a consumer. This research paper delves into the multifaceted world of recurring fashion, aiming to explore the factors influencing fashion trends, understand their societal implications, and dissect the various stages of the fashion cycle.

The research methodology section outlines the two phases of the recurring fashion studied—old and new—and explains the approach taken, including secondary research, primary research, questionnaire design, and quantitative analysis. It presents several hypotheses and their corresponding observations, providing valuable insights into consumer behavior and the societal impact of fashion trends.

Keywords: Recurring fashion, cyclical trends, styles, popularity, constant evolution, eternal revival, resonant fashion, sartorial resurgence, fashion evolution, fashion cycles

Objectives
1. Exploring the Factors Influencing Fashion Trends and understanding the Influence of Fashion Trends
2. Analysing the Societal Challenges Arising from Fashion Trends
3. To study the different stages of a fashion cycle
4. To analyze the function of advertising strategies, celebrities, influencers, trendsetters and consumer behaviour in shaping and perpetuating recurring style trends.
5. To understand the relationship between the appetite for novelty and the recurrence of fashion trends

Introduction
Definition
Recurring fashion, a "Cyclical Style," captivating phenomenon in the realm of fashion, wherein specific trends, designs, or elements resurface over time in a cyclic pattern- constitutes the combination of three phenomenon: **Eternal Revival**; transcends time, culture, and geography, **Resonant Fashion**; interplay of timelessness and innovation, and **Sartorial Resurgence**; long-forgotten fashion elements resurface.

History

There has always been a tendency of fashion trends to repeat themselves after a course of time with either some renovation or mixture of modernization/ current market demands with them. Every style or trend that is known to us at this time has been a successful fashion trend in the previous era or even before that as designers take inspiration from the clothing style of their previous generations and blend it with the demand and taste of their target market.

Year/ Century (1st introduced)	Year (re-introduced)	Item	Description

1930	1980	Shoulder Pads	These were first introduced in the 1930s because of World War II because of which women began to work outside but soon they disappeared from the market until the 1980s when once again women started getting more involved politically and economically which resulted in the rise of demand for this fashion trend again.
17th century	1960	Bell-bottom jeans	These were first introduced in the 17th century to be worn by the people working on boats but because of their specific nature they soon lost their popularity. They were re-introduced by the end of 1960s and became well-known by the 1970s.
1893	2010	Crop tops	This type of clothing was first found in the market in 1893 by a group of belly dancers at the World's Fair, Chicago and remained as "iconic fashion" till the 1930s and lost popularity because of fabric rationing in World War II. In the 2010s crop tops made a comeback due to the revival of the popularity of 1990s fashion and have remained popular till now with various new designs and ideas.
1990	2010	Hip-hop style	Hip-hop clothing which first came into the market in the mid-1990s and remained popular till 1995 after which it suffered from rejection from the market as people started demanding more elegant and vintage clothing. Eventually, it made its way again into the market by the end of 2010 because of the rise in pop culture and the change in the style of music industry which resulted in the change in taste of the market. The rise of hip-hop culture was positively related to the rise of the hip-hop clothing fashion trend as it denoted freedom for people and made them feel popular.

Importance

The importance of recurring fashion lies in its long-lasting impact on the fashion industry, society, and individuals.

Here are some key reasons why recurring fashion holds significance:

- **Cultural Heritage**

Recurring fashion allows cultures to preserve and celebrate their heritage. Traditional clothing and designs that resurface in contemporary fashion enable people to connect with their roots and showcase their cultural identity with pride.

- **Timeless Style**

Certain fashion trends and designs have stood the test of time due to their timeless appeal. Recurring fashion reaffirms the enduring charm of these styles, providing people with classic options that never go out of style.

- **Creative Inspiration**

Recurring fashion serves as a wellspring of inspiration for designers. Taking inspiration from the past allows them to reinterpret classic elements and infuse them with modern innovations, leading to the creation of fresh and exciting trends.

- **Emotional Connection**

The reappearance of certain fashion trends can evoke nostalgic feelings and emotional connections to specific eras. This sentimentality adds depth and sentiment to personal style choices.

- **Accessibility and Affordability**

Recurring fashion often means that previously trendy styles become accessible and affordable to a wider audience. People can find vintage or retro-inspired pieces at various price points, making fashion more inclusive.

- **Versatility and Adaptability**

Cyclical styles offer versatility in personal expression. People can mix and match classic elements with contemporary pieces, allowing them to create unique and eclectic looks that reflect their individuality.

- **Iconic Significance**

Some recurring fashion trends become iconic symbols of an era or a cultural movement. Embracing these styles can be a way for individuals to pay homage to historical significance and make a fashion statement that resonates with others.

- **Fashion Evolution**

Recurring fashion is a testament to the dynamic nature of fashion. Styles evolve and adapt over time, responding to societal shifts, technological advancements, and changing tastes, while preserving the essence of the past.

- **Universal Appeal**

Certain cyclical styles have universal appeal and go beyond geographical and cultural boundaries and they unite people worldwide.

Factors determining recurring fashion-
Recurring fashion trends can be influenced by a variety of factors. Here are some key factors that can contribute to the recurrence of fashion trends:

Nostalgia: Fashion trends often cycle back due to nostalgia. People have a tendency to romanticize and revisit styles from their past or earlier generations. Fashion designers and influencers often draw inspiration from previous decades, reinterpreting and incorporating elements into modern designs.

Pop culture and media: Fashion trends are heavily influenced by pop culture and media, including movies, television shows, music, and social media. Celebrities, influencers, and popular figures often set trends and inspire their followers to adopt certain styles. When iconic looks or outfits from the past are featured in popular media, they can spark a resurgence of interest in those styles.

Seasonal variations: Certain fashion trends are seasonal and naturally recur due to changing weather and climate. For example, floral prints and pastel colours tend to be popular during spring, while cosy knits and layers are favoured in the fall and winter. Seasonal trends often make a comeback as the seasons repeat each year.

