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Empirical Analysis of Fashion Trends and Shopping Behaviour Among Young Consumers in Thiruvananthapuram District

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Abstract
Fashion trends change seasonally, driven by young consumers expressing themselves through clothing. Kerala's blend of tradition and modernity makes it a fascinating setting to explore young consumers' fashion preferences. This study presents an empirical analysis of fashion trends and shopping behaviour among young consumers in Thiruvananthapuram District, Kerala. The research examines the demographic and socio-economic characteristics of young fashion consumers, analyses their shopping behaviour, and investigates the impact of social media on their shopping, fashion trends and preferences. A descriptive research approach was employed, surveying 150 youths aged 18-23 through a simple random sampling method. Results show that respondents prioritize quality, stay updated with fashion trends, and prefer Omni-channel shopping. Social media significantly influences their fashion choices, with Instagram and YouTube being key sources of trend information. The study provides insights into the shopping habits and preferences of young consumers, highlighting the role of social media in shaping their fashion behaviour.

Key words: Fashion trends, Shopping behaviour, Social media, Young consumers

Introduction
The fashion industry is a dynamic and rapidly changing world, where trends emerge and fade with remarkable speed. Young people are at the heart of this phenomenon, playing a dual role as both influencers and shapers of fashion trends. The impact of fashion trends on young individuals is profound, extending beyond aesthetics to shape their sense of identity, self-expression, and purchasing decisions. As young people navigate the complexities of adolescence and young adulthood, fashion serves as a powerful tool for self-discovery and social expression. The significance of understanding youth fashion consumption patterns cannot be overstated. Marketers, policymakers, and industry stakeholders seeking to connect with this demographic must grasp the intricacies of youth fashion culture. By doing so, businesses can develop targeted marketing strategies that resonate with young consumers, policymakers can craft informed policies that support the industry's growth, and industry stakeholders can innovate and stay ahead of the curve. Against this backdrop, this study examines the demographic and socio-economic characteristics of young fashion consumers, analyses their shopping behaviour, and investigates the impact of social media on their shopping, fashion trends and preferences, providing insights into the world of youth fashion. The findings of this study will contribute to a deeper understanding of the factors driving youth fashion consumption, enabling stakeholders to develop effective strategies that cater to the needs and preferences of this key customer group.

Objectives
1. To Determine the demographic and socio-economic characteristics of young fashion
2. consumers.
3. To Analyse the Shopping Behaviour of youth
4. To examine the impact of social media on shopping behaviour and fashion trends.

Materials and Methods
The study used a descriptive research approach to understand the characteristics of young consumers in Thiruvananthapuram District, Kerala. It surveyed 150 youths aged 18-23, spread across rural, semi-urban, and urban areas, using a simple random sampling method to ensure a representative sample. A structured questionnaire, created with Google Forms,

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collected data on demographics, shopping behaviour, social media's impact on shopping, fashion trends and awareness of online shopping. The online survey method was used for efficient data collection. The data was then organized and analysed using appropriate statistical tools to identify trends and patterns.

Results and Discussion

Demographic profile of the respondents
Table 1 presents the demographic profile of the respondents, covering variables such as age, religion, marital status, family type, fashion trends, shopping preferences, and frequency of shopping. These variables provide insights into the respondents' characteristics and their shopping behaviours.

Table 1: Demographic profile of the respondents

SI No	Variables	Category	No	Percentage
1.	Age	18 yrs	18	12%
		19 yrs	16	10.6%
		20 yrs	67	44.7%
		21 yrs	40	26.7%
		22 yrs	6	4 %
		23 yrs	3	2%
2.	Religion	Hindu	119	79.3%
		Muslim	10	6.7%
		Christian	21	14%
3.	Marital Status	Married	10	6.7%
		Unmarried	140	93.3%
4.	Type of family	Joint	21	14%
		Nuclear	125	83.3%
		Extended	4	2.7%
5.	Following Fashion trends	Yes	119	79.3%
		No	31	20.7%
6.	Preference quality over quantity while shopping	Yes	132	88%
		No	18	12%
7.	Frequency of shopping	Weekly	1	0.7%
		Monthly	45	30%
		Twice in month	23	15.3%
		Thrice in a month	6	4%
		Quarterly	37	24.7%
		Half yearly	32	21.3%
		Yearly	6	4%

In the present study respondents are predominantly young adults, with the majority (44.7%) being 20 years old, followed by 21 years old (26.7%). The respondents are mostly in their early twenties, with 12% being 18 years old, 10.6% being 19 years old, and smaller percentages in the older age groups. This suggests that the survey primarily captures the views and preferences of college-aged individuals or young working professionals. The study reveals a predominantly Hindu (79.3%) and unmarried (93.3%) respondent base, mostly from nuclear families (82.3%). A significant majority (79.3%) stay updated with fashion trends and prioritize quality over quantity (88%) when shopping. In terms of shopping frequency, respondents tend to shop either monthly (30%) or half-yearly (21.3%), with very few opting for weekly shopping trips (0.7%). This suggests a mindful approach to fashion consumption, balancing style awareness with prudent purchasing habits. The study "Fashion Retail Consumer Behaviour: An Empirical Examination of Shopping Habits" by Babu and Raj (2024) [1] investigates the factors influencing fashion retail consumer behaviour. The researchers found that demographic factors, psychological factors, and social influences significantly impact shopping habits.

