Study on Shopping Behavior of Youth in Western Casual Category Clothes
Asif Shaikh and Jinesh Gohil

Abstract:

Apparel is one of the basic necessities of human civilization along with food, water and shelter. The Apparel Industry reflects people’s lifestyles and shows their social and economic status. The textile and apparel industry can be broadly divided into two segments - yarn and fibre, and processed fabrics and apparel. India accounts for approximately 14% of the world’s production of textile fibers and yarns. The domestic textile and apparel industry in India is estimated to reach US$ 141 bn by 2021 from US$ 67 bn in 2014. Textile and apparel exports from India are expected to increase to US$ 82 billion by 2021 from US$ 40 billion in 2014. In FY15 the readymade garment segment had a share of 40% of all textile and apparel exports. Rising government focus and favorable policies is leading to growth in the textiles and clothing industry. Youth has gained significant importance from marketers in recent years because of their growing purchasing power.

Key words: Shopping Behavior, Causal Category Clothes

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Introduction:

India population is very young. Youth are influenced with television, internet and has been exposed to modern trends around the world. More seriously, the slim, super-slim and skinny fits that are gaining ground among the young urban male demographic are cut to accentuate narrow waistlines, broad shoulders and well-toned bodies. As lifestyles change, fashion in India is becoming more diversified, as in the western countries. Technologies, ideas and lifestyles are moving concurrently and quickly impacting the purchase of western casual clothes.

Women own 7 pairs on average (1 in 4 women owns 10 or more), but they wear just 4 pairs on a regular basis. The growth of the domestic demand for clothing in India is linked with the success of the retailing sector. India presently has entered the second phase of growth and is witnessing a massive rise in the domestic demand. This is primarily due to the rise in the standard of living caused by the rise in the middle-income groups.
Research Objective:

To study shopping behavior of youth in western casual category clothes.

To find the average yearly spend of youth on western casual category.
As the youth is making more money at a younger age, they tend to spend more money on clothing and beauty products. This would help to understand the expenditure of their income on western casual category clothes.

To find whether more than 50% of youth buy slim-fit jeans.
As there is changing trend among the youth regarding the purchase of western casual category clothes, this would help us to understand the behavior of the youth regarding slim fit jeans. This can help the jeans manufacturers to streamline the production, reduce the inventory of slim fit jeans and help brand managers to sell more of this style of jeans.

The expenditure on western casual category is NOT independent of gender.
Western casual category clothes are popular among both male and female; the amount of income is even amongst both the genders and is increasing. Analysis of this would help us to understand the expenditure made by the respective gender.

Methodology:

The method used for collection of data was primary as well as secondary.

Primary data collection- Stratified Random Sampling from different age groups.

Secondary Data Collection - Websites and even articles from newspapers available on internet.

Sample Design and Sample Size:

Data was collected through Google form and the form was disturbed among 76 people. However there were only 34 valid respondents.

The data thus collected varied from different:

- Age Group.
- Gender
- Amount Spend
- Educational Qualification
Descriptive Statistics:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Gender%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>74%</td>
</tr>
<tr>
<td>Female</td>
<td>26%</td>
</tr>
</tbody>
</table>

Survey Findings

<table>
<thead>
<tr>
<th>Age group</th>
<th>Age%</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-20</td>
<td>24%</td>
</tr>
<tr>
<td>21-25</td>
<td>68%</td>
</tr>
<tr>
<td>26-30</td>
<td>9%</td>
</tr>
</tbody>
</table>

1) T Test Hypothesis

Hypothesis: The Average yearly spend on western casual category is greater than Rs. 4,500

Ho: Average yearly spend on western casual category is less than or equal to Rs. 4,500
Ha: Average yearly spend of youth on western casual category is greater than Rs. 4,500

Descriptive Statistics

<table>
<thead>
<tr>
<th>Statistics</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>4314.70</td>
</tr>
<tr>
<td>Standard Error</td>
<td>503.83</td>
</tr>
<tr>
<td>Median</td>
<td>3750</td>
</tr>
<tr>
<td>Mode</td>
<td>2000</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>2937.85</td>
</tr>
</tbody>
</table>

Gender

- Male: 74%
- Female: 26%

Age Group

- 15-20: 24%
- 21-25: 68%
- 26-30: 9%
Remark: The research shows that the average yearly spend on western casuals is less than Rs.4,500. This could be because most Indians wear both western and traditional clothes. So, spend is distributed across these categories. If the brand manager wishes to increase the share of the wallet of the Indian youth, then they need to focus on promoting the western casual wear culture as a trendy culture.
2) P Test Hypothesis