Fashion cycles: Fashion operates in cycles, with trends going in and out of style over time. What was once considered outdated can become fashionable again as tastes evolve and reinterpretations of previous trends emerge. Fashion designers often look to the past for inspiration and put their unique spin on older styles, leading to their resurgence.

Influencer culture: Social media and the rise of influencer culture have significantly impacted fashion trends. Influencers have the power to popularize certain styles or aesthetics by showcasing them to their large online following. When influential individuals embrace a particular trend, it can quickly spread and become mainstream, leading to its recurrence.

Sustainable fashion: With the increasing focus on sustainability, there is a growing interest in vintage clothing, second-hand fashion, and upcycling. This interest in sustainable fashion contributes to the resurgence of certain trends, as people seek out unique and timeless pieces from the past rather than constantly buying new clothes.

Globalization and cultural exchange: Fashion trends are no longer limited to specific regions or countries. Globalization has led to greater cultural exchange and the blending of different styles and influences. Fashion trends from different parts of the world can inspire each other, resulting in the recurrence of certain looks and aesthetics.

It's important to note that while these factors contribute to recurring fashion trends, individual preferences and personal style choices also play a significant role. People interpret and adopt fashion trends in unique ways, which adds to the diversity and evolution of fashion over time.

Stages of the Fashion Cycle:
Fashion cycle is the lifespan during which fashion exists. A bell-shaped curve is used to depict the five stages of the fashion cycle namely introduction, rise in popularity, peak, decline in popularity, and rejection.

1. Introduction:
Fashion leaders innovate and introduce new styles to the market. These styles are initially priced high with limited availability to test the market. Fashion leaders, athletes, movie stars, and affluent individuals wear these new styles to gain media attention and stand out.

2. Rise in popularity:
Celebrities can influence fashion trends by wearing new styles that are then copied by others.

Designers and manufacturers can capitalize on this by creating prêt-à-porter lines and other affordable versions of the celebrity's style. This facilitates reaching out to a wider audience with increase in sales.

3. Peak:
Styles at this stage are the most popular. When there is huge production of any style, it requires mass acceptance. When a fashion is at the peak of its popularity, it may be in such demand that many manufacturers imitate it or produce modifications of it at many price levels. Length at this stage ascertains if the fashion becomes classic or Fad.

4. Decline in popularity:
After mass production, people tire of a few styles and seek new ones. They continue wearing the old styles but are reluctant to purchase them at the same price. The launch of new collections each season diminishes the popularity of previous styles. The market becomes saturated with fashion, leading retail stores to offer clearance sales or off-season sales for declining styles.

5. Dejected:
The last phase of the fashion cycle marks the beginning of a new cycle as consumers adopt new looks. Consumer obsolescence occurs when a style is rejected because it is out of fashion. Manufacturers cease production and retailers do not restock the same styles. This paves the way for a new cycle to commence.

Conceptual framework
Stimuli

Blogs- Today, the main segment of blogging are the fashion blogs which are a new way to communicate information. We see a large number of people, for example, creating outfits from scratch of the old Bollywood movies actors and actresses. What consumers want define these blogs as a drive to forecast future trends.

The New Era of Aesthetics- We see people getting more attracted towards aesthetics pictures and this somehow has influenced consumer behavior and the fashion industry. Somehow, the current trends show that ,for example, people are preferring more flared jeans than slim fit skinny jeans.

PRODUCT	PRICE	PROMOTION	PLACE

We see the local markets as well as branded clothing chains filled with the old trend peplum tops, the flower bands etc. People, especially our youngsters, are really influenced by what's filled in the market.	Since the fashion industry get's obsolete so early and the middle class people suffer from budget constraints but at the same time do love trendy clothes, the price of these old fashioned clothes suits their pocket which make it feasible for them to buy it.	In today's changing scenario what's available in the market is actually promotion, the market is filled with what was in trend in the early 90's. We see a large teenage population wearing front tie tops and this was what actually the modern fashion of 90s that wasn't see for quite a while but now that's filled in the market	If we sell flared jeans in the rural area, we observe that it's not a very attractive market for the recurring fashion but the metropolitan area serves as a large market with large no. of sellers serving the buyers with the latest fashion trends.

TWO PHASES OF RECURRING FASHION

OLD	NEW
This fashion is what's actually been followed in future. But this also include two parts – the upper class fashion with peplum tops, flared or bell bottom jeans, tie knot tops and the lower class or middle class fashion with the black jeans a routine printed top	This era includes what's actually been followed. This includes only the upper class fashion of 90s. This indicates that we have followed only a certain portion of the old trend.

Literature review

Fashion has been a deeply ingrained and ever-evolving phenomenon, characterised by change, diffusion, and emulation. recurring fashion cycles, wherein certain patterns and trends resurface after a time period, have been the subject of numerous research, dropping light on the complexities and implications of these cyclical traits.

Changes → **Diffusion** → **Emulation**

Change

Fashion is continuously evolving, with new styles, designs, and trends rising often. it's far driven with the aid of the ever-changing tastes and preferences of individuals, as well as the impact of outside factors inclusive of culture, technology, media, and societal shifts.

Diffusion

Diffusion refers back to the process by which fashion trends and patterns spread from one person or group to another and turn out to be broadly accepted in society.

In the modern era, diffusion is significantly accelerated by mass media, social media, and globalization.

Fashion trends that start in one region or among a particular group can rapidly spread to other parts of the world, breaking down geographical and cultural barriers. The diffusion of fashion tendencies isn't constrained to particular social classes; it could arise across exceptional demographic groups, making style a shared and interconnected worldwide phenomenon.

Emulation

Emulation refers back to the act of imitating or copying the fashion choices of others, mainly those considered influential or aspirational.

Emulation often stems from a desire to belong, conform, or be associated with a particular group or trend. High-profile celebrities, fashion influencers, and designers often set the stage for emulation by showcasing their styles and choices in public spaces and media platforms.