Socio economic profile of the respondents
Table 2 presents the socio-economic profile of the respondents, covering monthly spending patterns, type of house, employment status of family, and place of residence providing insights into their economic and social status.

Table 2: Socio economic profile of the respondents

Sl. No	Variables	Category	Number	Percentage
1	Monthly spending pattern	Less than 1000	97	64.7%
		Less than 3000	42	28%
		Less than 5000	7	4.7%
		Less than 10,000	2	1.3%
		More than 10,000	2	1.3%
2	Type of house	Own	130	86.7%
		Rented	18	12%
		Lease	2	1.3%
3	Employment status of family	Government	46	30.7%
		Private	32	21.3%
		Business	19	12.7%
		Daily wages	53	35.3%
4	Place of residence	Urban	74	49.3%
		Rural	48	32%
		Semi- urban	28	18.7%

The study shows that most respondents (64.7%) spend less than ₹1000 per month, indicating a relatively low budget for fashion and lifestyle expenses. A significant portion (86.7%) own their homes, suggesting stability in their living situations. The employment status of respondents' families is diverse, with daily wages (35.3%) and government jobs (30.7%) being prominent. Geographically, respondents are mostly from urban areas (49.3%), followed by rural (32%) and semi-urban (18.7%) areas, indicating a broad representation of different living environments.

Shopping behaviour of the respondents
This section depicts the shopping behaviour of the selected respondents. The variables selected are psychological aspects of shopping behaviour, Mode of shopping behaviour and awareness of the respondents towards online shopping. The psychological aspects of shopping behaviour is presented in Table 3.

Table 3: Psychological aspects of shopping behaviour

Sl no	Variables	Categories	Number	Percentage
1	Purpose of buying new clothes	To follow new trends	72	48%
		Replacing worn out clothes	64	42.7%
		Enriching wardrobe	6	4%
		As a gift	2	1.3%
		For the sake of buying	6	4%
2	Preference of parents on your clothing	Traditional wear	68	45.3%
		Western wear	82	54.7%
3	Bought clothes on impulse and regretted it later.	Yes	101	67.3%
		No	49	32.7%
4	Preference on fashion over comfort	Yes	77	51.3%
		No	73	48.7%
5	Judgement of others	Yes	94	62.7%
		No	56	37.3%
6.	Enjoyment in shopping	Yes	144	96%
		No	6	4%
7.	Branded products are better than local products	Yes	86	57.3%
		No	64	42.7%

The above table reveals that nearly half (48%) of respondents buy new clothes to follow new trends, indicating a strong desire to stay fashionable and up-to-date. The second most common reason is to replace worn-out clothes (42.7%), suggesting that practicality also plays a significant role in purchasing decisions. A small percentage (4%) of respondents buy clothes to enrich their wardrobe, implying that some individuals prioritize expanding their fashion options. Interestingly, only 1.3% buy clothes as a gift, while 4% admit to buying clothes simply for the sake of it, highlighting the influence of impulse purchases in fashion consumption. A slight majority (54.7%) of respondents' parents prefer Western wear, while 45.3% prefer traditional wear, indicating a relatively balanced preference for both styles. However, when it comes to impulse buying, a significant majority (67.3%) of respondents have bought clothes on impulse and regretted it later, suggesting that emotional purchases often lead to buyer's remorse. Only 32.7% of respondents have not experienced regret after an impulse purchase, highlighting the need for more mindful and intentional fashion buying habits. A slight majority (51.3%) prioritize fashion over comfort, suggesting that style plays a significant role in their clothing choices. A more pronounced majority (62.7%) admit to being influenced by the judgment of others, highlighting the impact of social pressure on fashion decisions. Encouragingly, an overwhelming 96% of respondents enjoy shopping, indicating a strong enthusiasm for fashion. Additionally, 57.3% believe that branded products are superior to local products, reflecting a perceived value associated with international or high-end brands, although a significant 42.7% disagree with this notion. Dhiman *et al*. (2018) [2] explored the behavioural aspects influencing young Indian consumers' decision to purchase apparels. According to their study, factors such as brand association, product attributes, and convenience play a significant role in shaping their purchasing decisions. Ojo and Ojo (2024) [4] found that family (72%), peer group (48%), and culture (62%) significantly influence consumer buying behaviour towards fashion clothing, highlighting the importance of sociological factors in marketing fashion products.