Hypothesis: More than 50% of youth buy slim-fit jeans

Ho: Less than 50% of youth buy slim fit jeans
Ha: More than 50% of youth buy slim-fit jeans

<table>
<thead>
<tr>
<th>Slim-fit</th>
<th># of respondents</th>
<th>Propotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>16</td>
<td>47%</td>
</tr>
<tr>
<td>Never</td>
<td>13</td>
<td>38%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>5</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>34</strong></td>
<td></td>
</tr>
</tbody>
</table>

\[
p = 0.50, \quad p' = 0.47, \quad q = 0.50, \quad \sqrt{p \cdot q / n} = 0.09
\]

<table>
<thead>
<tr>
<th>p</th>
<th>p'</th>
<th>q</th>
<th>p-p'</th>
<th>sqrt(p.q/n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.50</td>
<td>0.47</td>
<td>0.50</td>
<td>0.03</td>
<td>0.09</td>
</tr>
</tbody>
</table>

N: p: < 50%
A: p: > 50%
T: P test
T: Right Tail Test
A: 10% \quad CL = 90% \quad (1-90)
P: 90%

C: 1.28
O: \quad p-p' = 0.09
\quad \sqrt{p \cdot q / n}

P: 0.47
A: 0.1
D: PLATR
Remark: As per the research, less than 50% of youth buy slim fit jeans. This may be because of the changing trends among the youth. It also depends on the preference of the youth regarding the western casual category clothes. Since, Slim fit is currently in trend, managers need to focus on this data and make apt use of it. They need to promote and boost the customers to buy slim fit jeans. This can be done by introducing more colors or patterns or customized fitting. Brand managers can also bring in celebrities to promote this trend of slim fit jeans.

3) Chi Square test

Hypothesis: The expenditure on western casual category is NOT independent of gender

Ho: Expenditure on western casual category is independent of gender
Ha: Expenditure on western casual category is NOT independent of gender

<table>
<thead>
<tr>
<th>Fo:</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>200-3000</td>
<td>11</td>
<td>4</td>
<td>15</td>
<td>44%</td>
</tr>
<tr>
<td>3500-7000</td>
<td>9</td>
<td>5</td>
<td>14</td>
<td>41%</td>
</tr>
<tr>
<td>7500-15000</td>
<td>5</td>
<td>0</td>
<td>5</td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>25</td>
<td>9</td>
<td>34</td>
<td></td>
</tr>
</tbody>
</table>
Ho: Expenditure on western casual category is independent of gender

Ha: Expenditure on western casual category is NOT independent of gender

T: Right Tail

T: Chi Square test

A: 0.1
P: 0.9

C: 4.61
O: 2.41
P: 0.30

2 DF: (r-1)*(c-1)

CL = 90%

(1-10%)

Remarks:
Expenditure on western casual category is independent of gender. This signifies that both guys and girls spend equal amount of money while buying western casual category clothes. Since India is known as a male dominant society that paradigm is getting shifted here at least in the purchase of clothes. This is a good sign for the brand managers as females are spending more money on their purchase of western casual category clothes. So brand managers should equally promote the western wear irrespective of gender.

<table>
<thead>
<tr>
<th></th>
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<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>200-3000</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>3500-7000</td>
<td>0.16</td>
<td>0.45</td>
<td>0.61</td>
</tr>
<tr>
<td>7500-15000</td>
<td>0.48</td>
<td>1.32</td>
<td>1.80</td>
</tr>
<tr>
<td>Total</td>
<td>0.64</td>
<td>1.78</td>
<td>2.41</td>
</tr>
</tbody>
</table>
Conclusion

Apparel research for youth is considered important as their buying behavior is changing. Because of the economic growth, the working class people segment has grown and it has benefited middle class and upper middle class people leading to substantial raise in their income. Their spending power has also increased over the years. As the youth is making more money at a younger age, they tend to spend more money on clothing and beauty products. As there is changing trend among the youth regarding the purchase of western casual category clothes, this would help us to understand the behavior of the youth regarding slim fit jeans. Research paper says that majority of youth do not buy slim fit jeans. Since, slim fit is currently in trend, managers need to focus on this data and make apt use of it. Western casual category clothes are popular among both male and female; the amount of income is even amongst both the genders and is increasing. Both guys
and girls spend equal amount of money while buying western casual category clothes. Overall, Good days for Jeans will last for long.

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