Author	Title	Findings
Rafał Apriasz, Tyll Krueger, Grzegorz Marcjasz, Katarzyna Sznajd-Weron (2016)	The Hunt Opinion Model—An Agent Based Approach to Recurring Fashion Cycles	It indicates the observation of cyclical nature of style via complicated interactions between individuals in social networks. This model is sensitive to its parameters like size of social network and the range of snobs.
Margareta Magnusson (2016)	Recurring Fashion: A Historical Analysis of the Cyclical Nature of Fashion	"Cyclical fashion" and explains its historical presence. It gives more importance to fashion as a method of self expression and cultural participation rather than only trends. Factors signifies the understanding of recurring fashion trends.
Agu Godswill Agu, Onuoha A. Onuoba (2016)	Psychological Influences and Fashion Consumption Behaviour of Consumers in South East Nigeria	Consumers value product fitting as the most important factor in fashion purchase decisions: clothes and footwear. The psychological variables (attitude, perception, self-concept, personality and

		motivation) are significant predictors of fashion consumption behaviour.
ALICIA IRENA MIHALIĆ (2016)	Protean Images of Fashion: Revaluation of Past Styles in New Settings	The changes in the fashion industry in the beginning of the twenties were the consequences of psychological tendencies towards imitation and social equalization on the one hand, and the need for differentiation and variation on the other. It describes the recurrence of fashion trends as "modernity's appreciation of past aesthetics". It reveals the course of action in which the early 2000s designers ravaged historical imagery in order to resurrect past forms with the aim of reviving them and drew inspirations from the past era which resulted in success for them.
Barkha Ravi Shende (2017)	Fashion trends and its impact on society: A case study on apparel trends of indian society	Apparel trends of Indian society are dynamic in nature and new/ emerging fashion trends in India are constantly being introduced in the market. It analyses the challenges faced by the society due to trends and its impact and focuses on the factors that affect fashion and set trends. The influence of fashion will vary from person to person, category to category and groups to groups because of their different mindsets and personalities.
Sana Mahmoud Abbasi (2013)	The Fashion Cycle and Theories of Fashion	There are various stages involved in the fashion cycle: Introduction, rise in popularity, peak, decline and obsolescence, along with describing the role of demographics in fashion. The concept of 3 theories of fashion is introduced: Trickle-down (Traditional Adaptation), trickle-up and trickle-across (Mass Dissemination) and explains their role in influencing the fashion trend. Mentioning of Classic and Fads style of fashion is done. Classic being the style that never goes out of fashion and the interest in them remains more or less the same whereas Fads are short-

		lived style which fail to hold the attention of the people for long term.
Bonnie D. Belleau (1987)	Cyclical Fashion Movement: Women's Day Dresses: 1860-1980	There is a cyclical pattern to fashion change in women's day dresses. This pattern is characterized by alternating periods of long and short skirts, high and low waistlines, and full and fitted silhouettes. The waistline of women's dresses is also influenced by economic factors. When the economy is strong, waistlines tend to be lower. When the economy is weak, waistlines tend to be higher. The silhouette of women's dresses is influenced by cultural factors. For example, the 1920s flapper style was characterized by a short skirt, low waistline, and boyish figure. The 1950s hourglass silhouette was characterized by a full skirt, high waistline, and curvy figure.
George B. Sproles, Purdue University (1974)	FASHION THEORY: A CONCEPTUAL FRAMEWORK	Fashion is a broadly based behavioral phenomenon that is characterized by change, diffusion, and emulation. The horizontal flow concept suggests that in a mass production and mass communications environment, fashions tend to spread simultaneously within each social class over time. The vertical flow concept suggests that fashions tend to diffuse from higher social classes to lower social classes over time. The fashion cycle is a four-stage process that includes introduction, acceptance, decline, and obsolescence.
Agnès Rocamora (2015)	High Fashion and Pop Fashion: The Symbolic Production of Fashion in Le Monde and The Guardian	Le Monde constructs fashion as high culture, while The Guardian constructs it as popular culture.

		This difference in discourse is reflected in the different ways in which the two newspapers cover fashion shows. Le Monde focuses on the aesthetic and artistic aspects of fashion shows, while The Guardian focuses on the commercial and celebrity aspects.
Stella Mary Newton (1980)	Fashion in the Age of the Black Prince: A Study of the Years 1340-1365	The period from 1340 to 1365 was a time of dramatic change in fashion, with the introduction of new styles and fabrics. The most significant change was the rise of the cotehardie, a fitted, close-fitting garment that was worn by both men and women. Other new styles included the houppelande, a long, flowing gown, and the chaperon, a hood with a long liripipe. The use of fur and embroidery became increasingly popular, and there was a growing interest in luxury fabrics such as velvet and silk.
Valerie Steele & Peter McNeil (2023)	Fashion Theory - Journal of Dress Body and Culture	It covers the study of fashion, including angles from sociology, art, history, consumption studies, and anthropology. It explains with a number of articles published under it as to how the role of body type, culture and representation of a dress influences fashion. It mentions the style of art, body, dress and social normal of different consumers and how it affects the thinking mechanism of them.
Aycock, M., Cho, E., & Kim, K. (2023)	"I like to buy pre-owned luxury fashion products": Understanding online second-hand luxury fashion shopping motivations and perceived value of young adult consumers.	Young adults tend to buy second hand luxury clothing/ items that prove to be eye-catching to their eyes as they have an idea of its value before it was owned by someone else and the satisfaction of purchasing the same value of luxury at a price lesser than the other drives them to purchase such fashion items. This fashion motivation indirectly influences willingness to recommend and purchase intentions via perceived value and use.