Table 4: Mode of shopping behaviour

Sl. No	Mode of shopping	Number	Percentage
1	Online	4	2.7%
2	Offline	30	20%
3	Both online and offline	116	77.3%

Table 4 shows that the majority (77.3%) of respondents prefer a combination of online and offline shopping, highlighting the growing trend of Omni channel shopping. A significant portion (20%) still prefer traditional offline shopping, while a small percentage (2.7%) opt for online shopping alone, possibly due to convenience or limited access to physical stores. Awareness of the respondents towards online shopping are depicted in Table 5.

Table 5: Awareness on online shopping

Sl. No	Variables	Category	Number	Percentage
1	Website /Apps	Amazon	18	12%
		Meesho	52	34.7%
		Myntra	24	16%
		Ajio	11	7.3%
		Flipkart	45	30%
2	Types of clothes do you buy most often	Ethnic wear	16	10.7%
		Casual wear	93	62%
		Formal wear	27	18%
		Home wear	10	6.7%
		Sports wear	4	2.6%
3	Purchase on sale season	Yes	71	47.3%
		No	79	52.7%

The study reveals that respondents are most familiar with online shopping platforms like Meesho (34.7%) and Flipkart (30%), followed by Myntra (16%) and Amazon (12%). Casual wear (62%) is the dominant type of clothing purchased, indicating a preference for comfortable and everyday attire. Formal wear (18%) and ethnic wear (10.7%) also feature in respondents' shopping habits. Surprisingly, a slight majority (52.7%) do not prioritize purchasing during sale seasons, whereas 47.3% do take advantage of discounted prices. Sulthana *et al*. (2024) examined the factors influencing young consumers' clothing purchase intention through online platforms. According to their study, social media, website design, product variety, price, and online reviews significantly impact online clothing purchase decisions.

Impact of social media on shopping behaviour and fashion trends

This section of the study examines the impact of social media on shopping behaviour and fashion trends, revealing that respondents adopt trends from fashion blogs, copy styles showcased on social media, observe latest fashion trends, and utilize social media platforms to gather information about current fashion trends, highlighting the significant role of social media in shaping their fashion preferences. The results are depicted in Table 6.

Table 6: Impact of social media on shopping

Sl. No	Variables	Categories	Number	Percentage
1	Adopt trend from fashion related blogs	Always	8	5.3%
		Sometimes	117	78%
		Never	25	16.7%
2	Copying of trends from social media	Always	14	9.3%
		Sometimes	118	78.7%
		Never	18	12%
3	Observation of latest fashion trends	Network	24	16%
		Print media	2	1.3%
		Social media	115	76.7%
		Observation of what others are wearing	9	6%
4	Social media site used for the collection information about fashion trends	Instagram	124	82.7%
		Facebook	0	0%
		YouTube	23	15.3%
		Twitter	2	1.3%
		WhatsApp	1	0.7%

The study reveals that respondents are influenced by fashion-related blogs, with 5.3% always adopting trends from them and 78% doing so sometimes. Only 16.7% never follow trends from blogs. Similarly, social media plays a significant role in shaping fashion choices, with 9.3% always copying trends and 78.7% doing so sometimes. About 12% never follow social media trends, indicating a notable influence of digital platforms on fashion decisions. The survey shows respondents observe latest fashion trends through social media (76.7%), networks (16%), and print media (1.3%). Very few (6%) get inspired by what others are wearing. For fashion trend information, respondents mainly use Instagram (82.7%) and YouTube (15.3%). Hardly anyone uses Facebook (0%) or Twitter (1.3%). According to Kim and Shin (2020), social media has a significant influence on fashion trends, with influencers and online communities playing a crucial role in promoting and disseminating fashion trends.

Conclusion: This study provides valuable insights into the fashion trends and shopping behaviour of young consumers in Thiruvananthapuram District, Kerala. The findings reveal that young consumers prioritize quality, stay updated with fashion trends, and prefer both online and offline mode of shopping. Social media emerges as a significant influencer of their fashion choices, with Instagram and YouTube playing a crucial role in shaping their fashion behaviour. The study's results have implications for fashion brands, marketers, and retailers seeking to tap into the successful youth market. By understanding the preferences, habits, and influences of young consumers, businesses can develop targeted marketing strategies, enhance customer engagement, and stay ahead in the competitive fashion industry.

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