Henny Puspita & Heeju Chae (2021)	An explorative study and comparison between companies' and customers' perspectives in the sustainable fashion industry	Sustainable fashion has been promoted by many fashion companies but there seems to be a gap in the opinion of consumers and companies as per the state of the market share of this fashion. There is a gap of perception in marketing strategy and attitude towards pricing between companies and customers. Suggested solutions are approaching customers through emotional-based marketing, creating a new business model such as collaborative fashion consumption, making a friendlier image of sustainable fashion, and information exchange regarding sustainable technology development between companies.
Georgia C. Maxey, Regis University (2022)	"Fashion Psychology: The Relationship Between Clothing and Self", Counselling and Family Therapy Scholarship Review	The article reflects upon the deeply personal relationship between humans and their clothing; talking about how culture and society has been system influences on dressing which have overwhelmed the self. The conclusion states that no level of connection to our clothing is necessary but realizing how we see ourselves based on how we think others see us can be valuable. The psychology of dress can also help in balancing the power between the law, society, culture, and self in our nonverbal language. It also emphasizes the need to introspect on the personal psychology of clothing and with time, check in with ourselves and see if we should reconcile our relationship with clothing.

| Tina Yinyin Wang

Under supervisor Lisbeth Svengren Holm (August 2010) | Consumer Behaviour Characteristics in Fast Fashion | Analysing the similarities and differences between fast fashion consumer behaviour characteristics and general consumer behaviour theory based on research conducted, the empirical findings analysed the factors like decision-making process and involvement, individual differences and group influences. The conclusion highlighted the marketing implications stating:

• More consumer involvement: Consumers do not exert much cognitive effort to search and understand fast fashion ads proving to be a disadvantage for marketers.

•Need for improvements in the store situation: From the perspective of the brand's sale strategy, elaborate store display and a good store environment can help the marketers to emphasise the point-of-purchase materials and communicate the brand image and brand fashion ideas to consumers without extra high promoting fees.

• Strategies to influence consumers' attitudes to the brand: Along with campaigns, word-of-mouth proves to be a more effective way of really changing people's attitudes as information indirectly received through acquaintances proves to be much more reliable. |
| Dilini Edirisinghe, Alireza Nazarian, Pantea Foroudi, Andrew Lindridge (2020) | Establishing psychological relationship between female customers and retailers: A study of the small- to medium-scale clothing retail industry | Now, this paper analyses how young female buyers make their buying decisions related to clothing, it did a sample survey taking into consideration 20 females and 10 clothing retailers. According to me their scope of study was limited and narrowed.

The survey was done at their place of comfort which is a good approach, easy and convenient. It highlighted how female buyers develop relationships with clothing retailers and help in building consumer loyalty. How favourite clothing brands, word of mouth and unique |

		designs attract. The practical implication of the research highlighted how perceptions affect clothing purchase decisions. The research is unique as it analyses consumer behaviour using recreational activity models to demonstrate how customers develop relationships with retail brands every time.

Doroteja Mandari´c, Anica Hunjet and Dijana Vukovi'c	The Impact of Fashion Brand Sustainability on Consumer Purchasing Decisions	The present study finds that consumers generally prioritize factors like price, value, quality, and style over environmental considerations when making fashion purchasing decisions. Sustainable product consumption behavior often does not align with positive attitudes towards sustainable fashion. The study highlights that systemic changes are necessary for the fashion industry to adopt a sustainable business model, emphasizing slow fashion as the future. The challenge lies in changing consumer behavior and redefining fashion to promote sustainability.
Asimananda Khandual and Swikruti Pradhan (2018)	Fashion Brands and Consumers Approach Towards Sustainable Fashion	From a current perspective on designing clothes, there is a growing focus on sustainability and fashionability. Fashion brands now pay much attention to producing clothes in a sustainable manner, while still appealing to consumers' preferences. Clothes must not only be trendy but also reflect social responsibility, as they are a means of expressing one's individuality. Customers now seek to feel good about their clothing choices, which includes knowing that the clothes were made with ethical considerations in mind. Fashion brands are incorporating fair wages and ensuring the well-being of workers into their ethical policies, which has become a strong selling point. Transitioning to more ethical fashion options requires careful planning..
Hilde Heim	Change of Mind: Marketing Social	This study examines the emergence and effectiveness of social media (SM) campaigns among fashion brands.

	Justice to the Fashion Consumer	While government campaigns have shown that awareness and activism can lead to behavioral change, translating this approach to the fashion market is challenging.
(2022)		This initial examination of three SM campaigns for English-speaking consumers suggests the potential for future research in diverse areas. Investigating the power dynamics between consumers, brands, and marketers is crucial. By crafting a social agenda pull, SM may promote sustainable and ethical fashion consumption behavior.

Methodology

The project was carried out in phases. The major approach was adopted have been explained below:

Secondary Research-The project began with secondary research from available material like research papers, interviews, documentaries, newsletters and industry journals, as a source of data and information in their research etc

Primary research- A research was conducted to understand the behaviour of a consumer depending on multiple factors such as trend, style, fashion cycle, societal challenges, sustainability, influencers and celebrities.

Questionnaire-A questionnaire was designed encompassing questions from the 5 objectives ranging multiple choices to understand the individual behaviour as a person and as society as whole.

Quantitative research- The data collected from over 243 respondents was cleaned, and analysed to frame hypothesis and objectives. Responses from quantitative and close-ended questions was analysed using statistics, mathematical and computerized tools like MS Excel and SPSS.

Hypothesis Testing

Hypothesis Test 1

H0: There is no significant relation between age and type of clothes.
H1: There is significant relation between age and type of clothes

Count of Age	Column Labels							
Row Labels	Baggy	Baggy(loose fit clothes)	Ethnic	Ethnic/Formals	Formals	Gothic (dark shade clothes)	Rugged clothes	Grand Total
18-24	2	55	1	61	1	37	6	163
25-35		8		34		4		46
36-50				21			1	22
Above 50		2		10				12
Grand Total	2	65	1	126	1	41	7	243

Row Labels	Baggy	Baggy(loose fit clothes)	Ethnic	Ethnic/Formals	Formals	Gothic (dark shade clothes)	Rugged clothes	Grand Total
18-24	1.341563786	43.60082305	0.671	84.51851852	0.67078	27.50205761	4.695473251	163
25-35	0.378600823	12.30452675	0.189	23.85185185	0.1893	7.761316872	1.325102881	46
36-50	0.181069959	5.884773663	0.091	11.40740741	0.09053	3.711934156	0.633744856	22
Above 50	0.098765432	3.209876543	0.049	6.222222222	0.04938	2.024691358	0.345679012	12
Grand Total	2	65	1	126	1	41	7	243

	P value < 0.05	Accept H1		reject H0
	P value > 0.05	Accept H0		reject H1
H0	There is no significant relation between age and type of clothes			
H1	There is significant relation between age and type of clothes			
P value	0.019235863	Accept H1		There is significant relation between age and type of clothes

Hypothesis Test 2

H0: There is no significant relation between gender and wardrobe update
H1: There is significant relation between gender and wardrobe update

Count of Gender	Column Labels				
Row Labels	Every season (3-4 times a year)	Once or twice a year	Only when necessary (e.g., when clothes wear out)	Rarely or never	Grand Total
Female	41	38	65	2	146
Male	15	27	49	6	97
Grand Total	56	65	114	8	243

Row Labels	Every season (3-4 times a year)	Once or twice a year	Only when necessary (e.g., when clothes wear out)	Rarely or never	Grand Total
Female	33.64609053	39.05349794	68.49382716	4.806584362	146
Male	22.35390947	25.94650206	45.50617284	3.193415638	97
Grand Total	56	65	114	8	243

	P value < 0.05	Accept H1		reject H0
	P value > 0.05	Accept H0		reject H1
H0	There is no significant relation between gender and wadrobe update			
H1	There is significant relation between gender and wadrobe update			
P value	0.034330911	Accept H1		There is significant relation between gender and wadrobe update

Hypthesis Test 3

H0: There is no significant relation between income and deciding factor while purchase
H1: There is significant relation between income and deciding factor while purchase

Count of Annual income	Column Labels				
Row Labels	Attractiveness	Price	Quality	Trends	Grand Total
2,50,001-5,00,000	7	8	21	2	38
5,00,001-10,00,000	4	7	28	2	41
More than 10,00,000	8	7	32		47
Up to 2,50,000	24	25	53	15	117
Grand Total	43	47	134	19	243

Row Labels	Attractiveness	Price	Quality	Trends	Grand Total
2,50,001-5,00,000	6.724279835	7.349794239	20.955	2.9712	38
5,00,001-10,00,000	7.255144033	7.930041152	22.609	3.2058	41
More than 10,00,000	8.316872428	9.090534979	25.918	3.6749	47
Up to 2,50,000	20.7037037	22.62962963	64.519	9.1481	117
Grand Total	43	47	134	19	243

	P value < 0.05	Accept H1	reject H0
	P value > 0.05	Accept H0	reject H1
H0	There is no significant relation between income and deciding factor while purchase		
H1	There is significant relation between income and deciding factor while purchase		
P value	0.20292363	Accept H0	There is no significant relation between income and deciding factor while purchase

Hypothesis Test 4:

H0:There is no significant relation between age and era of fashion
H1:There is significant relation between age and era of fashion

Count of Age	Column Labels				
Row Labels	1970s	1980s	1990s	2000-present	Grand Total
18-24	5	14	38	106	163
25-35	1	3	4	38	46
36-50	5	1	1	15	22
Above 50	1	2	2	7	12
Grand Total	12	20	45	166	243

Row Labels	1970s	1980s	1990s	2000-present	Grand Total
18-24	8.049382716	13.415638	30.19	111.3497942	163
25-35	2.271604938	3.7860082	8.519	31.42386831	46
36-50	1.086419753	1.8106996	4.074	15.02880658	22
Above 50	0.592592593	0.9876543	2.222	8.197530864	12
Grand Total	12	20	45	166	243

	P value < 0.05	Accept H1	reject H0
	P value > 0.05	Accept H0	reject H1
H0	There is no significant relation between age and era of fashion		
H1	There is significant relation between age and era of fashion		
P value	0.001753848	Accept H1	There is significant relation between age and era of fashion

Hypothesis Test 5:

H0: There is no significant relation between occupation and societal challenges.
H1: There is significant relation between occupation and societal challenges.

Count of Occupation	Column Labels					
Row Label	I am not sure.	Maybe, they might or might not contribute to societal challenges	Maybe, they might or might not contribute to societal challenges.	No, fashion trends have no significant impact on societal challenges.	Yes, fashion trends can contribute to societal challenges.	Grand Total
Business	1			2		3	6
Home Maker						1	1
Service	6			27	3	40	76
Student	16		1	41	8	94	160
Grand Total	23		1	70	11	138	243

Row Labels	I am not sure.	Maybe, they might or might not cont	Maybe, they might or might not	No, fashion trends have	Yes, fashion trends can cont	Grand Total
Business	0.567901235	0.024691358	1.728395062	0.271604938	3.407407407	6
Home Maker	0.094650206	0.004115226	0.288065844	0.04526749	0.567901235	1
Service	7.193415638	0.312757202	21.89300412	3.440329218	43.16049383	76
Student	15.14403292	0.658436214	46.09053498	7.242798354	90.86419753	160
Grand Total	23	1	70	11	138	243

|			
	P value < 0.05	Accept H1	reject H0
	P value > 0.05	Accept H0	reject H1
H0	There is no significant relation between occupation and societal challenges		
H1	There is significant relation between occupation and societal challenges		
P value	0.991987499	Accept H0	There is no significant relation between occupation and societal challenges

Descriptive Statistics

Objective 1: Exploring the Factors Influencing Fashion Trends and understanding the Influence of Fashion Trends

What is your biggest motivating factor to follow trends in fashion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Do not Follow	3	1.8	1.8	1.8
	FOMO (fear of missing out)	14	8.6	8.6	10.4
	Movies	1	.6	.6	11.0
	Self-approbation	90	55.2	55.2	66.3
	Social Media Influencers/Celebrities	50	30.7	30.7	96.9
	The urge to keep yourself updated	5	3.1	3.1	100.0
	Total	163	100.0	100.0	

What is your biggest motivating factor to follow trends in fashion?
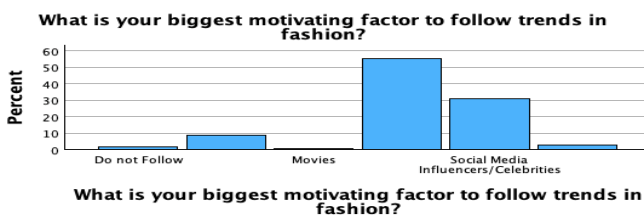
What kind of clothes do you like to wear?

N	Valid	163
	Missing	0

What kind of clothes do you like to wear?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Baggy	57	35.0	35.0	35.0
	Ethnic/Formals	63	38.7	38.7	73.6
	Gothic (dark shade clothes)	37	22.7	22.7	96.3
	Rugged clothes	6	3.7	3.7	100.0
	Total	163	100.0	100.0	

What kind of clothes do you like to wear?
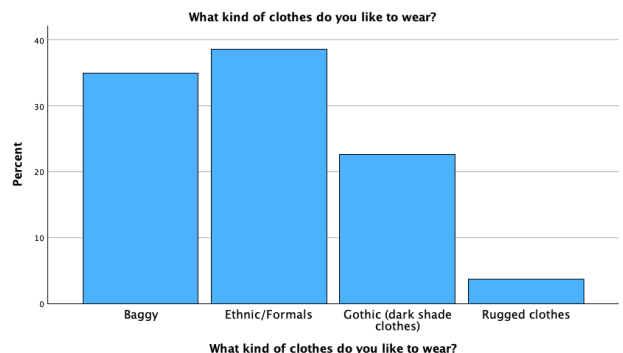
Statistics

What factors do you consider while buying clothes?

N	Valid	163
	Missing	0

What factors do you consider while buying clothes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractiveness	33	20.2	20.2	20.2
	Price	40	24.5	24.5	44.8
	Quality	73	44.8	44.8	89.6
	Trends	17	10.4	10.4	100.0
	Total	163	100.0	100.0	

What factors do you consider while buying clothes?
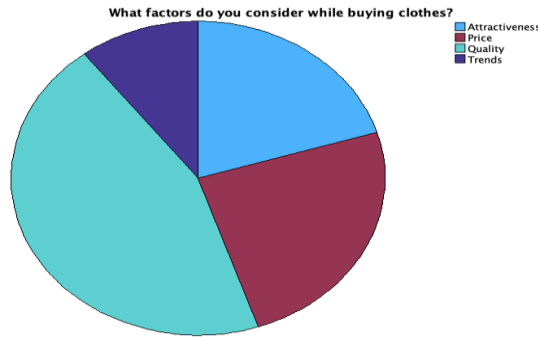
Objective 2: Analysing the Societal Challenges Arising from Fashion Trends

Which societal challenge do you believe is most closely associated with fashion trends?

N	Valid	163
	Missing	0

Which societal challenge do you believe is most closely associated with fashion trends?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A much more westernised dressing pattern	26	16.0	16.0	16.0
	Body image and unrealistic beauty standards	78	47.9	47.9	63.8
	Economic inequality and accessibility to fashion	31	19.0	19.0	82.8
	Environmental sustainability	28	17.2	17.2	100.0
	Total	163	100.0	100.0	

Which societal challenge do you believe is most closely associated with fashion trends?
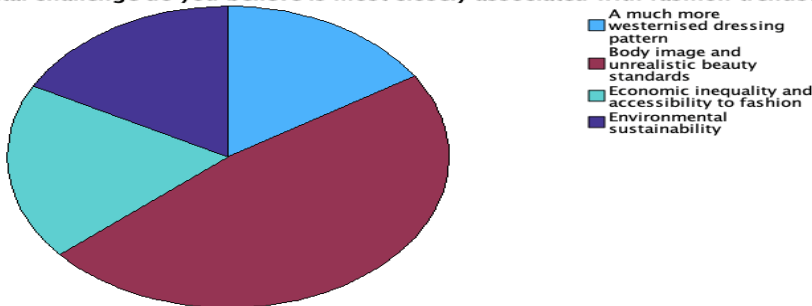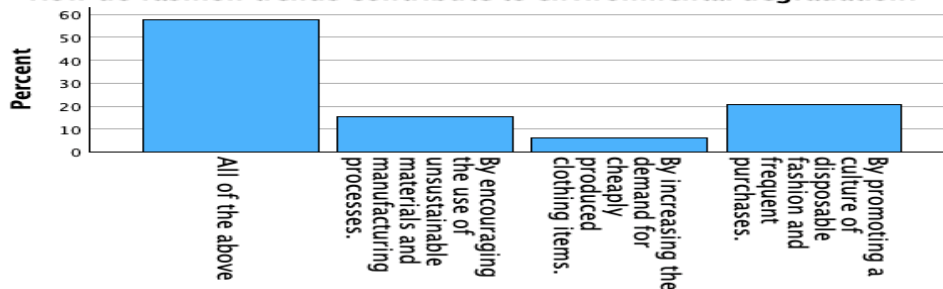

Statistics

How do fashion trends contribute to environmental degradation?

N	Valid	163
	Missing	0

How do fashion trends contribute to environmental degradation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All of the above	94	57.7	57.7	57.7
	By encouraging the use of unsustainable materials and manufacturing processes.	25	15.3	15.3	73.0
	By increasing the demand for cheaply produced clothing items.	10	6.1	6.1	79.1
	By promoting a culture of disposable fashion and frequent purchases.	34	20.9	20.9	100.0
	Total	163	100.0	100.0	

How do fashion trends contribute to environmental degradation?

**Objective 3:** To study the different stages of a fashion cycle

Statistics

According to you, which of the following eras was the most fashionable?

N	Valid	163
	Missing	0

According to you, which of the following eras was the most fashionable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1970s	5	3.1	3.1	3.1
	1980s	14	8.6	8.6	11.7
	1990s	38	23.3	23.3	35.0
	2000-present	106	65.0	65.0	100.0
	Total	163	100.0	100.0	

According to you, which of the following eras was the most fashionable?

- 1970s
- 1980s
- 1990s
- 2000-present
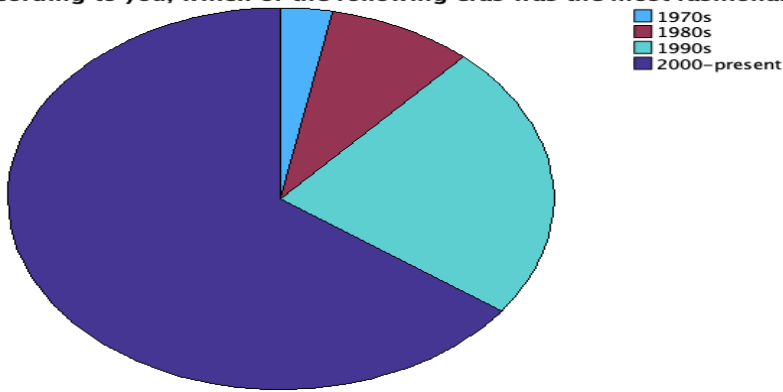
Statistics

Which of the following stages do you consider most crucial in a fashion cycle?

N	Valid	163
	Missing	0

Which of the following stages do you consider most crucial in a fashion cycle?

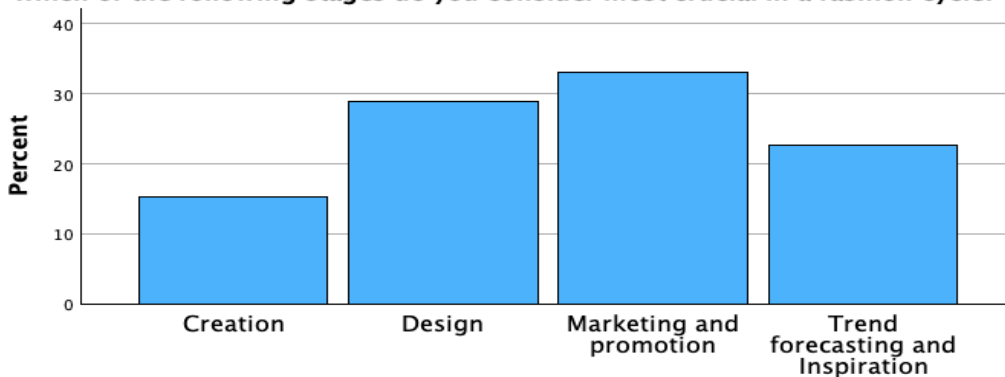|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Creation	25	15.3	15.3	15.3
	Design	47	28.8	28.8	44.2
	Marketing and promotion	54	33.1	33.1	77.3
	Trend forecasting and Inspiration	37	22.7	22.7	100.0
	Total	163	100.0	100.0	

Which of the following stages do you consider most crucial in a fashion cycle?

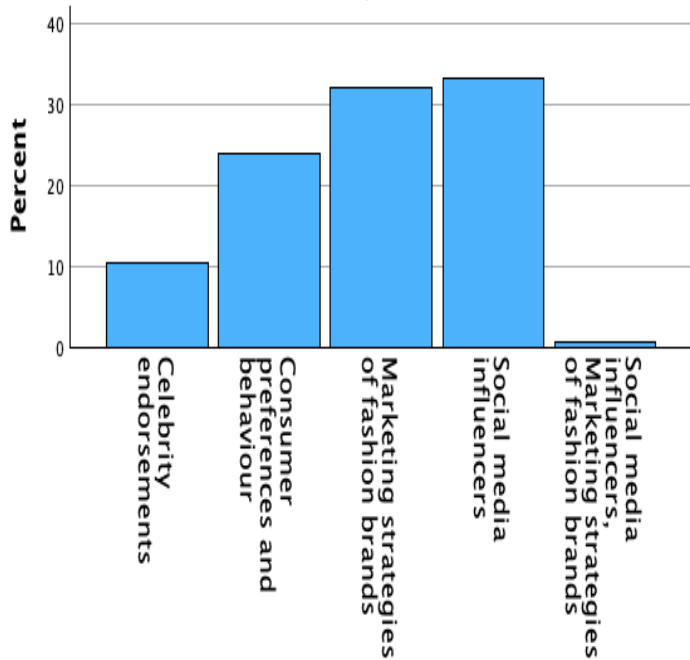Which of the following stages do you consider most crucial in a fashion cycle?

Objective 4:

To analyze the function of advertising strategies, celebrities, influencers, trendsetters and consumer behaviour in shaping and perpetuating recurring style trends.

In your opinion, what is the most important factor that shapes and perpetuates recurring fashion trends?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Celebrity endorsements	17	10.4	10.4	10.4
	Consumer preferences and behaviour	39	23.9	23.9	34.4
	Marketing strategies of fashion brands	52	31.9	31.9	66.3
	Social media influencers	54	33.1	33.1	99.4
	Social media influencers, Marketing strategies of fashion brands	1	.6	.6	100.0
	Total	163	100.0	100.0	

Which of the following fashion influencers do you follow?

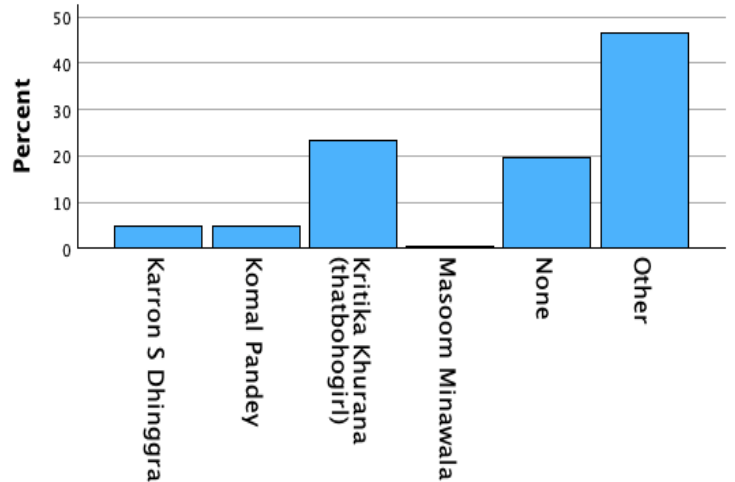|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karron S Dhinggra	8	4.9	4.9	4.9
	Komal Pandey	8	4.9	4.9	9.8
	Kritika Khurana (thatbohogirl)	38	23.3	23.3	33.1
	Masoom Minawala	1	.6	.6	33.7
	None	32	19.6	19.6	53.4
	Other	76	46.6	46.6	100.0
	Total	163	100.0	100.0	

In your opinion, what is the most important factor that shapes and perpetuates recurring fashion trends?

Which of the following fashion influencers do you follow?

Objective 5:

To understand the relationship between the appetite for novelty and the recurrence of fashion trends

**According to you, which statement best describes the fashion industry's response to the appetite for novelty?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The industry constantly introduces new trends to satisfy demand.	92	56.4	56.4	56.4
	The industry disregards novelty and focuses on practicality.	15	9.2	9.2	65.6
	The industry relies on established classics rather than novelty.	34	20.9	20.9	86.5
	The industry tries to retain potential customers to maintain financial feasibility.	22	13.5	13.5	100.0
	Total	163	100.0	100.0	

According to you, why is novelty an important aspect in the fashion world?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To establish a competitive environment among various fashion brands.	45	27.6	27.6	27.6
	To introduce new designs in the market.	37	22.7	22.7	50.3
	To maintain their brand value among the consumers.	33	20.2	20.2	70.6
	To provide a variety of choices to the consumers.	48	29.4	29.4	100.0
	Total	163	100.0	100.0	

According to you, which statement best describes the fashion industry's response to the appetite for novelty?
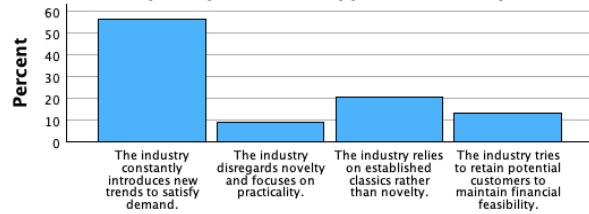
According to you, why is novelty an important aspect in the fashion world?
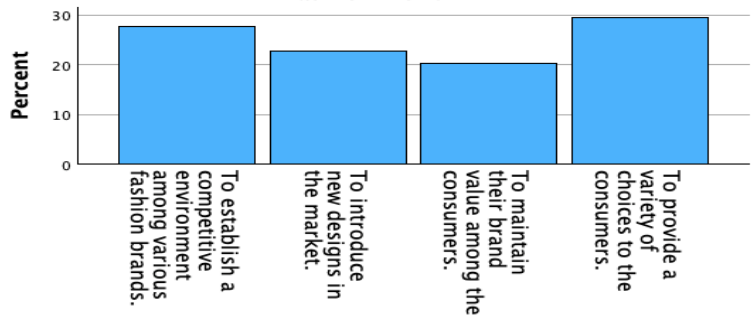
How do you think the desire for novelty affects the recurrence of fashion trends?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Any other effect	27	16.6	16.6	16.6
	It discourages the repetition of past trends.	7	4.3	4.3	20.9
	It drives the constant reinvention and recycling of trends.	102	62.6	62.6	83.4
	It has no impact on the recurrence of fashion trends.	27	16.6	16.6	100.0
	Total	163	100.0	100.0	

How do you think the desire for novelty affects the recurrence of fashion trends?
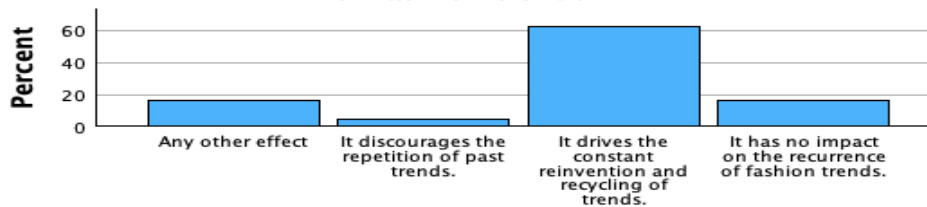
Conclusion and Findings

The research helped to unfold the burried history of recurring fashion since the 1980s and provided a long-lasting impact on the fashion industry. Generally, fashion suffers from three stages; change, diffusion and emulation. Through statistical tools, we concluded the relationship between various factors and other independent variables. Fashion, including baggy, ethnic, formal, gothic, and rugged, has a positive relationship with the age of an individual. Also, male and female factors influence the wardrobe update from every season to the necessary. Consumption factors towards fashion, such as attractiveness, price, quality, and trend, are independent of the income of the consumer. Occupation plays a role in considering the personal attitude towards societal challenges.

Qualitatively, we understood that the biggest motivating factors to follow a particular trend are self-approval and influencers. People consider fashion an environmental destructor through unsustainable materials, cheap clothes, and frequent disposal. The most essential stage of the fashion cycle is marketing and promotion through influencers, rather than keeping consumer preferences as a priority.

Concluding, recurring fashion is the outcome of the industry's appetite to introduce new trends with the taste of old structures and styles.

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Questionnaire

https://bit.ly/3Ohc7bc